



**A STUDY OF NON-PATRONS OF JAPANESE
RESTAURANTS, AND THEIR PERCEPTION OF SHABU
SHABU AS A HEALTHY FOOD OPTION**

BY

CHOTIWIT NGAMPRAMUAN

**AN INDEPENDENT STUDY SUBMITTED IN
PARTIALFULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)**

FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2014
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THAMMASAT UNIVERSITY
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INDEPENDENT STUDY

BY

MR. CHOTIWIT NGAMPAMUAN

ENTITLED

A STUDY OF NON-PATRONS OF JAPANESE RESTAURANTS, AND THEIR
PERCEPTION OF SHABU SHABU AS A HEALTHY FOOD OPTION

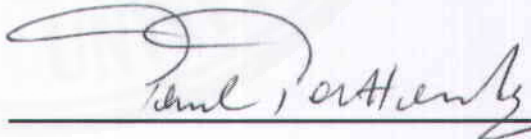
was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)
on 12 JUN 2015

Chairman



(Professor K. Douglas Hoffman, Ph.D.)

Advisor/Member



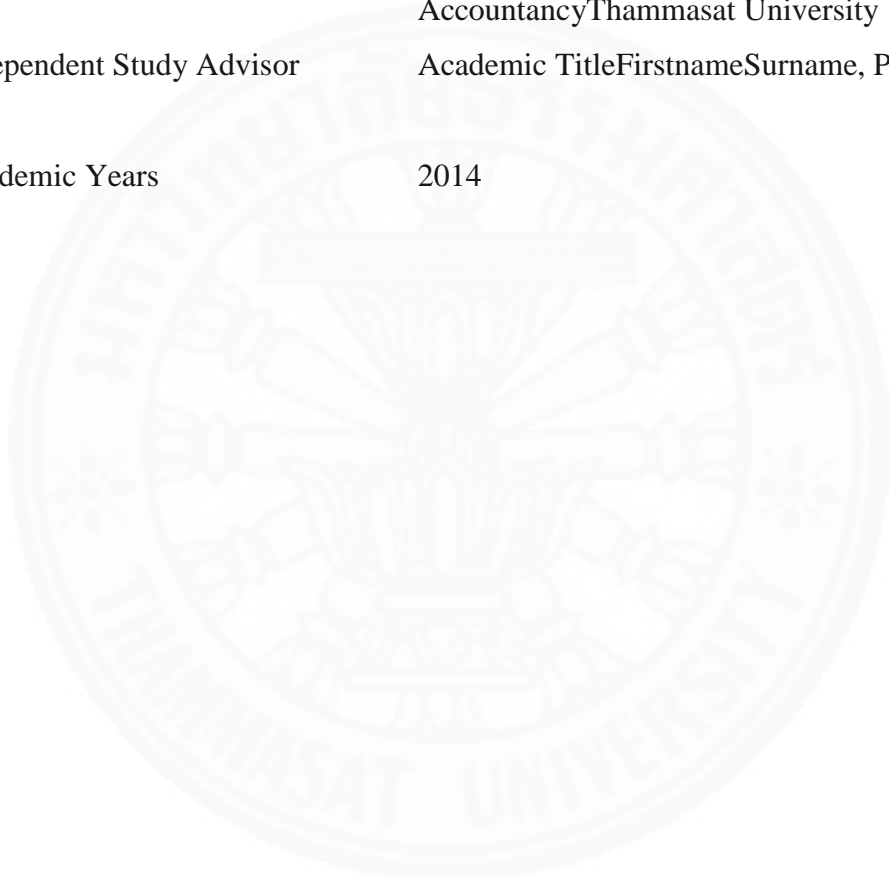
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Thesis Title	A study of non-patrons of Japanese restaurants, and their perception of shabushabu as a Healthy Food Option.
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Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and AccountancyThammasat University
Independent Study Advisor	Academic TitleFirstnameSurname, Ph.D./M.D.
Academic Years	2014



ABSTRACT

This study is a contemporary topic in applied marketing. The objective is to understand the perceptions of shabushabu (Japanese Hot Pot) as a healthy food option by consumers who do not patronize. The study also examines the factors that people consider when choosing a type of restaurant to dine. Furthermore, to examine the segment of health-conscious consumer as potential customers for a healthy Japanese food.

According to the research from the Kasikorn Research Center, The Japanese restaurant category is the highest growth category in Thailand and many countries for several years ago. The Japanese restaurant market in Thailand value is 20,000 million THB and tends to increase every year around 5% - 10%. To understand Thai consumer's Perceptions of Japanese food and to understand the consuming behaviors of the health-conscious consumers towards the healthy Japanese food. On the other hand this study will focus on consumers who do not go to Japanese restaurant and their perception and attitude.

The variables of this study are 1) Consumer's characteristics such as demographic, psychographics, education, occupation and income 2) Internal and external factor that affect their consuming behavior. For instance, the internal factors are healthy-conscious and personal characteristics. The external factors are social and marketing promotion 3) Consuming behavior of Japanese food such as, frequency, place to go to eat, perception and satisfaction. 4) What they like and what they do not like.

The data will be secondary data and primary data which come from the quantitative market research. The target respondent is a group of people in Bangkok and suburb area with 200 samples who are not frequently go to eat Japanese food but tend to be a healthy-conscious.

The result of this study such as what factor is most important for non-patrons of Japanese restaurant when choosing a type of restaurant to dine or what type of restaurant that health conscious people are seeking for example. These results will be helpful to the business owner and the marketer who are seeking the opportunity of Japanese restaurant as a healthy food option. And it will also helpful to understand the

healthy conscious people lifestyle better. The attitude and perception of consumer that will conduct in this study will help marketer create the strategy to grow the market in the future.

ACKNOWLEDGEMENTS

I would like to take this opportunity to express my sincere gratitude and regards to my advisor, Prof. Dr. Paul G. Patterson, for his valuable guidance throughout the course of independent study. The advice, help and intensive monitoring given by him through several meetings and emails are really helpful for my research writing. This task would never been accomplished without him. I also wish to express a deep sense of appreciation to Prof. Dr. Philip C. Zerrillo, MIM Executive Chairman and Asst. Prof. PannapachrItthiopassagul, MIM Director, for their heartily devotion to MIM students and the exceptional learning opportunities provided for me. Moreover, I am obliged to all MIM officers especially Miss SirinaddaKaweewattana, for her helpful facilitation throughout period of study. I also need to thank all my friends and alumni at MIM program, Thammasat University for helping me get through the difficult times, particularly Mr.TanaphumSrinawakoon, the head of M27 academic department as he always help me to conclude and summarize when I am not understand the course and closely to dismissed from the program after I got “Probation2”. Without him I will not have today. Lastly, I thank almighty my parents, brother and sisters for their constant encouragement and unconditional love and support given to me throughout my whole

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2015

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1. INTRODUCTION

According to the research from the Kasikorn Research Center, Restaurant market in Thailand value is 97,431 million THB in 2013. And The Japanese restaurant category is the highest growth category. The Japanese restaurant market in Thailand value is 20,000 million THB and tends to increase every year around 5% - 10% per year.

The reason behind the growth of Japanese restaurant is healthy trend. People more care about food that they eat and drink that they drink. Fast food chain as KFC, McDonald , Pizza company had dominate the market more over 20 years but now the trend of Japanese restaurant is coming because of healthy trend.

In Japanese restaurant market, there are too many kind of food such as Ramen, Sushi, Curry rice for example. However the highest growth in Japanese restaurant market is Japanese ShabuShanu (Japanese Hot pot). Japanese shabushabu(Japanese hotpot) market value is 4,000 million THB with 10-15% growth per year.

What is ShabuShabu?

Shabushabu is a Japanese dish that featuring with thinly sliced beef or pork boiled in water. A thin slice of meat and piece of vegetable in a pot of boiling water or broth made with kel. After meat and vegetables have been eaten, leftover broth in the pot will customize and combined with the remaining rice, and eat soup in the last.

What is different between ShabuShabu and Sukiyaki?

The dish is related to sukiyaki in style of cooking, both of them featuring by sliced beef or pork and vegetables and served with dipping sauces. The different between ShabuShabu and Sukiyaki is the taste of soup that shabushabu is more savory and sweeter.

According to healthy trend that people more care about their eating. However healthy food is normally not tasty but Shabushabu can provide the perfect combination. A lot of vegetable in the meal combine with good beef and pork that

why ShabuShabu market is growing very fast

For these reason many company want to be in the Japanese ShabuShabu market. Including Boonrawd brewery co.,ltd. as known as "Singha Beer" where am I working now, the company also want to expand the market to the Japanese restaurant. And me whom in-charge in new business development , this independent study will help me to understand Thaiconsumer's Perceptions of Japanese ShabuShabu and to understand the consuming behaviors of the health-conscious consumers towards the healthy Japanese ShabuShabu.The result of this study will help me to develop the business strategy to entire the Japanese ShabuShabu market. The attitude and perception of consumer that will conduct in this study will help marketer create the strategy to grow the market in the future.

Moreover this study wills focusing on consumers who are not go to Japanese restaurant but go to other kind of restaurant. To understand the consumers who are not go to Japanese restaurant will be a good study which no one have been conducted before. Business owner and marketer will see the different angle from consumers who are not go to Japanese restaurant.

2. Statement of the Problem

Although Japanese restaurant market in Thailand value is 20,000 million THB and tends toincrease every year around 5% - 10% per year. Fast food chain restaurant such as KFC, McDonald and Pizza Company for example still dominate the restaurant market in Thailand, which value around 30,000 - 40,000 million THB. Fast food chain restaurant has criticized as junk food for many years. However they still can dominate the market year after year. People care about their eating more than the past but most of them still go to fast food.

The study of consumer attitude of people who do not go to Japanese restaurant has never been conducted in Thailand. An exploratory study of the stated problem will help to understand what people think when they go to eat outside, why they do

not go to Japanese restaurant and their attitude and perception of Japanese food as a healthy option.

The study will go through Japanese restaurant market and Japanese ShabuShabu market in Thailand, which one is the leader in customer mind even they not go to Japanese restaurant.

3. Purpose of the study

This study is a contemporary topic in applied marketing. The objective is to understand the perceptions of shabushabu (Japanese Hot Pot) as a healthy food option by consumers who do not patronize. And clarify what factor that people choose to eat or not to eat. Furthermore, to examine the segment of health-conscious consumer for Healthy Japanese food. And for the company, to develop the strategy to enter this market which attribute could be use and what kind of strategy that will be able to get attention and differentiate from others that existing in the market.

4. Review of the Literature

Health Benefits of Japanese Foods

Phill (2011) write in travel food and wine about the healthy life and the benefit of Japanese food. Food is not only to live but it is an essential part of lives; a long healthy life is coming from the Nutritious food. Japanese people are known to live long because they focusing on the health benefits from their foods. The benefit to eat not they feel to eat is their think and for them the Japanese foods are not only for the taste.

