

Fast food chain popularity and brand image

Asia Plus Inc.

Q&Me is online market research provided by Asia Plus Inc.



Overview

This report presents the results of a market research study conducted in Vietnam to evaluate the popularity and brand image—both emotional and functional—of five leading fast food chains: LOTTERIA, KFC, Jollibee, McDonald's, and Pizza Hut.

In Vietnam, fast food chains serve more than just meals—they are convenient dining destinations and part of modern urban lifestyles, particularly for young consumers in major cities.

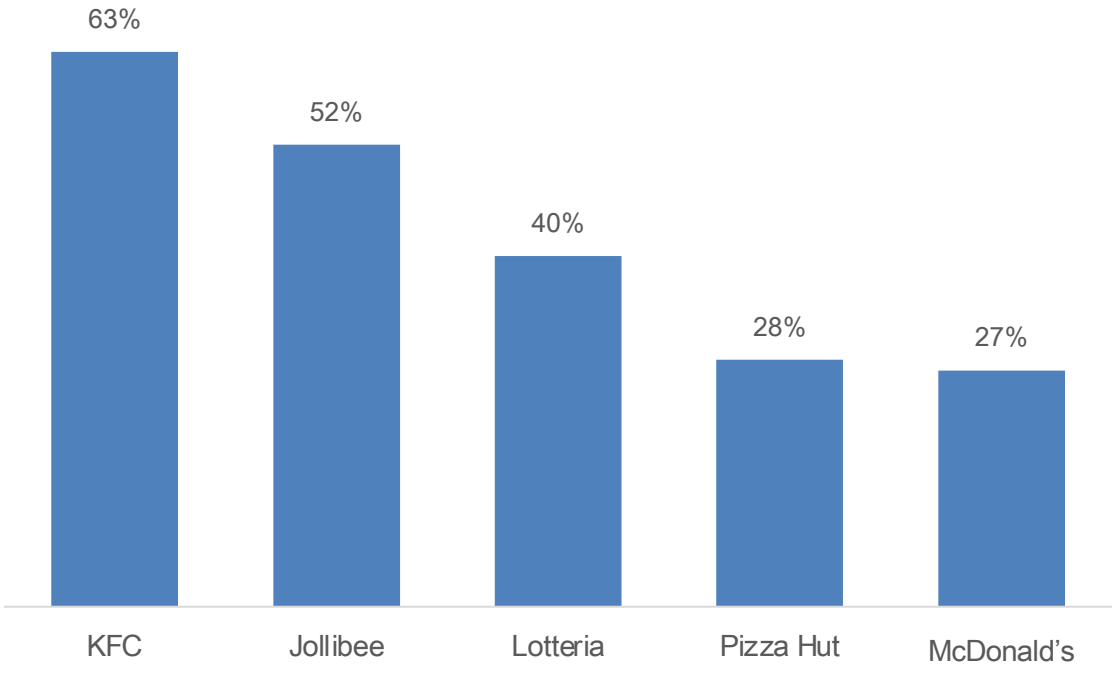
The research was conducted in May 2025 with a total of 248 respondents aged 18 to 44, living in Ho Chi Minh City and Hanoi. The study provides insights into consumer preferences, brand associations, and how each fast food chain is positioned in the minds of Vietnamese consumers.



