

# Research on the Optimization of Marketing Methods and Strategies for Restaurant Brands — The Example of the Kungfu Froggy

Danhua Zhao, Chaiyawit Muangmee, Jianlun Teng, and Nusanee Meekaewkunchorn\*

**Abstract**—Established in 2015, the KUNGFU FROGGY restaurant brand has become a popular young and fashionable restaurant brand in nearly six years. In this paper, we use food, price, service and environment as the first-level evaluation indicators to build a consumer satisfaction survey model, analyze the brand characteristics and marketing methods of the KUNGFU FROGGY through consumer satisfaction surveys, so as to understand its marketing strategy, explore the development methods and paths of regional restaurant brands, and make relevant suggestions for building restaurant brands with regional characteristics.

**Index Terms**—The KUNGFU FROGGY restaurant brand, marketing approach, strategy optimization

## I. INTRODUCTION

In 2020, the catering industry was in a recession due to the impact of the epidemic. To restore and promote the development of the catering industry, China and various provinces and regions have issued a number of policies to boost the catering industry. National policy support for the catering industry not only restores the orderly and stable development of the catering industry and provides a policy basis for it, but also introduces standard regulations such as “Internet+Kitchen” and regulating the operation of third-party platforms, further regulating the management of offline and online platforms and providing a basis for the development of the industry, thus providing a basis for the main online and offline. This will provide a new opportunity for young catering brands with “Internet+” characteristics to develop.

The first KUNGFU FROGGY restaurant opened in 2015 in Nanning, Guangxi, with an original kung fu theme restaurant as the market entry point, featuring iron pot bullfrog. With rich cartoon character scenes and delicious iron pot bullfrog flavor, what we present to consumers is not only a restaurant, but also actively building a unique cultural IP brand, and with the promotion of “Internet+” features, The KUNGFU FROGGY has become a young and fashionable restaurant brand loved by consumers. Although the KUNGFU FROGGY has opened more than 150 outlets across the country, Guangxi is still an important place for its business and most of its raw material supply across the country is still in Guangxi. From 2015, when the first shop

was opened in Hang Yang, Nanning, to now, it is of practical importance to study the marketing strategy of the KUNGFU FROGGY in Guangxi during the past six years.

This thesis is a literature review based on existing research findings. There is a considerable amount of existing literature on marketing approaches and strategy optimization in catering companies, which can be broadly divided into three main types: the first is a discussion of the marketing environment, the second is a discussion of marketing approaches and the third is a discussion of marketing strategies.

### A. Research on the Marketing Environment

The catering industry’s potential for sustainable development is analyzed through the macro and micro marketing environment. The government has introduced strong policies to support the development of the catering industry, market regulation continues to increase, strengthening the control of the quality of the catering industry and regulating and disciplining the legal operation of catering enterprises, the continued growth of the economy and population size provides consumption potential for the catering industry, and the development of information technology changes consumption patterns and saves restaurant labor costs (Qing, 2020). The macro environmental factors are considered to be the most extensive of the external environmental factors, such as economic, political, technological, legal and cultural, etc. Through the analysis of these factors, the signals affecting the development of enterprises can be found early, with political, economic, social and cultural being the more important factors (Hu, 2015).

### B. Research on Marketing Approaches in the Restaurant Industry

#### 1) A study of new media marketing approaches

Scholars believe that new media marketing is an important way to market the food and beverage industry. Using new media promotions to fit consumers, social media such as live streaming platforms, short video platforms and WeChat microblogging platforms are used to apply fan marketing to business development, bringing catering enterprises closer to consumers and cultivating loyal fans (Hu *et al.* 2020). Catering enterprises can give full play to the advantages of social media, use social media to reduce marketing costs, pull in the relationship between enterprises and customers, use social media platforms to combine hot events with brand publicity sex to expand the influence of brand publicity, and suggest that catering brands can use social media to carry out marketing strategies of experiential marketing, word-of-mouth marketing, and

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Danhua Zhao, Chaiyawit Muangmee, and Nusanee Meekaewkunchorn are with Bansomdejchaopraya Rajabhat University, Thailand.

Jianlun Teng is with Guangxi University of Finance and Economics, China.