Health Benefit from Japanese food has 5 major points,

1. Consuming proteins in greater quantities
2. Soy “It reduces the risk heart disease and blood pressure.”
3. Buckwheat “low in fat and high in carbs.”
4. Small portions “Make the point of healthiest foods”

Japanese Healthy Eating

(Lisa, Angela, Sachi, 2010) write in Japanese healthy eating that How they feel the benefit of Japanese food. How they understand unhealthy eating and the problems of poor lifestyle. They share the knowledge and the experiences and introduce the benefit of Japanese food. Typical ingredients for Japanese health food is , rice , miso , vegetables and fish. Especially the benefit of “Miso” Japanese soy soup is enormous.

- Reduced risk of breast, lung, prostate and colon cancer
- Protection from radiation
- Strengthens the immune system
- High in Antioxidants

How to Eat Healthy at a Japanese Restaurant

(Nicole Turner-Ravana, 2014) write in lives strong that when you trying to follow ahealthy diet Japanese restaurant is a good choice to do. Choosing the wrong meal, unhealthy meal is the bad thing that could happen and Japanese food is not healthy if we do not know how to eat. Nicole write that how to eat healthy at a Japanese Restaurant.

Why Do Japanese People Live So Long? (And What You Can Do To Live A Long Time Too)

(Koichi, 2010) write and explain in tofugu that why do Japanese people live so long and what people can do to live a long time too. Japanese has the oldest life expectancy in the world. The means of Japanese expectancy is 79 years old for men and 86 years for women. What Japanese people do to live long in spite After World War 2 , Japanese people is one of the lowest life expectancies in the world. The answer for this question is eating lifestyle.

The Japanese Diet

Fish vs Red Meats; Japanese people not eat red meats as much as fish. Because red meat has a lot of cholesterol which cause to many disease such as heart

disease, heart attack, stroke for example. Fish is the primary meat in Japan, eating fish help to keep cholesterol low, and good for health.

Rice: Eaten rice is the most important thing that help Japanese people have a good health. Japanese rice is low in fat and help they fill up. Especially brown rice is the best that people should try to mix it with white rice.

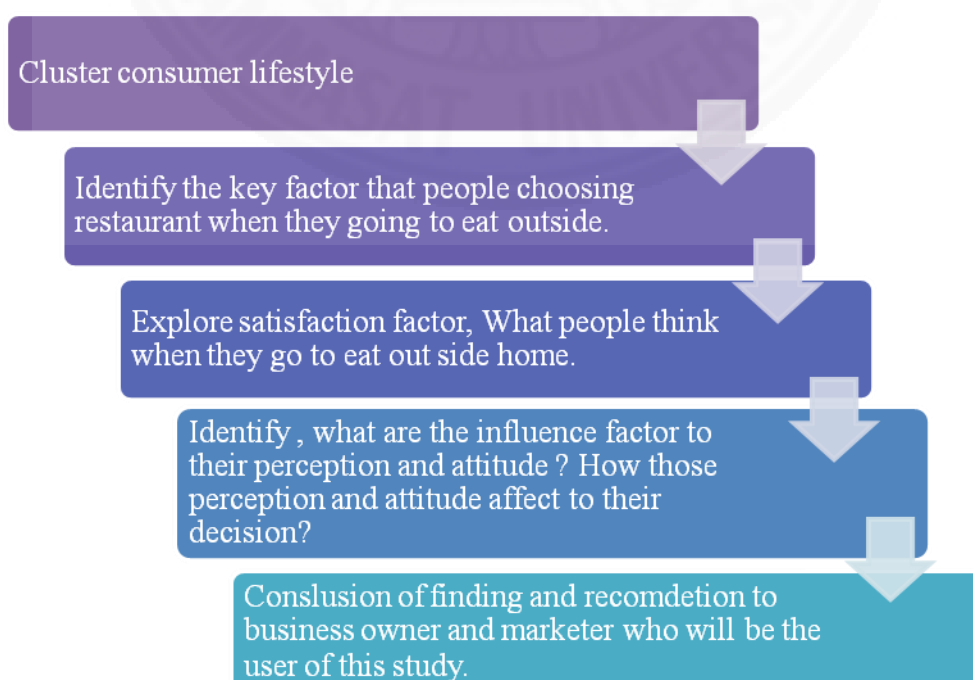
Soy: the alternative way to eat, bean sprouts, the awesome item that helps reduce heart disease and high blood pressure for example. Soy products are really healthy.

Japanese Food Health Facts

(Lau Hanly, 2014) write and explain in live strong about Japanese Food Health Facts, according to a 2009 study published in the “Journal of the American College of Nutrition” The traditional Japanese diet that impressive in longevity and low incidence of cardiovascular and metabolic disease. For example Miso, Tempeh and Tofu, are rich in protein and calcium, and low in saturated fat. Seaweed Snacks, Molecules in seaweed, extremely beneficial healthy it help reduced risk of metabolic disease and arthritis. Read bean desserts, high protein , fiber and minerals.

5. Materials and Methods

5.1 Theoretical Frame



5.2 Research Design

The data will be secondary data and primary data which come from the quantitative market research. The target respondent is a group of people in Bangkok and suburb area with 150 samples who are not frequently go to eat Japanese food but tend to be a healthy-conscious.

1. Exploratory Research

-To understand the overview of restaurant market in Thailand, including market size, trend and growth through websites, news and articles.

1.1 In-depth Interview

-To understand consumer behavior, their attitude and the reason that they go or not go to Japanese restaurant as a healthy food option.

2. Descriptive Research

2.1 Questionnaire (Online / Offline)

200 respondents who have not eaten at a Japanese restaurant

Target group

-Male and female

-Age 20-50 years old.

-Area; Bangkok

5.3 Sample Selection

In-depth Interview

1 group of people who are health conscious but do not frequently go to Japanese restaurant, age 18,23,28,35.40 and 55 years old, work as part time to senior officer worker, living in Bangkok area.

Questionnaire (Online)

Online Google Survey, Hard copy to people who not using internet. Target 150 respondents

5.4 Instrumentation

Questionnaire will be developing from depth interview data. The finding from depth interview

will help to organize and design question in questionnaire.

5.5 Data Collection

Online Google Survey, Hard copy to people that not much using internet

Data Analysis

Analysis and deliverable of the form

- SPSS (Statistical Package for the Social Sciences) will be applied to analyze the data.
- The statistical tools that we will use are cross- tabulation analysis, XL miner and other statistical analysis as appropriate.
- The study result will be delivered in word document form submitting through email with in the given deadline shown below:

5.6 Limitation of the Study

- Due to the limitation of time and resources.
- The findings of population in each segment and age group may not be generalized to the entire population.
- Cluster lifestyle of consumer in many attribute.
- Cluster consumer perception and attitude toward healthy food.
- Define the factor that consumer use to consideration when they go to restaurant.

5.7 Significance of the Study

Today the Japanese restaurant market is the most attractive market according to the market value around 20,000 million THB and growth 10 – 15% per year. Even MK restaurants, Thai style sukiyaki, that have more over 200 branches in Thailand also develop the menu that related from ShabuShabu (Appendix E). The healthy eating trend will be the future market that consumers are considering and take care themselves more than the past. However the important thing for eating is still be the taste of food. The purpose of the current study is to identify the consumer lifestyle, cluster the consumer type and understand the attitude and perceptions of non-patrons of Japanese restaurants.

Japanese food is healthy might be the same attitude for consumer but Japanese food in each country will be not same taste as well. The significance of the study is to identify which attribute that Thai consumer prefers to eat and the important factor for their decision.

The result of this study will be useful for the company to understand people who are not going to Japanese restaurant, their lifestyle, perception and attitude. This study also benefits to use to develop Marketing plan and strategy to target new market and acquire new customer. The attitude and perception of consumer that will conduct in this study will help marketer create the strategy to grow the market in the future. In developing economy such as Thailand, healthy eating is the issue that people will more interesting. As people became richer healthy issue will became the next of their life.

6. FINDINGS AND RESULTS

The aim of this research is to understand the perceptions of shabushabu (Japanese Hot Pot) as a healthy food option by consumers who do not patronize. And clarify what factor that people choose to eat or not to eat. Furthermore, to examine the segment of health-conscious consumer for Healthy Japanese food and for the company, to develop the strategy to enter this market which attribute could be use and what kind of strategy that will be able to get attention and differentiate from others

that existing in the market. There are 200 respondents of questionnaire that designed and posted it online by using Google Survey for data collection and the final result will be criticized and analysed by using the SPSS (Statistical Package for Social Science) version 20.0

This chapter will be divided into two main parts as following. The first part is consisting of the will present the attitude and perception of Japanese shabushabu (Japanese Hot Pot). The second part present demographic profile of respondents by using descriptive analysis to present frequencies, percentages and means.

6.1 Respondent's attitude and perception of Japanese shabushabu (Japanese Hot Pot).

The attitude and perception of Japanese shabushabu (Japanese Hot Pot) of the respondents are summarized in the form of frequencies and percentages as shown below which includes attitude and perception of Japanese shabushabu (Japanese Hot Pot), screening question and popular restaurant.

6.1.1 How many time you go to eat restaurant outside per month of respondents

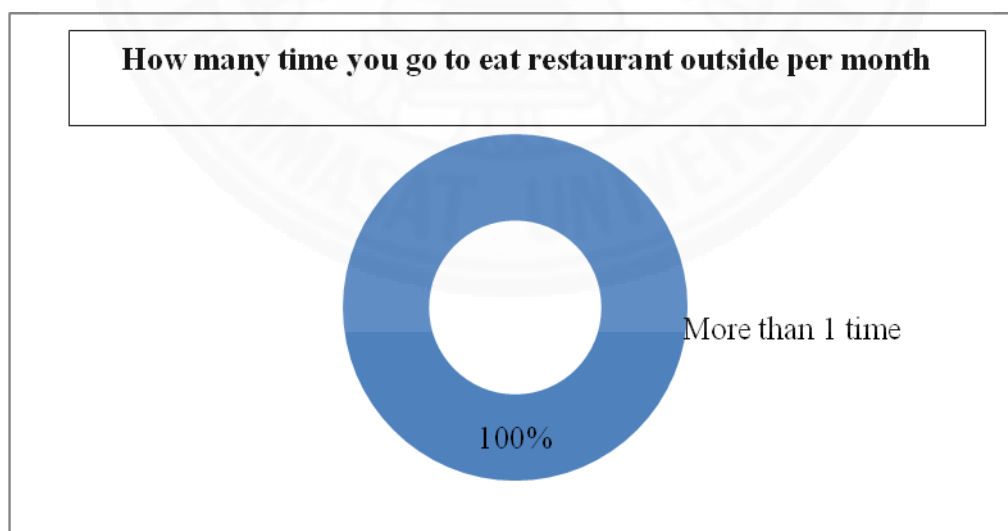
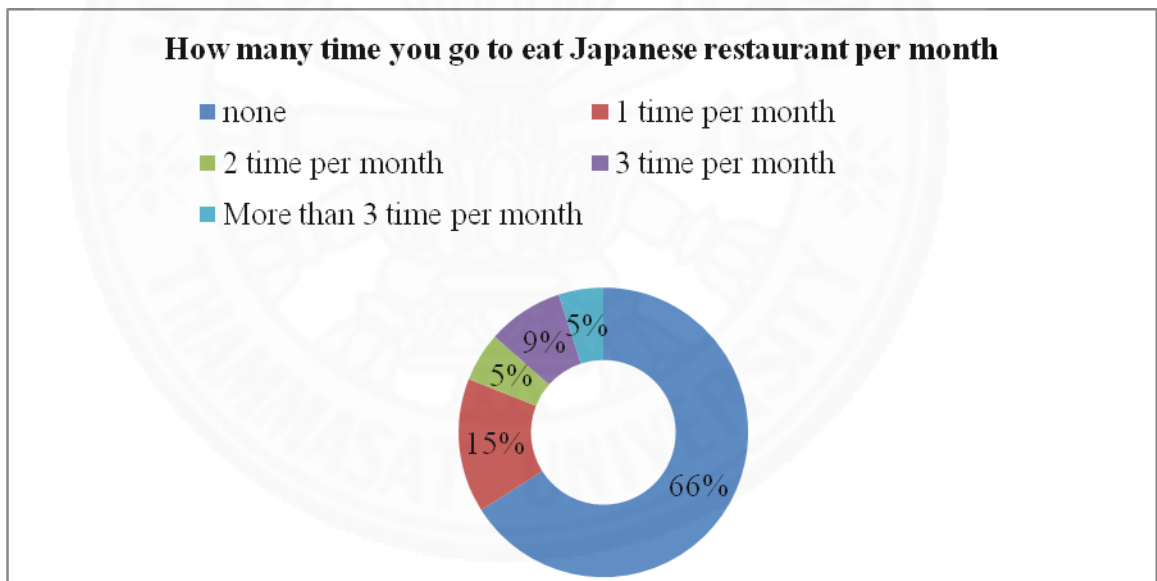