Q. Which of the following stores have you tried in last 1 month?

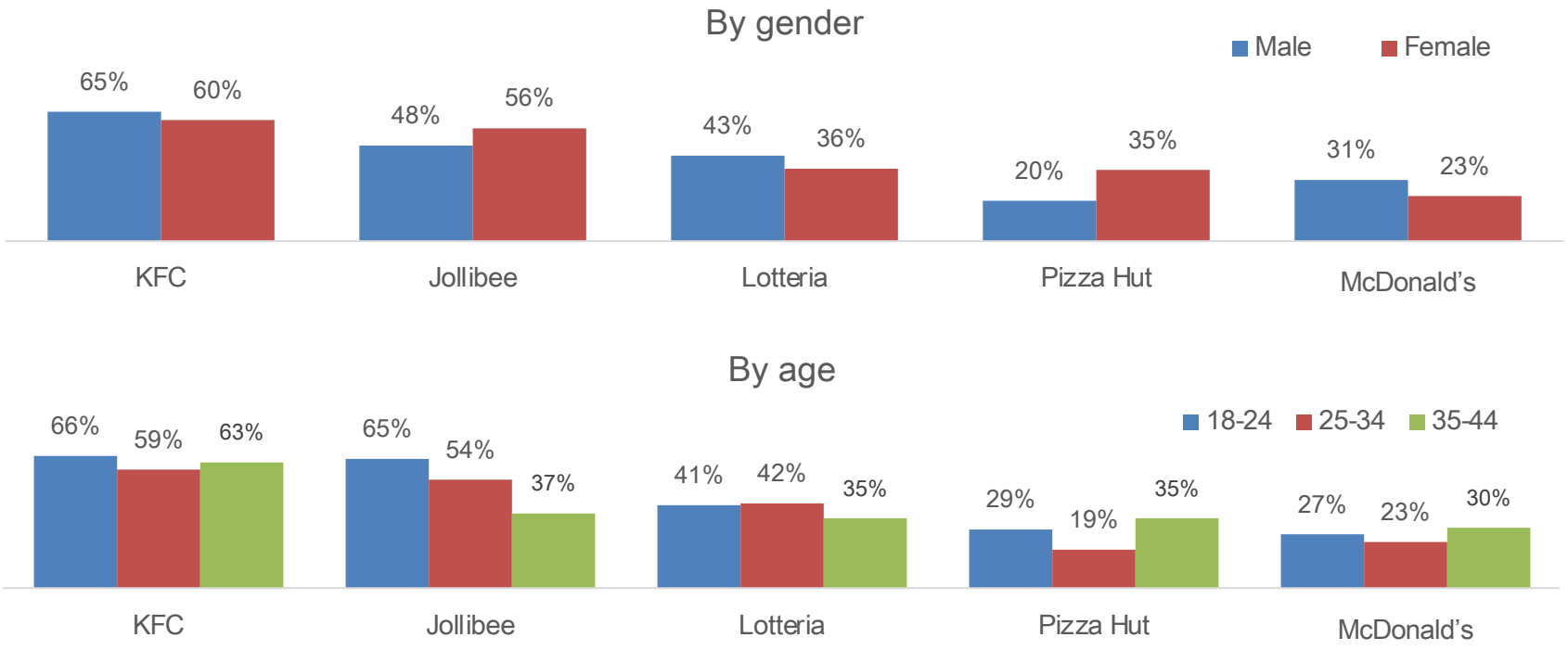
Popular fast food chain

KFC is the most popular among the audience followed by Jolibee and LOTTERIA



Popular fast food chain by profile

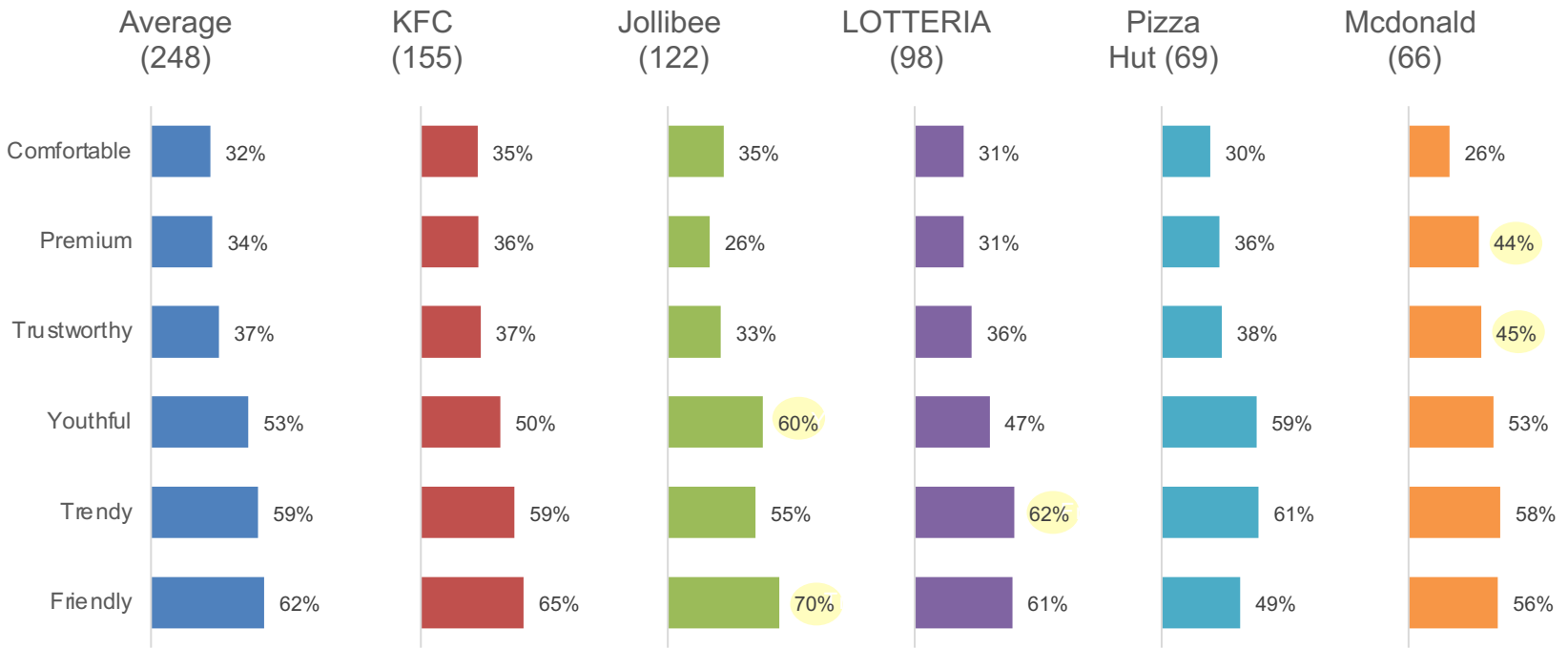
Jollibee is more popular among the youth (18-24). Pizza Hut, KFC is popular among the elderly (35-44)