\*Correspondence: nusanee.me@bsru.ac.th (N.M.)

emotional marketing (Lv and Zhao, 2019; Zhang and Fu *et al.*, 2019). Catering enterprises should use mobile Internet, APP, mobile payment, Meituan, and VWAP to carry out integrated marketing using multiple media and reduce publicity costs (Zhao, 2015). The media is an important channel for restaurant brand promotion, and it is implemented to choose the appropriate media for the target market, increase brand publicity, strengthen the enterprise's integrated publicity, expand brand awareness and enhance restaurant culture (Zhou, 2022).

#### *2) A study of fan marketing methods*

Fan marketing is an important marketing method for restaurant brands, which believes that the business concept of using the popularity of excellent products or companies to pull in consumer groups as fans and using fans to conduct each other to achieve marketing purposes, proposes using new media promotions to fit consumers, broadening distribution and retail channels, catering to consumer needs, and developing new products to fit new consumer needs (Hu *et al.*, 2020). Emotional marketing is an important form of cultivating loyal fans, and catering companies can implement emotional marketing through humanized services. Catering enterprises can use social media platforms to softly promote their enterprises and, through interaction and communication with customers, arouse their interest, drive their enthusiasm and bring them a wonderful service experience, thereby cultivating their brand loyalty (Lv and Zhao, 2019).

#### *3) A study of product marketing approaches*

It is believed that producing high quality products in the restaurant industry is the best marketing tool, and it is necessary to continuously improve the quality of products and create high quality, healthy and safe products, as well as to enrich the categories of products, accelerate the research and development of new products, update the menu design according to the season, optimize the form of product mix by using set menus and other forms, make reasonable pricing for products according to the target positioning, and use combination pricing for marketing (Deng, 2018).

#### *4) A study of service marketing approaches*

Service as a product directly affects brand development and can be improved by improving the shop environment according to product positioning, focusing on service staff, creating differentiated services for customers, and improving the tangible display of services, which can have an important impact on customers' purchase decisions due to the intangible nature of services, which not only affects the convenience of product use and the external transfer of information, but also directly affects customers' product quality (Deng, 2018). In today's increasingly obvious trend of product homogenization, service has become a crucial competitive tool for companies, and despite its intangible nature, the consumer cohesion that quality service has cannot only create great differentiation from other F&B companies, but also provide the potential to form a huge competitive advantage (Huang, 2018).

### *C. Research on Optimizing Marketing Strategies*

#### *1) Establishing the positioning of the restaurant brand and conducting market research strategies*

The creation and development of catering enterprises

must have a scientific positioning and long-term planning. Starting from the future goal of sustainable corporate development, brand positioning and marketing requires extensive, forward-looking, correct and informative market research and analysis as the basis for any decision, based on solid and effective market research and analysis and scientific argumentation (Yang, 2017). Consumer group positioning, target group audience segmentation, selection of target groups, targeted value concessions to target groups, price positioning based on different target audiences, etc.; product positioning, research and development of products suitable for target groups, product and consumption context innovation, enhance cultural connotation, and shape a differentiated brand image; precise customer maintenance, readily adjusting marketing according to customers' loyalty to restaurant strategies (Su and Liu, 2019). The variability of customer needs makes it impossible for companies to serve all consumers in the market at the same time, especially in the catering industry, which requires market segmentation, thus facilitating the improvement of service quality to customers and helping to clarify audience target positioning and compete for competitiveness (Deng, 2018; Muangmee, 2020).

#### *2) Research on strategies to strengthen brand culture and create a good corporate image*

Brand culture is a shared value gradually formed by chain restaurant enterprises in the process of operation, and only the culture of the brand and the story and connotation behind the brand cannot be replicated by other enterprises. The brand culture of a restaurant chain enterprise represents consumers' perceived interests and emotional appeals, and is the value guide for enterprise management and operation (Zhao, 2015). Establish brand strategy awareness, strengthen brand culture construction and improve user loyalty. Brand culture includes the name of the company, the name of the product, the design of the menu, the restaurant environment, public relations activities, brand management methods and marketing methods, as well as the soul and core of the brand culture (Zhou, 2022). As the world economy shifts from manufacturing to service, "service first" has become an important means of competition in the restaurant industry. The change in life values has also made people pay more attention to service quality, and companies can win reputation and market through quality service quality (Huang, 2018; Su and Liu, 2019).