Figure 6.1.1 How many time you go to eat restaurant outside per month.

attitude and perception of Japanese shabushabuinformation	Frequency	Percentage
How many time you go to eat restaurant outside per week		
More than 1 time	200	100.00
Total	200	100.00

Table 6.1.1 How many time you go to eat restaurant outside per month of respondents.

There are 200 respondents out of the 200 in total which are answer more than 1 timeper month considering as a 100.00% of the total respondents.



6.1.2 How many time you go to eat Japanese restaurant per month of respondents

Figure 6.1.2 How many time you go to eat Japanese restaurant per month.

attitude and perception of Japanese shabushabuinformation	Frequency	Percentage
How many time you go to eat Japanese restaurant per month		

none	132	66.00
1 time per month	30	15.00
2 time per month	11	5.50
3 time per month	17	8.50
More than 3 time per month	10	5.00
Total	200	100.00

Table 6.1.2 How many time you go to eat Japanese restaurant per month of respondents.

There are 130 respondents out of the 200 in total which are answer none considering as a 66.00 % of the total respondents. 1 time per month is the second place that has 30 people out of 200 or 15.00% and 3 time per month is the third place that has 17 people out of 200 or 8.50%. This was followed by 2 time per month that has 11 people out of 200 or 5.50%. Lastly, the respondents that have been more than 3 time per month are the lowest percentage of this survey which are 5.00% respectively.

6.1.3 Descriptive for overall decision factors

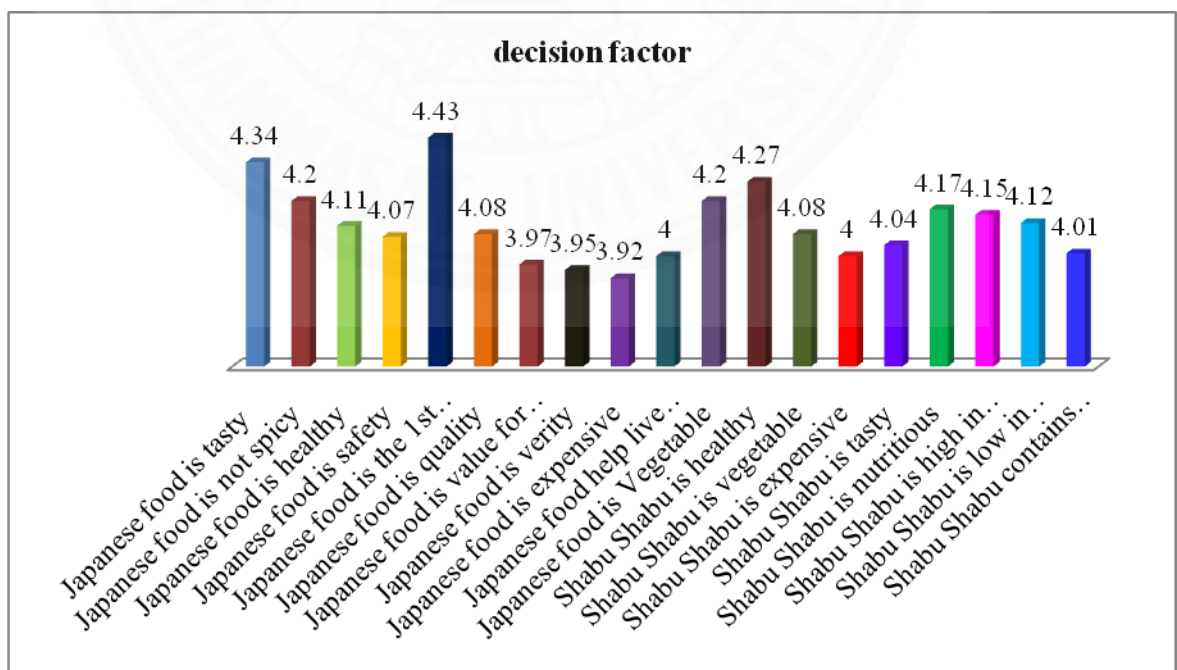


Figure 6.1.3 decision factor of respondents.

Factors	\bar{x}	S.D.	Level of agreement
Japanese food is tasty	4.34	0.65	Important
Japanese food is not spicy	4.20	0.67	Important
Japanese food is healthy	4.11	0.66	Important
Japanese food is safety	4.07	0.66	Important
Japanese food is the 1 st choice	4.43	0.58	Extremely Important
Japanese food is quality	4.08	0.66	Important
Japanese food is value for money	3.97	0.66	Important
Japanese food is verity	3.95	0.70	Important
Japanese food is expensive	3.92	0.70	Important
Japanese food help live longer	4.00	0.64	Important
Japanese food is Vegetable	4.20	0.66	Important
ShabuShabu is healthy	4.27	0.65	Extremely Important
ShabuShabu is vegetable	4.08	0.68	Important
ShabuShabu is expensive	4.00	0.67	Important
ShabuShabu is tasty	4.04	0.64	Important
ShabuShabu is nutritious	4.17	0.64	Important
ShabuShabu is high in fibre and roughage	4.15	0.72	Important
ShabuShabu is low in calories	4.12	0.67	Important
ShabuShabu contains natural ingredients	4.01	0.70	Important
Overall factors	4.11	0.66	Important

Table 6.1.3 Descriptive for overall decision factor.

Table 6.1.3 presents that respondents had agreed with the highest mean on Japanese food is the 1st choice factor influence to decision (mean = 4.43). This was followed by Japanese food is tasty (mean = 4.34), ShabuShabu is healthy (mean =4.27) and Japanese food is not spicy and Japanese food is Vegetable that is equal mean (mean =4.20), ShabuShabu is nutritious(mean =4.17), ShabuShabu is high in fibre and roughage (mean =4.15), ShabuShabu is low in calories (mean =4.12), Japanese food is healthy (mean =4.11), Japanese food is quality and ShabuShabu is vegetable that is equal mean (mean =4.08), Japanese food is safety (mean =4.07), ShabuShabu is tasty (mean =4.04), ShabuShabu contains natural ingredients (mean =4.01), Japanese food help live longer and ShabuShabu is expensive that is equal mean (mean =4.00), Japanese food is value for money (mean =3.97), Japanese food is verity (mean =3.95). However, respondents had agreed with the lowest mean on Japanese food is expensive factors influence to decision (mean = 3.92). The overall result shows that respondents were Important with overall factors influence to decision (mean = 4.11).

6.1.4 Descriptive for overall decision factor when I choose to go to restaurant I will consider this

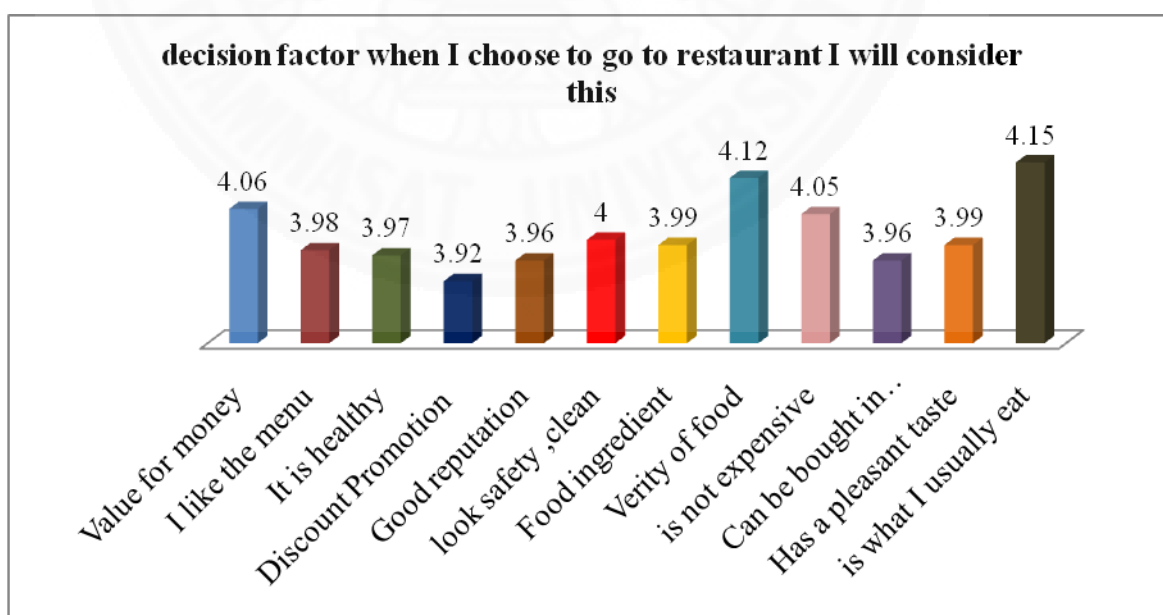


Figure 6.1.4 decision factor when I choose to go to restaurant I will consider this of respondents.

decision factor when I choose to go to restaurant I will consider this	\bar{x}	S.D.	Level of agreement
Value for money	4.06	0.77	Important
I like the menu	3.98	0.67	Important
It is healthy	3.97	0.72	Important
Discount Promotion	3.92	0.71	Important
Good reputation	3.96	0.71	Important
look safety ,clean	4.00	0.77	Important
Food ingredient	3.99	0.75	Important
Verity?????? of food	4.12	0.69	Important
is not expensive	4.05	0.79	Important
Can be bought in shops close to where I live	3.96	0.68	Important
Has a pleasant taste	3.99	0.69	Important
is what I usually eat	4.15	0.67	Important
Overall factors	4.01	0.72	Important

Table 6.1.4 Descriptive for overall decision factor.

