

What sex are you?

- ☐ Male
- ☐ Female
- ☐ Other (.....)
- ☐ Not willing to answer

How old are you?

- ☐ Under 18
- ☐ 18 - 29
- ☐ 30 - 40
- ☐ More than 40

What is your monthly income level? (including your parents' allowance)

- ☐ 1 - 9,000
- ☐ 9,001 - 18,000
- ☐ 18,001 - 40,000
- ☐ 40,001 - 60,000
- ☐ 60,000 - 80,000
- ☐ More than 80,000

Who do you usually go with?

- ☐ Family (including partner)
- ☐ Friends
- ☐ Alone
- ☐ Others.....

Which Shabu restaurant have you ever eaten at? (can answer more than one)

- ☐ Momo paradise
- ☐ Suki Teenoi
- ☐ You & I
- ☐ Akiyoshi
- ☐ Kagonoya
- ☐ Penguin eat shabu

What time do you usually eat shabu?

- ☐ Breakfast
- ☐ Lunch
- ☐ Dinner
- ☐ Supper (Late night meal)

Which Shabu restaurant is suitable for your preference? (ranking 1 is the best)

Name	Rank	Never
Momo paradise		
Suki Teenoi		
You & I		
Akiyoshi		
Kagonoya		
Penguin eat shabu		

What is your recommendation for the restaurant in each ranking?

Rank 1:

.....

Rank 2:

.....

Rank 3 (optional):

.....

Rank 4 (optional):

.....

Rank 5 (optional):

.....

Rank 6 (optional):

.....

Which factor would affect your restaurant choice ranking from first to sixth?

..... Variety of food

..... Environments (such as cleanness, atmosphere, and overall vibes)

..... Quality of service

..... Promotion and price

..... Taste (quality of food and sauce)

..... Short waiting time

What are the highlights of each brand in your opinion? (answer can be up to two choices)

	Variety of food	Quality of service	Environments	Promotion & Price	Taste (quality of food and sauce)	Waiting time (in terms of the queue)	Never
Momo paradise							
Suki Teenoi							
You & I							
Akiyoshi							
Kagonoya							
Penguin eat shabu							

Which promotion do you prefer?

- ☐ Discount from partner (credit card discount and points collection)
- ☐ Membership
- ☐ Bundling (มา 4 จ่าย 3)
- ☐ Special promotion (วันแม่, วันพ่อ, ส่วนลดเปิดสาขาใหม่, อื่นๆ)

Which type of food makes you categorize these restaurants different from other brands?

- ☐ Seafood
- ☐ High-quality beef
- ☐ Desert
- ☐ Sushi

What is the most important factor that creates a good environment in your opinion?

- ☐ Cleanness
- ☐ Space management
- ☐ Decorations
- ☐ Music
- ☐ Other.....

Which restaurant do you prefer?

- ☐ An excellent Shabu restaurant but quite far from your place or has a high chance to be caught in heavy traffic during traveling.
- ☐ A Shabu nearby restaurant with decent taste.