#### *3) Research on combined online and offline marketing strategies*

It is proposed that catering enterprises should focus on personalized consumer experience, plan product-themed scenario activities and publish them on social media platforms, so as to attract consumers' attention and prompt them to actively participate in product activities, while word-of-mouth marketing by catering enterprises should focus on the combination of online and offline. Use social media to conduct user surveys, create videos to be placed on online platforms according to user needs, and hold online thematic activities such as sharing emotions to attract consumers with emotions (Lv and Zhao, 2019; Muangmee, 2021). The traditional offline channels can directly face the consumer groups and accurately grasp the needs of

consumers through face-to-face interaction and communication, so as to carry out accurate marketing for effective customers; effectively use online marketing, compared with the traditional offline distribution of leaflets, advertising, on-site promotion and other means, online marketing channels have more choices, more significant effects and lower costs, the main marketing methods are social, group purchase columns, food sharing, etc. (Zhang, 2019; Meekaewkunchorn and Szczepańska-Woszczyzna *et al.*, 2021).

#### *4) A study of differentiated brand marketing strategies*

Corporate culture differentiation, can take a differentiated route from the perspective of history and humanity, craftsmanship and even emerging future technology applications; service differentiation, although meals are becoming increasingly homogeneous, service can be differentiated, service is an extension of the tangible products of catering, but also the embodiment of the connotation of corporate culture, service plays an important role in consumer satisfaction because of its subjectivity and high flexibility (Zhang and Fu, 2019; Su and Liu, 2019; Muangmee and Kot *et al.*, 2021).

Existing studies on marketing environment discourse mainly focus on the impact of macro policies on the catering industry, with less analysis of the micro environment. This thesis focuses on the macro environment while focusing on the micro environment construction, and the impact of Frogger's thematic environment construction on the brand's image building.

In terms of marketing methods, the existing research results focus on new media marketing, fan marketing and product marketing. The article focuses on marketing methods other than those mentioned above, such as the "sentiment" and "national style" marketing methods that Frogman focuses on, and explores the marketing characteristics of Frogman.

In terms of optimization strategy discourse, existing research findings put forward marketing strategies to clarify brand positioning, build brand culture, construct brand image and combine online and offline. This thesis will put forward the problems of the existing marketing methods based on the analysis of consumer satisfaction data from questionnaire surveys, so as to propose strategies to cope with them.

## II. MATERIALS AND METHODS

### *A. Research Methodology*

This paper uses a combination of questionnaire and random sampling methods and content analysis to carry out the research.

#### *1) General*

The overall study of this paper is the consumers of Froggy Little Man in Nanning, Guangxi. In terms of the research population it can be divided into four levels according to age stratification: 20-30 years old, 30-40 years old, 40-50 years old and over 50 years old. From the research time period dimension, the research period of this paper is from November 2020 to November 2021.

In this thesis, offline questionnaires were distributed to Frogman shops in five major urban areas of Nanning, Guangxi, namely Qingxiu District, Xingning District, Jiangnan District, Liangqing District and Xixiangtang District by means of random sampling, and a total of 300 questionnaires were distributed. After the questionnaires are collected, incomplete and contradictory questionnaires will be screened, and finally a valid questionnaire will be selected as the total sample size for data analysis.

#### *2) Sample group*

The questionnaires were distributed offline to obtain the sample size, and were distributed in five major urban areas of Nanning in Frogman shops. The questionnaires were distributed to different age groups from 20 to 50 years old, different occupations, gender, income and education groups, making the survey results more scientific and rigorous.

#### *3) Research tools*

Questionnaire Star: The questionnaire questions were designed through Questionnaire Star and the paper version of the questionnaire was taken offline to conduct the research.

SPSS: SPSS was used to carry out the entry, collation and analysis of the data, and to plot the results based on the data analysis, culminating in the results of the consumer satisfaction survey through data visualization.