Table 6.1.4 presents that respondents had agreed with the highest mean on is what I usually eat factor influence to decision when I choose to go to restaurant I will consider this(mean = 4.15). This was followed by verity of food (mean = 4.12), value for money (mean =4.06) and is not expensive (mean =4.05), look safety ,clean (mean =4.00), Has a pleasant taste and Food ingredient that is equal mean (mean =3.99), I like the menu (mean =3.98), It is healthy (mean =3.97), Good reputation and Can be

bought in shops close to where I live that is equal mean (mean =3.96). However, respondents had agreed with the lowest mean on Discount Promotion factors influence to decision factor when I choose to go to restaurant I will consider this (mean = 3.92). The overall result shows that respondents were Important with overall decision factor when I choose to go to restaurant I will consider this (mean = 4.11).

6.1.5 which restaurant did you had been recently of respondents

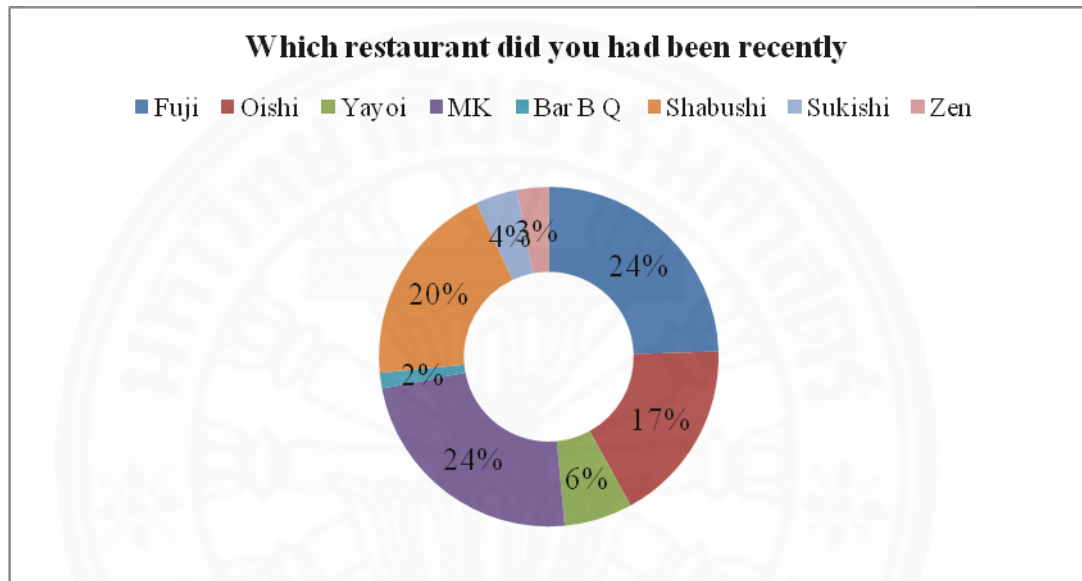


Figure 6.1.5 which restaurant did you had been recently of respondents.

attitude and perception of Japanese shabushabu information	Frequency	Percentage
Which restaurant did you had been recently		
Fuji	49	24.50
Oishi	35	17.50
Yayoi	13	6.50
MK	47	23.50
Bar B Q	3	1.50
Shabushi	39	19.50
Sukishi	8	4.00
Zen	6	3.00
Total	200	100.00

Table 6.1.5 which restaurant did you had been recently of respondents.

These figures present which restaurant did you had been recently of the respondent which is 200 people according to this survey. To summarize, Fuji is the primary percentage of the respondent which is 24.50% or 49 out of 200 users. MK is the second place that has 47 people out of 200 or 23.50% and Shabushi is the third place that has 39 people out of 200 or 19.50%. This was followed by Oishi (17.50%), Yayoi (6.50%), Sukishi (4.00%) , and Zen (3.00%). Lastly, the respondents that have been Bar B Q are the lowest percentage of this survey which are 1.50% respectively.

6.1.6 Which restaurant in list that you usually go of respondents

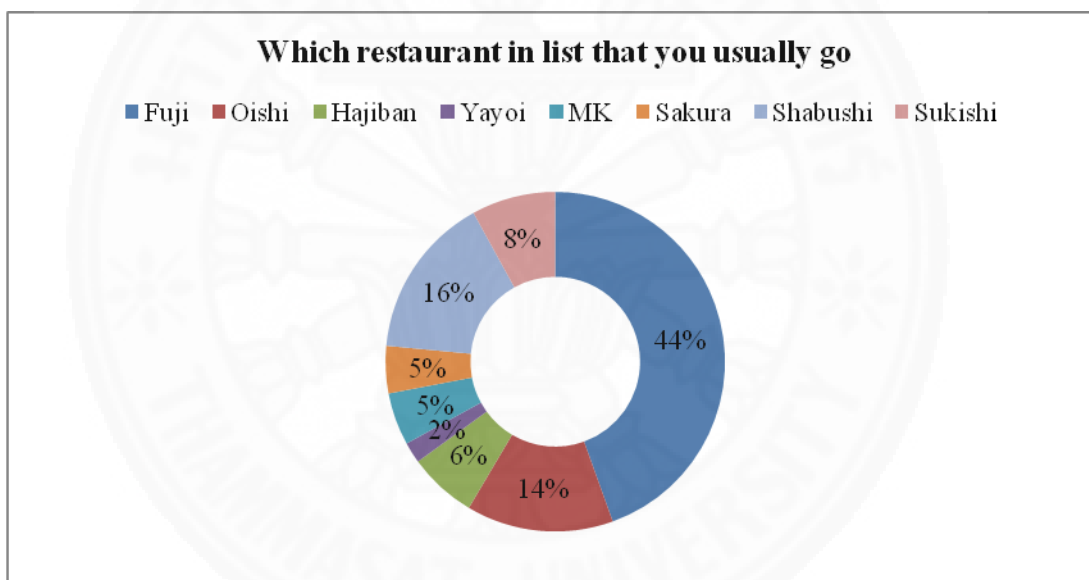


Figure 6.1.6 Which restaurant in list that you usually go of respondents?

attitude and perception of Japanese shabushabu information	Frequency	Percentage
Which restaurant in list that you usually go		
Fuji	89	44.50
Oishi	28	14.00
Hajiban	13	6.50
Yayoi	4	2.00
MK	10	5.00

Sakura	9	4.50
Shabushi	31	15.50
Sukishi	16	8.00
Total	200	100.00

Table 6.1.6 which restaurant in list that you usually go of respondents.

These figures present which restaurant in list that you usually go of the respondent which is 200 people according to this survey. To summarize, Fuji is the primary percentage of the respondent which is 44.50% or 89 out of 200 users. Shabushi is the second place that has 31 people out of 200 or 15.50% and Oishi is the third place that has 28 people out of 200 or 14.00%. This was followed by Sukishi (8.00%), Hajiban (6.50%), MK (5.00%) , and Sakura (4.50%). Lastly, the respondents that have been Yayoi are the lowest percentage of this survey which are 2.00% respectively.

6.1.7 Which restaurant do you think most healthy of respondents?

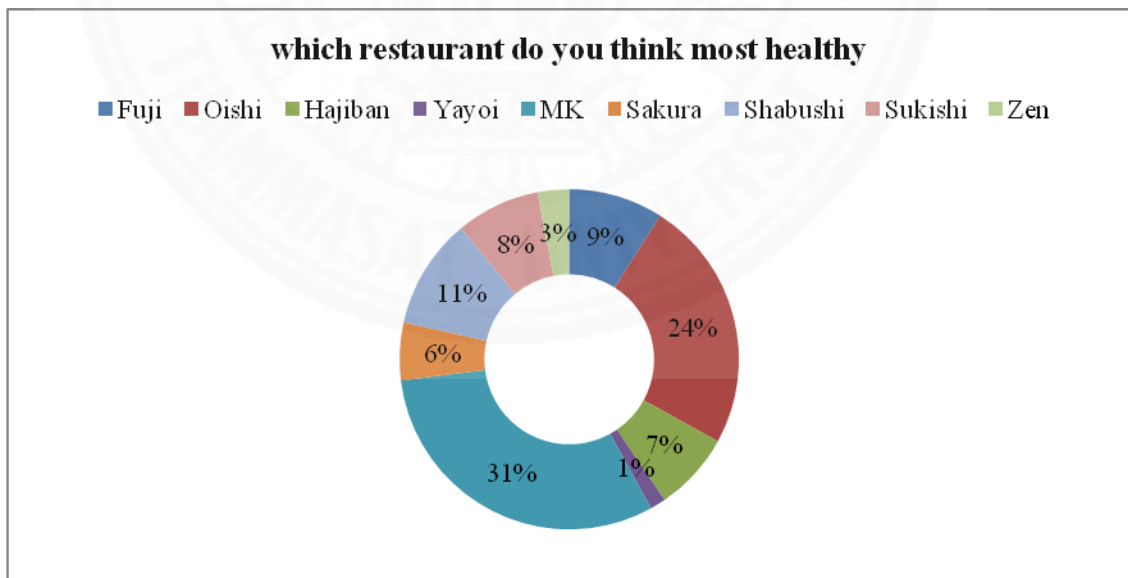


Figure 6.1.7 Which restaurant do you think most healthy of respondents.

attitude and perception of Japanese shabushabu information	Frequency	Percentage
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which restaurant do you think most healthy		
Fuji	18	9.00
Oishi	48	24.00
Hajiban	15	7.50
Yayoi	3	1.50
MK	62	31.00
Sakura	11	5.50
Shabushi	21	10.50
Sukishi	16	8.00
Zen	6	3.00
Total	200	100.00

Table 6.1.7 which restaurant do you think most healthy of respondents.

These figures present which restaurant you think most healthy of the respondent which is 200 people according to this survey. To summarize, MK is the primary percentage of the respondent which is 31.00 % or 62 out of 200 users. Oishi is the second place that has 48 people out of 200 or 24.00% and Shabushi is the third place that has 21 people out of 200 or 10.50%. This was followed by Fuji (9.00%), Sukishi (8.00%), Hajiban (7.50%), Sakura (5.50%) and Zen (3.00%). Lastly, the respondents that have been Yayoi are the lowest percentage of this survey which are 1.50% respectively.

6.1.8 Which restaurant do you think not healthy of respondents?

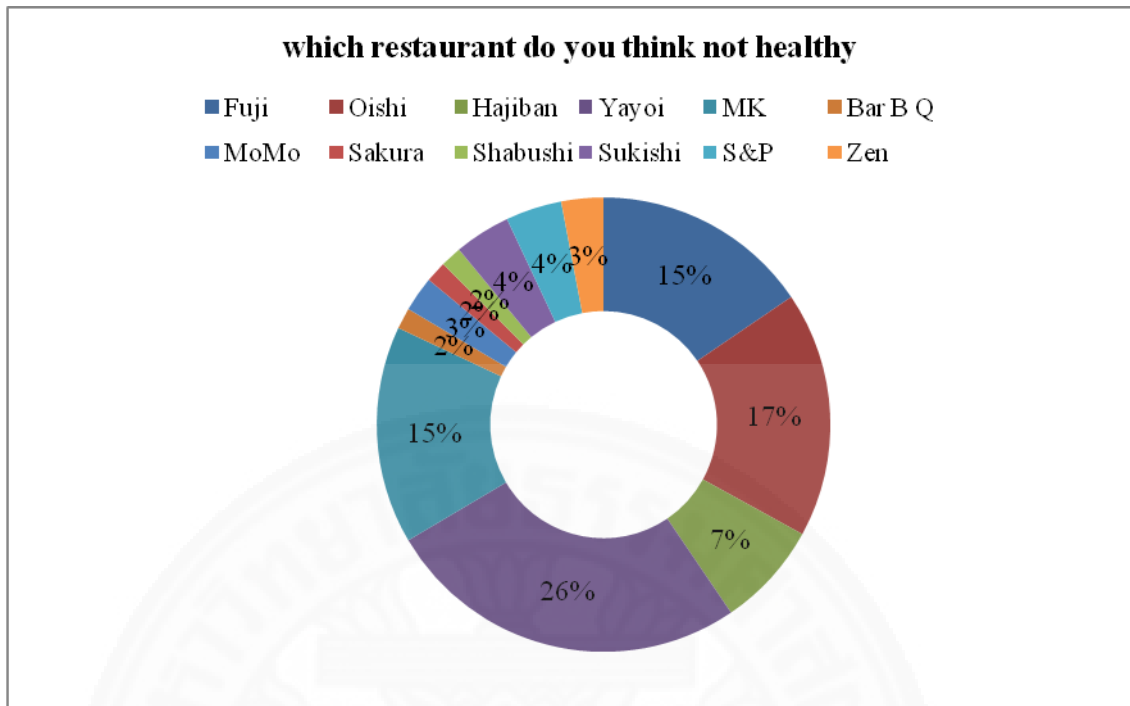


Figure 6.1.8 Which restaurant do you think not healthy of respondents.

attitude and perception of Japanese shabushabu information	Frequency	Percentage
which restaurant do you think not healthy		
Fuji	31	15.50
Oishi	35	17.50
Hajiban	15	7.50
Yayoi	31	15.50
MK	52	26.00
Bar B Q	3	1.50
MoMo	5	2.50
Sakura	3	1.50
Shabushi	3	1.50
Sukishi	8	4.00
S&P	8	4.00
Zen	6	3.00
Total	200	100.00

Table 6.1.8 which restaurant do you think not healthy of respondents.

These figures present which restaurant do you think not healthy of the respondent which is 200 people according to this survey. To summarize, MK is the primary percentage of the respondent which is 26.00% or 52 out of 200 users. Oishi is the second place that has 35 people out of 200 or 17.50% and Fuji and Yayoithat is equal percent is the third place that has 29 people out of 200 or 14.50%. This was followed by Hajiban (7.50%), Sukishi and S&P that is equal percent (4.00%), Lastly, the respondents that have been Bar B Q, Sakura and Shabushithat is equal percent are the lowest percentage of this survey which is 1.50% respectively.

6.1.9 Which restaurants do you think it value for money of respondents

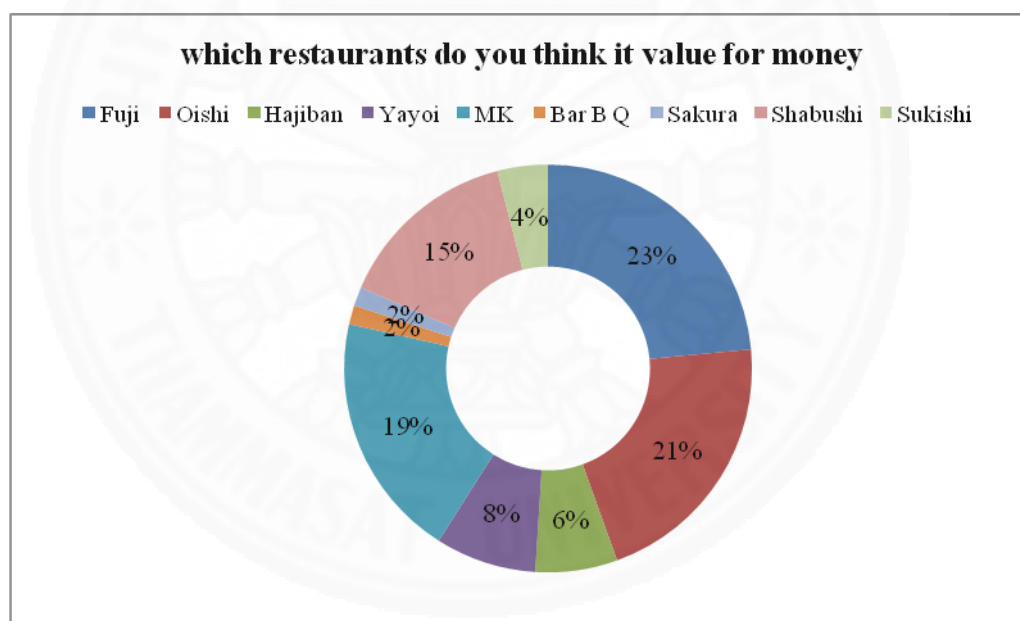


Figure 6.1.9 Which restaurants do you think it value for money of respondents.

attitude and perception of Japanese shabushabu information	Frequency	Percentage
which restaurants do you think it value for money		
Fuji	47	23.50
Oishi	42	21.00
Hajiban	13	6.50

Yayoi	16	8.00
MK	39	19.50
Bar B Q	3	1.50
Sakura	3	1.50
Shabushi	29	14.50
Sukishi	8	4.00
Total	200	100.00

Table 6.1.9 which restaurants do you think it value for money of respondents.

These figures present which restaurants do you think it value for money of the respondent which is 200 people according to this survey. To summarize, Fuji is the primary percentage of the respondent which is 23.50% or 47 out of 200 users. Oishi is the second place that has 42 people out of 200 or 21.00% and MK is the third place that has 39 people out of 200 or 19.50%. This was followed by Shabushi (14.50%), Yayoi (8.00%), Hajiban (6.50%) ,Sukishi (4.00%). Lastly, the respondents that have been B Q and Sakurathat is equal percent are the lowest percentage of this survey which is 1.50% respectively.

6.1.10 which restaurants do you think it quality of respondents

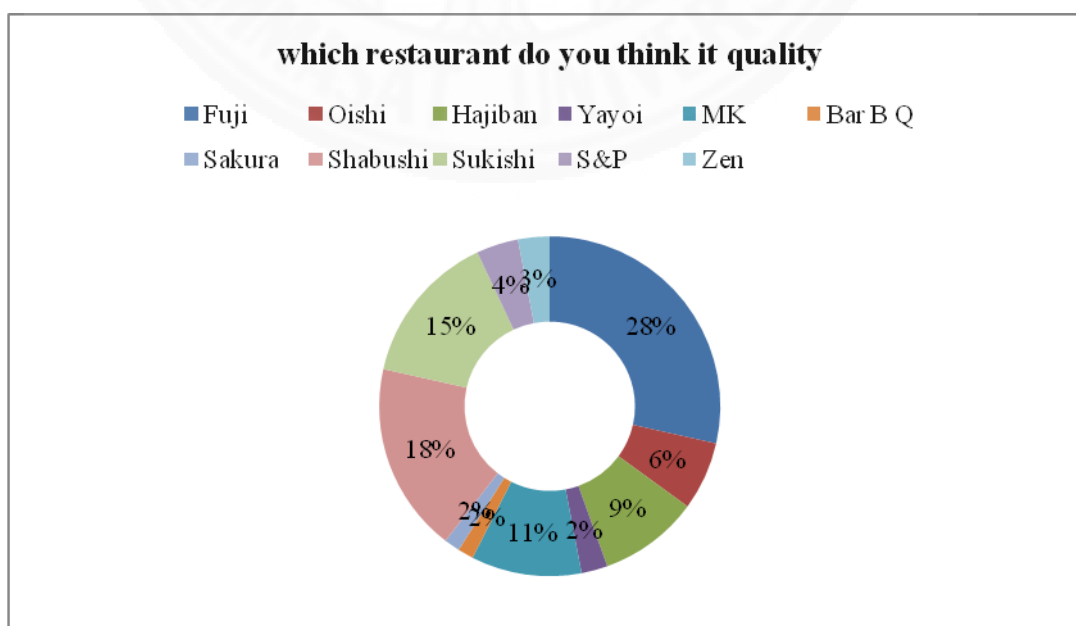


Figure 6.1.10 Which restaurant do you think it quality of respondents.

attitude and perception of Japanese shabushabuinformation	Frequency	Percentage
which restaurant do you think it quality		
Fuji	57	28.50
Oishi	13	6.50
Hajiban	19	9.50
Yayoi	5	2.50
MK	21	10.50
Bar B Q	3	1.50
Sakura	3	1.50
Shabushi	36	18.00
Sukishi	29	14.50
S&P	8	4.00
Zen	6	3.00
Total	200	100.00

Table 6.1.10 which restaurant do you think it quality of respondents.

These figures present which restaurant do you think it quality of the respondent which is 200 people according to this survey. To summarize, Fuji is the primary percentage of the respondent which is 28.50% or 57 out of 200 users. Shabushi is the second place that has 36 people out of 200 or 18.00% and Sukishi is the third place that has 29 people out of 200 or 14.50%. This was followed by MK (10.50%), Hajiban (9.50%), Oishi (6.50%) , S&P (4.00%) , Zen (3.00%) Yayoi (2.50%).Lastly, the respondents that have been B Q and Sakurathat is equal percent are the lowest percentage of this survey which is 1.50% respectively.

6.2 Respondent's demographic profile

The demographic profiles of the respondents are summarized in the form of frequencies and percentages as shown below which includes gender, age, occupation, education and income.