Model construction: Consumer satisfaction survey model construction, scientific analysis of factors affecting consumer satisfaction, such as dishes, prices, service, environment four major factors. Food can be divided into four major indicators: 1. the rate of updating new dishes, 2. the staying power of special dishes, 3. the richness of dish style, 4. the availability of complimentary small dishes; price can be divided into two major indicators: 1. the reasonableness of prices, 2. the strength and frequency of promotions; service can be divided into four major indicators: 1. the enthusiasm of waiters, 2. the speed of serving food, 3. cheerful performances, 4. accurate and error-free serving of food, 5. online services. The environment can be divided into three main indicators: 1. cleanliness, 2. decoration features, 3. food atmosphere

#### *4) Data acquisition*

This thesis was carried out by means of an offline questionnaire. In general, 300 questionnaires were distributed, 32 invalid questionnaires and 268 valid questionnaires. The specific data collection situation is as follows.

Offline data collection: Offline, the five main urban areas of Nanning, namely Qingxiu District, Xingning District, Jiangnan District, Liangqing District and Xixiangtang District, were dominated by Frogman shops, with 60 copies of the questionnaire distributed in each urban area. The time chosen for the survey should encompass festivals, weekends and weekday time points, so the time chosen for distribution was October 2021, with a continuous distribution of 15 copies per week for 1 month, including holidays, weekends and weekdays.

In this paper, during the screening process, the following criteria were followed: 1. questionnaires with incomplete responses; 2. questionnaires with contradictory answers; 3. questionnaires with duplicate answers; 4. questionnaires in which the same option was selected for all of them. After

eliminating invalid questionnaires according to the four criteria, 268 questionnaires were actually recovered, with a valid recovery rate of 89.33%. The recovery of questionnaires was good. The next step of this paper is to analyze the survey sample.

### *B. Theoretical Foundations*

#### *1) Brand marketing*

Brand marketing is an effective way for companies to inform, persuade, motivate and remind consumers of their company's product brands, either directly or indirectly, through appropriate means.

#### *2) The PEST theory*

The analysis of macro environment, P is politics, including political system, government policy, national industrial policy, relevant laws and regulations, etc.; E is economy, the overall level of economic development, scale, growth rate, inflation, etc.; S is society, including population, values, national culture, etc.; T is technology, including information technology, technology, etc. To conduct a PEST analysis, one needs to have a large and sufficient amount of relevant research information and a deep understanding of the company being analyzed.

#### *3) The 4I theory*

The 4I theory is a guiding principle of marketing strategy that is well suited to new media marketing, and is the core theory of new media marketing. The marketing concept of Individuality.

#### *4) New media marketing theory*

Online marketing with the help of new media platforms, combining modern marketing theory and the Internet, is characterized by its diversity, popularity, interactivity and flexibility.

## III. RESULTS

The data was obtained by conducting offline questionnaires at Frogman shops in five major urban areas in Nanning, and using SPSS to analyze and process the data and establish a survey model of satisfaction with Frogman's restaurant brand in terms of cuisine, price, service and environment. Through the analysis of the satisfaction results, Frogman's brand marketing strategies and methods were verified. Among them, the R&D innovation and main features of the dishes have a positive impact on the differentiated positioning of the brand; the construction of the dining environment and the creation of the atmosphere promote the establishment of the brand features; the price positioning of the mass catering brand enterprises reflects the positioning of the catering brand, and at the same time fits with the local economic development level; the service is closely related to the establishment of the catering brand reputation. Through data analysis, among the four major indicators, cuisine and environment play a decisive role in building the characteristics of a restaurant brand; price is considered an important indicator of consumer satisfaction, and service plays a role in boosting brand establishment. Through the survey of the four major indicators, we analyze the marketing strategies and methods of the Frogman

restaurant brand, and discuss the marketing strategies and methods of Frogman based on the survey data.