6.2.1 Gender of respondents

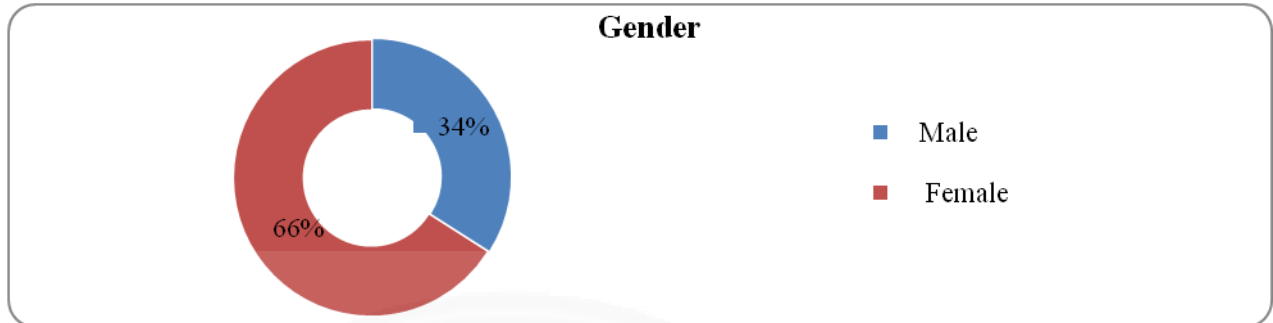


Figure 6.2.1 Gender of respondents.

Personal information	Frequency	Percentage
Gender		
Male	68	34.0
Female	132	66.0
Total	200	100.00

Table 6.2.1 Gender of respondents.

The figures above present the number and percentage of respondents in Thailand divided by gender. There are 132 respondents out of the 200 in total which are female considering as a 66.00% of the total respondents and 34.00% of respondents are male.

6.2.2 Age of respondents

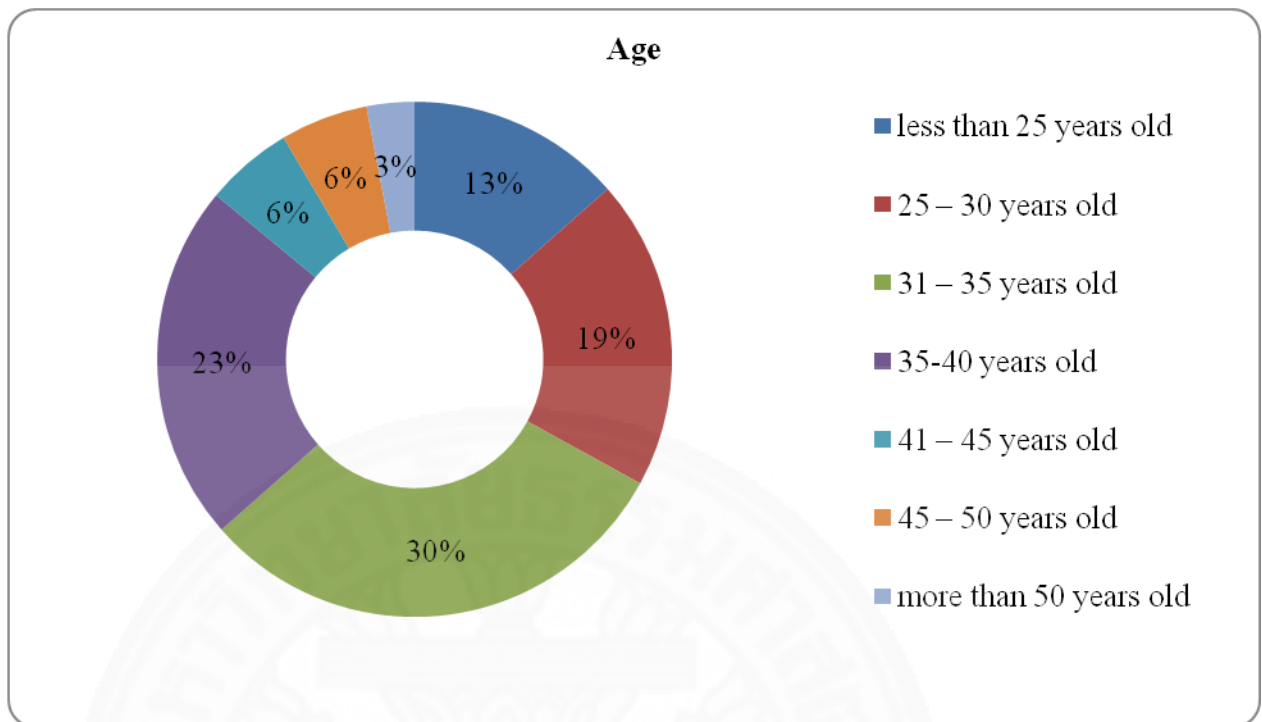


Figure 6.2.2 Age of respondents.

Personal information	Frequency	Percentage
Age		
less than 25 years old	27	13.5
25 – 30 years old	39	19.5
31 – 35 years old	61	30.5
35-40 years old	45	22.5
41 – 45 years old	11	5.5
45 – 50 years old	11	5.5
more than 50 years old	6	3.0
Total	200	100.00

Table 6.2.2 Age of respondents.

The figures above show the different range of the participants' age in Thailand. The age of the majority of the respondent is in between 31 – 35 years old which is 30.50% or 61 out of 200 users. Between 35-40 years old is the second place that has 45 people out of 200 or 22.50% and between 25 – 30 years old is the third

place that has 39 people out of 200 or 19.50%. This was followed by less than 25 years old (13.50%) and between 41 – 45 years old and between 45 – 50 years old that is equal percent (5.50%). Lastly, the respondents that have been more than 50 years old are the lowest percentage of this survey which is 3.00% respectively.

6.2.3 Occupation of respondents

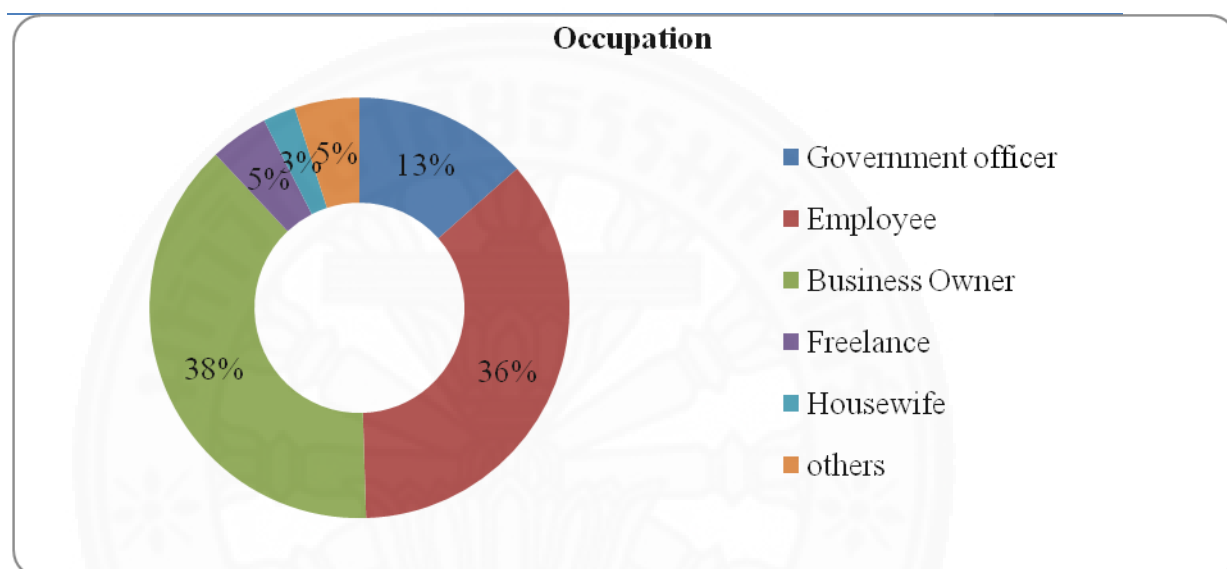


Figure 6.2.3 Occupation of respondents.

Personal information	Frequency	Percentage
Occupation		
Government officer	27	13.5
Employee	72	36.0
Business Owner	77	38.5
Freelance	9	4.5
Housewife	5	2.5
others	10	5.0
Total	200	100.00

Table 6.2.3 Occupation of respondents.

The figures above show the different range of the participants' occupation in Thailand. The occupation of the majority of the respondent is Business Owner which is 38.50% or 77 out of 200 users. The employee is the second place that has 72 people out of 200 or 36.00% and Government officer is the third place that has 27 people out of 200 or 13.50%. This was followed by others (5.00%) and Freelance (4.50%). Lastly, the respondents that have been housewife are the lowest percentage of this survey which is 2.50% respectively.

6.2.4 Education of respondents

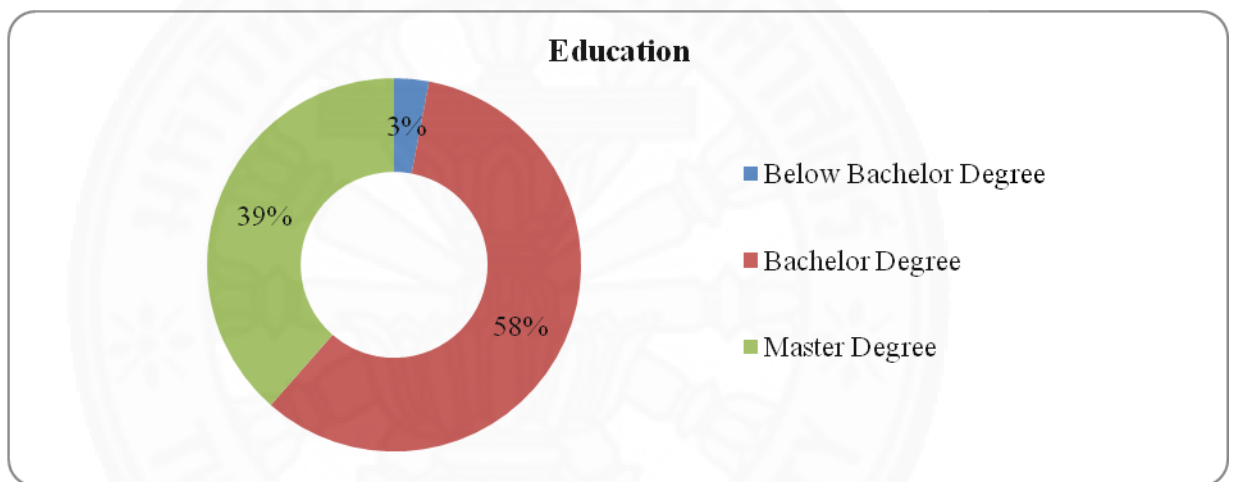


Figure 6.2.4 Education of respondents.

Personal information	Frequency	Percentage
Education		
Below Bachelor Degree	6	3.0
Bachelor Degree	117	58.5
Master Degree	77	38.5
Total	200	100.00

Table 6.2.4 Education of respondents.

The figures above show the different range of the participants' education in Thailand. The education of the majority of the respondent is Bachelor Degree which is 58.50% or 117 out of 200 users. The master Degree is the second place that has 77

people out of 200 or 38.50%. Lastly, the respondents that have been below Bachelor Degree are the lowest percentage of this survey which is 3.00% respectively.

6.2.5 Income of respondents

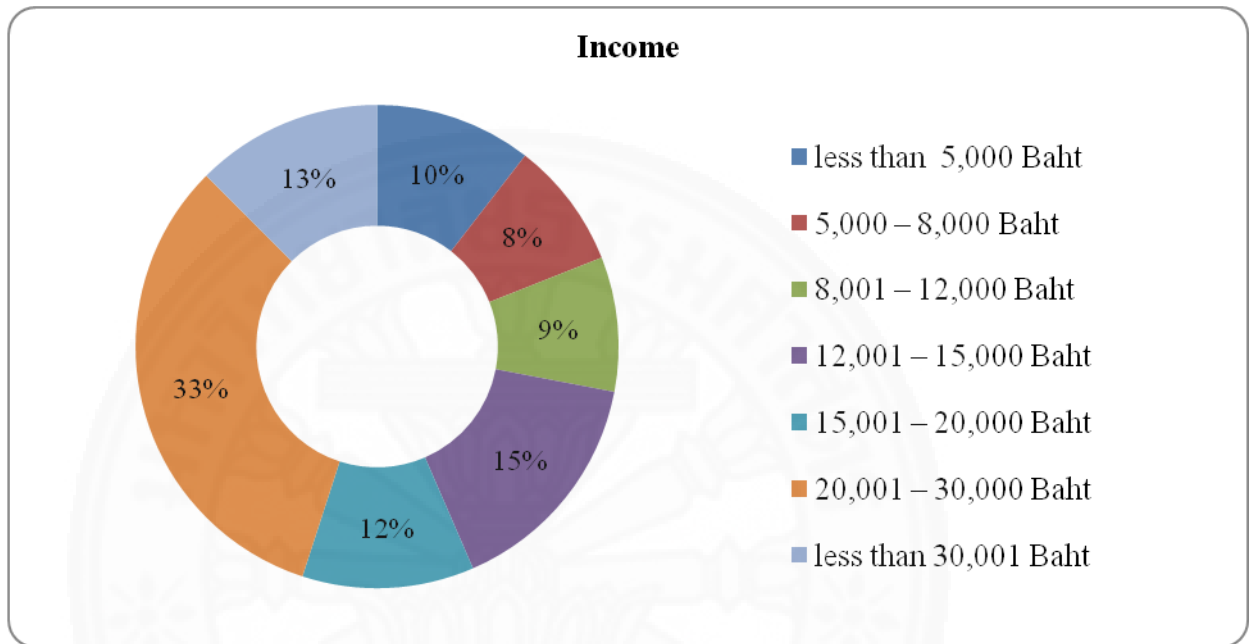


Figure 6.2.5 Income of respondents.

Personal information	Frequency	Percentage
Income		
less than 5,000 Baht	21	10.5
5,000 – 8,000 Baht	17	8.5
8,001 – 12,000 Baht	18	9.0
12,001 – 15,000 Baht	31	15.5
15,001 – 20,000 Baht	23	11.5
20,001 – 30,000 Baht	65	32.5
less than 30,001 Baht	25	12.5
Total	200	100.00

Table 6.2.5 Income of respondents.

The figures above show the different range of the participants' income in Thailand. The income of the majority of the respondent is in between 20,001 – 30,000 Baht which is 32.50% or 65 out of 200 users. Between 12,001 – 15,000 Baht is the second place that has 31 people out of 200 or 15.50% and less than 30,001 Baht is the third place that has 25 people out of 200 or 12.50%. This was followed by between 15,001 – 20,000 Baht (11.50%), less than 5,000 Baht (10.50%) and between 8,001 – 12,000 Baht (9.00%). Lastly, the respondents that have been between 5,000 – 8,000 Baht are the lowest percentage of this survey which is 8.50% respectively.

7. CONCLUSIONS

This research aims to understand why consumers (who go to other restaurants) do not go to Japanese restaurant, and their attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option. And clarify what factor that people choose to eat or not to eat. Furthermore, to examine the segment of health-conscious consumer for Healthy Japanese food. And for the company, to develop the strategy to enter this market which attribute could be use and what kind of strategy that will be able to get attention and differentiate from others that existing in the market. The result of this study can be used in two aspects which are business aspect and academic aspect. In business aspect, business owners, investors, managers and staffs can use the result of this study as a standard for the consumers (who go to other restaurants) do not go to Japanese restaurant, and their attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option or create a new dimension in the Japanese shabushabu market that can raise more advantages over competitors and differentiate their products apart from others. In academic aspect, for additional knowledge such as the attitude, perception of Japanese shabushabu and form the basis of future research. The study will be beneficial for readers to clearly understand factor that has an impact on the consumers (who go to other restaurants) do not go to Japanese restaurant, and their attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option.

This study was undertaken to investigate in this study, the author examine the relationship and identify contributing elements between the attitude and perception of

Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option effects to the consumers (who go to other restaurants) do not go to Japanese restaurant. Data in the study were collected by questionnaire with 200 customers who are located in Thailand that come from probability sampling method called convenient sampling for asked to response to the questionnaire, and the data were collected and analyzed to answer the research questions. The analytical that used in the questionnaire include Reliability analysis, Frequencies, percentage and Mean.

This research indicates the consumer attitude of people who do not go to Japanese restaurant has never been conducted in Thailand before. In exploratory study of the stated problem will help to understand what people think when they go to eat outside, why they do not go to Japanese restaurant and their attitude and perception of Japanese food as a healthy option. The results confirm the consumer attitude of people who do not go to Japanese restaurant.

1. To understand why consumers (who go to other restaurants) do not go to Japanese restaurant founded the reason that consumers (who go to other restaurants) do not go to Japanese restaurant because Japanese food is tasty, ShabuShabu is healthy, Japanese food is the 1st choice, Japanese food is Vegetable and Japanese food is not spicy. It supports Lisa, Angela, Sachi (2010) write in Japanese healthy eating that How they feel the benefit of Japanese food. How they understand unhealthy eating and the problems of poor lifestyle. They share the knowledge and the experiences and introduce the benefit of Japanese food. Typical ingredients for Japanese health food is , rice , miso , vegetables and fish. Especially the benefit of “Miso” Japanese soy soup is enormous.

2. To understand their attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option founded Japanese shabushabu is Value for money, look safety ,clean, Verity of food, is what I usually eat and is not expensive. It found that respondents had agreed with the highest mean on is what I usually eat factor influence to decision when I choose to go to restaurant I will consider this(mean = 4.15). This was followed by verity of food (mean = 4.12), value for money (mean =4.06) and is not expensive (mean =4.05), look safety ,clean (mean =4.00), Has a pleasant taste and Food ingredient that is equal mean (mean =3.99), I like the menu (mean =3.98), It is healthy (mean =3.97), Good reputation and Can be

bought in shops close to where I live that is equal mean (mean =3.96). However, respondents had agreed with the lowest mean on Discount Promotion factors influence to decision factor when I choose to go to restaurant I will consider this (mean = 3.92). The overall result shows that respondents were Important with overall decision factor when I choose to go to restaurant I will consider this (mean = 4.11).It supports Phill (2011) write in travel food and wine about the healthy life and the benefit of Japanese food. Food is not only to live but it is an essential part of lives; a long healthy life is coming from the Nutritious food. Japanese people are known to live long because they focusing on the health benefits from their foods. The benefit to eat not they feel to eat is their think and for them the Japanese foods are not only for the taste.Japanese cuisine is nutritionally well-balanced and healthy, which has resulted in the longevity of the Japanese population.Knowledge of and interest in Japanese cuisine exists throughout the world. The increasing number of Japanese restaurants in the world is welcomed because Japanese cuisine is not only healthy and tasty, but also emphasizes communication between host and guest. In contrast, young people in Japan today exhibit poor eating habits under the influence of globalization, such as eating excessive amounts of high energy foods with bad nutritional balance

7.1 Limitations of the Study

This study has the following limitations:

7.1.1 As this study was conducted with only 200 Thai consumers who attitudes and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option effects to the consumers (who go to other restaurants) do not go to Japanese restaurant which are located in Bangkok, the findings may not be applied broadly to all customers who attitudes and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option effects to the consumers (who go to other restaurants) do not go to Japanese restaurant, which are located in other province in Thailand or other country.

7.1.2 This study was limited to interactivity and attitudes of only Thai consumers who the attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option effects to the consumers (who go to other restaurants) do not go to Japanese restaurant, which are located in Thailand. There were more

customers of the other country. Therefore, the findings may not represent relationship and identify contributing elements between (the attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option effects to the consumers (who go to other restaurants) do not go to Japanese restaurant).

7.1.3 This study focused on consumer behavior only in the aspects of purchasing and using. Other facets of the behavior such as the searching for, evaluating, and disposing the products were not explored. The rationale was based on the different nature of the behavior which needed different conceptual frameworks.

7.1.4. This study investigated the relationship only with the attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option effects to the consumers (who go to other restaurants) do not go to Japanese restaurant. Other tools that marketers use in order to effect on the attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option effects to the consumers (who go to other restaurants) do not go to Japanese restaurant such as advertising, design, price, product quality, brand loyalty, sales promotion and advertising of their companies and creative were not investigated.

7.1.5 Since the researcher decided to use both primary and secondary data for the research, they had to make comprehensive preparations in advance so as to deal with the varied requirements of the procedures while simultaneously handling their time efficiently. Further, the researcher had huge amounts of data as they used both secondary and primary data.

7.1.6 The researcher had to be very careful while assessing and investigating the data and making the inferences for the results. Mistakes while gathering the data: It is possible that some mistakes occurred when the researcher assessed the questionnaires which were sent to the participants. This may have had an adverse impact on the current study.

7.1.7 The limited time available to conduct the current study resulted in limiting the activities which were supposed to be undertaken extensively. Limited time for the research did not permit the researchers to conduct the research activities in a comprehensive manner which would have had an adverse impact on the study undertaken. Further this limited the sample size to merely 200 which may have an adverse impact on the study.

7.1.8 The research has been conducted only Thailand. Thus it is difficult to know if the same inferences could be drawn if the study was conducted other parts of the world.

7.1.9 Since the extant data was gathered only from working people it was possible that the answers they provided were in favors of the process. This may have led to biased answers in the current research which consequently would have impacted the conformity of the research.

8. Recommendation

As this study focused only on attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option effects to the consumers (who go to other restaurants) do not go to Japanese restaurant between the customers with the age between 20 up to 50 over years old in selected areas, there are many more factors that could affect to attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option effects to the consumers (who go to other restaurants) do not go to Japanese restaurant which should be studied further. The researcher recommends the following points for further studies:

8.1 A comparative study on relationship and identify contributing elements between attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option effects to the consumers (who go to other restaurants) do not go to Japanese restaurant. The study will be one effective way for indicating effectiveness of relationship and identify contributing elements between attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option effects to the consumers (who go to other restaurants) do not go to Japanese restaurant with other different brand or product. The result can help advertisers and marketers to realize both strong and weak points of others and can adapt these points to improve relationship and identify contributing elements between attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option effects to the consumers (who go to other restaurants) do not go to Japanese restaurant of their companies.

8.2 The study relationship and identify contributing elements between attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option effects to the consumers (who go to other restaurants) do not go to Japanese restaurant to compete the rivals and fulfill the needs of its customers.