### *A. Differentiated Brand Positioning Strategy to Create Distinctive Regional Characteristics*

In the same type of catering brands with "frog" as the main market is still in a blank area, Frogman takes a differentiated brand positioning strategy to expand the market with frog as the main dish. The raw materials are mainly "frog", around which we develop and innovate dry pot series and soup pot series of frog specialties, supplemented by ingredients with local characteristics, such as Vietnamese perilla, Sichuan fresh pepper, Hunan Mountain pepper, etc., which not only highlight the characteristics of frog but also meet the public taste. The brand features are distinctive. In order to make the market and brand positioning clearer, Frogman has transformed and upgraded its dishes by adding and subtracting, "adding" means that through continuous research and development of innovative frog-based dishes, the frog is made to be the best and the frog's characteristics are more prominent; "subtracting" means that other dishes that are not distinctive are subtracted to avoid affecting the brand's characteristic positioning. The "subtraction" means cutting out other dishes that are not distinctive to avoid affecting the positioning of the brand.

Frogman keeps exploring and innovating, the speed of innovation is fast, in line with the rapid development and changing needs of the catering market, Frogman launches boiling stone pot frog series of dishes based on transformation and upgrading, carefully selecting stone pot materials to meet the practicality of the materials as well as retaining the deliciousness of the ingredients. To meet the needs of Guangxi consumers, Frogman developed pungent and sour snail frog, creating new dishes based on the local snail taste in Guangxi, strengthening the regional characteristics of Guangxi, which was well received by Guangxi consumers. In the survey on the popularity of the four main specialties, pungent and sour snail frog accounted for the highest percentage, accounting for 40.30%. Proof that Frogman is innovative and continues to introduce new dishes to attract consumers with frog as the centre, making frog the ultimate and creating a distinctive frog brand.

### *B. Create a "Chinese-style" IP Image and Use the "Cultural Creation + Catering" Marketing Strategy to Get out of the Circle*

Frogman's consumers are mainly young people, with the post-80s and post-90s age groups accounting for over 80% of the total, with the post-90s accounting for the most. The post-90s are Generation Z, growing up under the Internet immersion and happy to accept new things, and after Frogman's frog-based and differentiated positioning brand strategy emerged, it was loved by the post-90s group. Frogman has also only captured the characteristics of the post-90s and post-80s young consumer groups such as chasing Netflix and loving new things to create a circle culture for young consumer groups.

Create a Chinese-inspired image of Frogger. The frog image is the core to create a martial arts style chivalrous image, presented in an animated martial arts IP image and given a personality to Froggy. In his 29th year, Froggy, who

dreams of being a warrior all day long, goes on a journey with his master, Master Shiitake, a rich duck master, a gluttonous pig, Folu, and a goddess, Chili Girl, to find a taste of the jungle, creating a highly recognizable brand image through a series of stories that are loved by young consumers. To enhance the image of Frogman, the company has launched a series of Frogman doll pillows, T-shirts, mobile phone cases, shopping bags and other creative products, using Frogman culture as an element and the physical restaurant as a base to create innovative Frogman peripherals and strengthen the Frogman IP. The restaurant will become a unique internet sensation.

### *C. Insufficient Promotional Activities*

Frogman is stationed in large department stores with high traffic in Nanning, such as Hang Yang Mall, Wanda Mall and Mengzhi Island Mall, to ensure the restaurant's traffic, but there are many restaurant brands with the same price positioning and the same type of food and beverage, making it more competitive. Through the survey, it was found that the consumption frequency of Frogman is concentrated in about 2 months, i.e. the consumption frequency per consumer is not high, mainly because there are many restaurants of the same type and consumers are selective, which affects the high consumption frequency. Promotions are an important way for restaurant brands to attract consumers, but Frogman's promotions are often in the form of set menus, which contain products that are not very selective, and more than 50% of consumers think that Frogman's promotions are average, or even not very strong. Compared to other restaurant brands that directly use vouchers and discounts, Frogman's promotions are infrequent and not very strong, which directly affects the competitiveness of the product and its promotional efforts.

### *D. Insufficient Service Innovation Capacity*

Service capability is one of the indicators of a restaurant brand, and with Haidilao taking service as a brand feature, restaurant brands are paying more and more attention to the importance of service and constantly innovating in terms of service, such as introducing cheering performances and robots serving food. However, Frogman's service innovation capability is lacking, and apart from the now popular online ordering service, there are not too many service innovation features, and consumers' mentioned in the suggestions made that special services should be carried out during holidays.