8.3 Therefore, it is worthwhile to conduct an ongoing study in order to consider a long-term effectiveness of relationship and identify contributing elements between attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option effects to the consumers (who go to other restaurants) do not go to Japanese restaurant through the one variables that use in this study.

8.4 One could expand on research in this paper both in terms of more quantitative and qualitative investigation of the motivation for attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option effects to the consumers (who go to other restaurants) do not go to Japanese restaurant introduced into a market. Examples include determining the percent of the consumers (who go to other restaurants) do not go to Japanese restaurant into a market that are shelf-stable versus refrigerated or types of products. It would be useful to see how Japanese shabushabu (Japanese Hot Pot) different from those marketed and to investigate why.

8.5 A future longitudinal study could be conducted to examine any dynamic changes that might occur.

8.6 Further research should include consumers from other sampling frames to gain more information about consumer characteristics and obtain broader understanding about the attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option effects to the consumers (who go to other restaurants) do not go to Japanese restaurant.

8.7 Other marketing tools should be investigated to further the understanding of this study. The knowledge gained will enable marketers to develop a comprehensive strategic marketing plan.

8.8 Other aspects of consumer behavior should be further examined to extend the body of knowledge of the marketing field as well as to provide better understanding for marketers about the reaction of their customers.

8.9 Other facets of product attributes should be studied to confirm the influence of the marketing offerings on consumer behavior.

8.10 The attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option will attract more customers to the product especially the female customers. The study recommends that the Japanese shabushabu (Japanese Hot Pot) products should be reliable in the sense that one can eat for healthy. This ensures that customers have a positive perception on the product and also customers are more satisfied by such products. More the Japanese shabushabu (Japanese Hot Pot) should be introduced in the market. This is because they will improve the quality of the already existing products hence attracting more customers to the products leading to higher profits to the companies involved.

8.11 A research need to be done on the influence of the attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option effects to the consumers (who go to other restaurants) do not go to Japanese restauranton customer perception on more products countrywide for the generalization of the results. A study should be carried on challenges facing the companies involved in teaming up to come up with a product in the market. This will help other companies with the intention of coming up with same product venture into the business aware of the challenges they are likely to face. 8.12 Research has made it evident that in the given competitive scenario, it would be more beneficial for organizations to focus all their energies on retaining their extant customers instead of trying to attract new ones. By employing the two processes of the attitude and perception of Japanese shabushabu (Japanese Hot Pot) as a Healthy Food Option successfully, the organizations can not only fulfil the needs of existing customers but can easily draw new consumers to their fold.

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Appendices A

Survey Questions

1. Screening question

1.1 How many time you go to eat restaurant outside per week

() None (x) More than 1

1.2 How many time you go to eat Japanese restaurant per month

(x) None () More than 1

2. Likert scale

Key decision factor	Not at all important	Not important	Neutral	Important	Extremely important
1.Japanese food is tasty					
2.Japanese food is not spicy					
3.Japanese food is healthy					
4.Japanese food is safety					
5.Japanese food is the 1 st choice					
6.Japanese food is quality					
7.Japanese food is value for money					
8.Japanese food is verity					
9.Japanese food is expensive					
10.Japanese food help live longer					
11.Japanese food is Vegetable					
12.Shabu Shabu is healthy					
13.Shabu Shabu is vegetable					
14.Shabu Shabu is expensive					
15.Shabu Shabu is tasty					

3.Likert scale

Key decision factor When I choose to go to restaurant I will consider this	1 Not important	2	3	4	5 Extremely important
1.Value for money					
2.I like the menu					
3.It is healthy					
4.Discount Promotion					
5.Good reputation					
6.look safety ,clean					
7.Food ingredient					
8.Verity of food					

4. Multiple choices

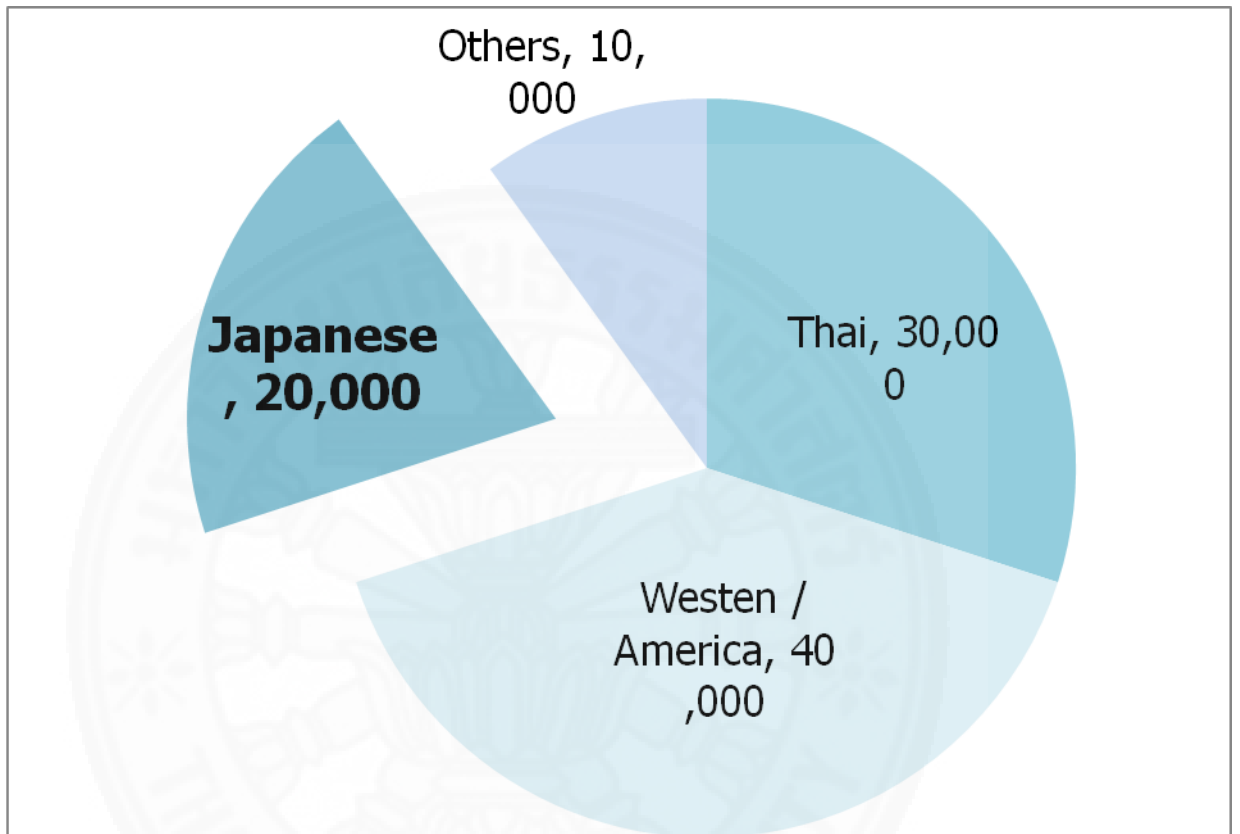
Popular restaurant

- 4.1) Which restaurant did you had been recently?
- 4.2) Which restaurant in list that you usually go?
- 4.3) Which restaurant do you think most healthy?
- 4.4) Which restaurant do you think not healthy?
- 4.5) Which restaurants do you think it value for money?
- 4.6) Which restaurant do you think it quality?

- Macdonald KFC Chester Grill BurgurKing MosBurgur
 Fuji Oishi Hajiban Yayoi
 MK Bar B Q MoMo Sakura
 Shabushi Sukishi S&P Zen
 Other Please Specific

Appendices B

Restaurant Market in Thailand (Value in million THB) 2013



Source ;Kasikorn Research Center 2013

-Restaurant market in Thailand value is 100,000 million THB in 2013.

-Japanese restaurant market value is 20,000 million THB in 2013.

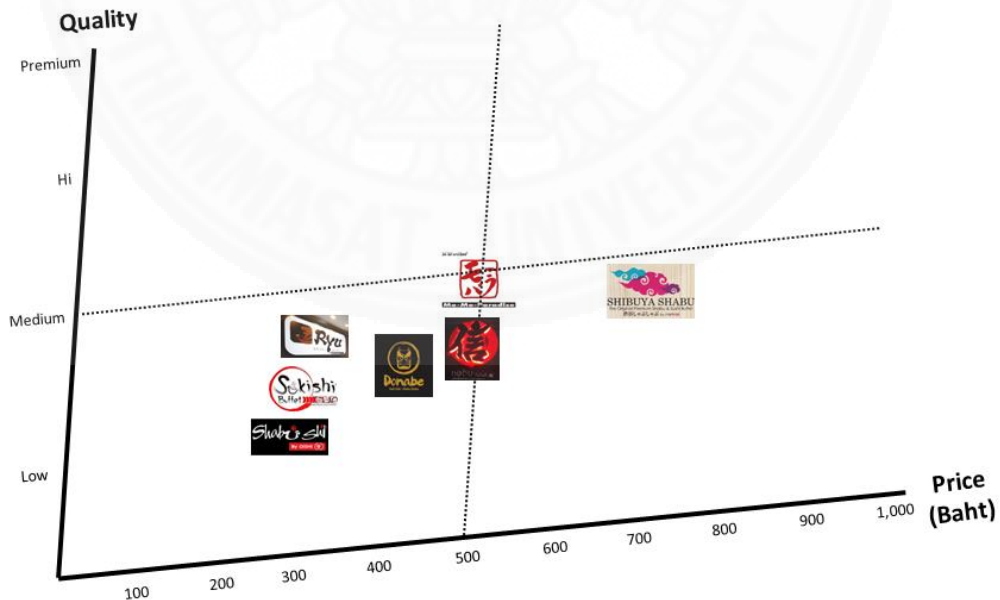
-Japanese restaurant market growth 10 – 15% per year.

-Now a day more over 5,000 Japanese restaurant in Thailand.

Appendices C

Japanese ShabuShabu restaurant in Thailand had divide in 3 segments. High class that average spending per head 600-799 THB up , Middle class that average spending per head 300 - 599 THB and Low class that average spending per head below 300 THB. The lists of restaurant and perception map are as below.

Low Class Spending per head below 300 THB	Middle Class Spending per head 300 – 599 THB	High Class Spending per head 600 -799 THB Up
1.Yaki Shabu	1.MoMo paradise	1.Nabezo
2.Shabu Shabu	2.Shabu Yoshi	2.Shibuya Shabu
3.Evaime ShabuShabu	3,Kakonoya	
4.Kuma Yakiniku	4.Ok Shabu	
5.Shabu Samurai	5.Hai Shabu	
6.Shabuya 888	6.Shabu Nangnai	
7.Wa-Q	7.Shabu ken	
8.Ryu Shabu	8.Donabe Shabu	
9.Shabuya	9.Tazu Shabu	
	10.Nobu	
	11.Fufu Shabu	
	12.Akiyoshi	



Appendices D
Preference of ShabuShabu