### *E. Building an Immersive Dining Scene*

The restaurant branding is systematic, from the brand logo, dishes, services, restaurant environment, etc. all have a distinct and unified theme, thus emphasizing the brand qualities. With the martial arts style as the main theme, Frogman focuses on the decoration of the restaurant environment, and after renovation and upgrading, the light green Chinese garden color is used as the main theme, highlighting the characteristics of Chinese gardens and creating a mysterious dining atmosphere of a warrior in a Chinese garden, making consumers feel like they are in a Jianghu inn. The "martial arts style + garden" creates an elegant restaurant environment, reinforces Frogger's brand identity and creates an immersive dining scene for

consumers. In the satisfaction survey, more than 90% of consumers believe that Frogman's restaurant decoration has a strong brand identity and the Chinese style features are popular among young people.

### *F. Emphasis on Social Media Marketing Strategies*

Social media has a fissile effect, spreading fast and widely, and the brand's consumers are mainly in the post-80s and post-90s, so using social media to promote the brand is in line with the habits of consumers in both age groups. In the survey, we found that in addition to social media, mutual introduction among friends and advertising in shopping malls are also important promotional channels for Frogman. At the same time, the main reason why consumers choose to spend money at Frogman is the food and price. Compared to the service and environment, the food and price are the most important reasons why consumers decide to spend money at Frogman, while the special dishes are also an important part of the brand promotion. In the branding and marketing of Frogman, the focus is on highlighting the characteristics of the dishes, in line with the "five good" standards of Frogman's corporate culture of tasting good, smelling good, looking good, sounding good and having fun.

## IV. DISCUSSION

This paper constructs a consumer satisfaction survey model with dishes, price, service and environment as the first level evaluation indexes. Through the consumer satisfaction survey, we analyze the brand characteristics and marketing methods of Froggy Little Warrior, so as to understand its marketing strategies, explore the development methods and paths of regional restaurant brands, and put forward relevant suggestions for building restaurant brands with regional characteristics. However, in the process of writing the thesis, there are still certain shortcomings and limitations.

Firstly, there is a deficiency in the construction of the consumer satisfaction model. Although the primary indicators are food, price, service and environment, the construction of the secondary indicators is not well constructed as it involves uncertainties such as the flow of people and time in the mall, and the relevant contents such as venue and time are not presented, so the secondary indicator content is not well constructed.

Secondly, in terms of sampling, due to the short time and limited funding, only 300 questionnaires were distributed offline to Frogman shops in the five major urban areas of Nanning. The sample size capacity of the sample survey was not large enough, and there was a possibility that the sample data was not objective enough, which might have some impact on the research section.

Finally, due to the time constraint, this thesis only conducted in-depth interviews with individual employees in the Frogman Nanning region, and the number of people interviewed was not large enough, which would affect the scientific and rigorous nature of the thesis to a certain extent.

## V. CONCLUSION

Based on the limitations mentioned above, a few suggestions for the next step of the study are proposed, with a view to a more comprehensive study on consumer satisfaction surveys of restaurant brands, and thus a more objective marketing strategy for restaurant brands.

Firstly, based on the primary indicators, further secondary indicators are constructed in the evening, adding detailed surveys related to consumption time, consumption venue, product contact rate and product media promotion, in order to further enhance the scientific and rigorous content of the consumer satisfaction survey.

The second is to expand the survey scope and distribution methods, in addition to the five major urban areas of Nanning, further expand the distribution scope to include the major urban areas around Nanning and other cities in Guangxi Frogman shops to obtain more questionnaire survey data; increase the online distribution methods to make the questionnaire distribution forms more diversified.

Finally, the number of staff interviews and the content of the interviews were increased by going to Frogger's Nanning branch to conduct fieldwork and find staff at different management levels to conduct interviews in order to obtain richer first-hand information.

## CONFLICT OF INTEREST

The authors declare no conflict of interest.

## AUTHOR CONTRIBUTIONS

Zhao Danhua wrote the paper. Chaiyawit Muangmee, Teng Jianlun, and Nusanee Meekaewkunchorn helped guide this paper and suggested revisions. All authors had approved the final version.

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