Q. Which of the following stores have you tried in last 1 month?

Store image – Emotional perception

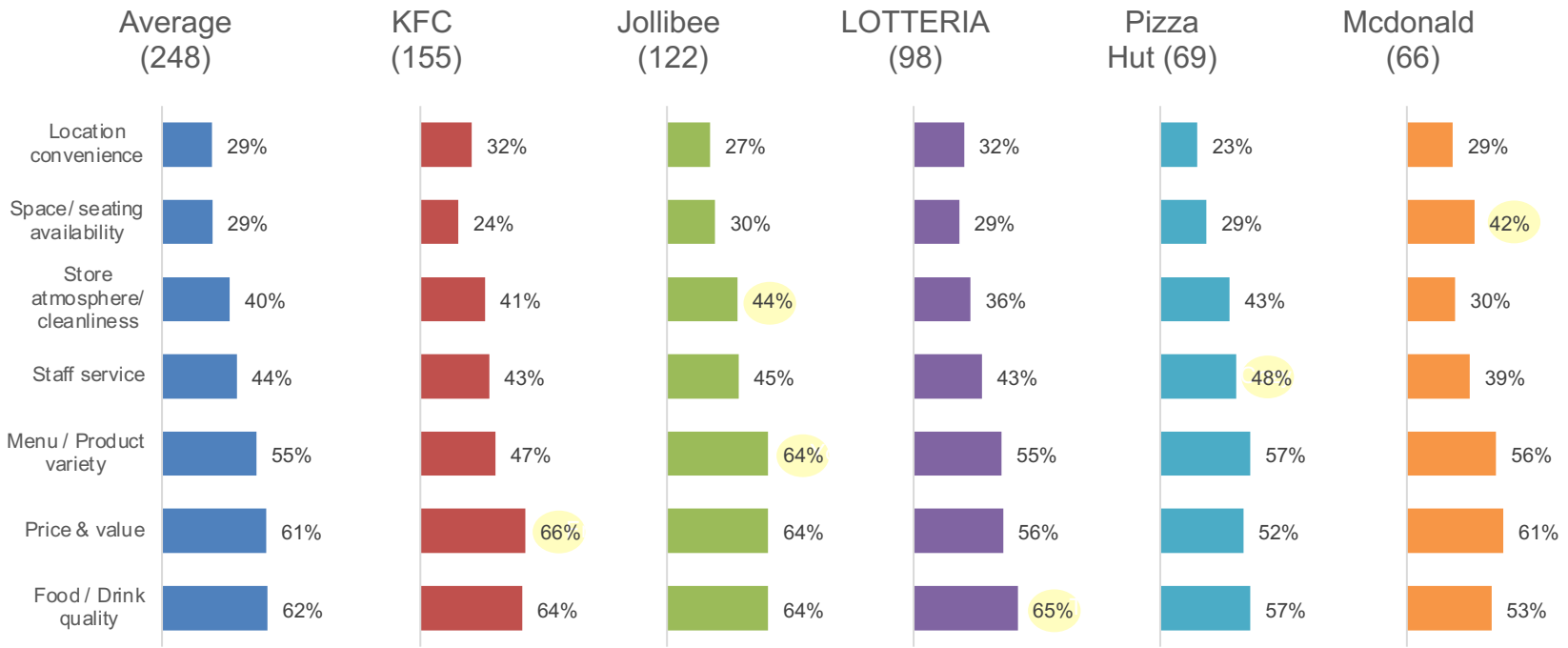
KFC is federated with friendly image. Jolibee is associated with friendly and youthful. Mcdonald has the image of trustworthy and premium



Q. What kind of image do you have for each of the below stores?

Store image – Functional perception

KFC is perceived as good price&value, while Jolibee is associated with menu variety and good store atmosphere. LOTTERIA has good food / drink quality image

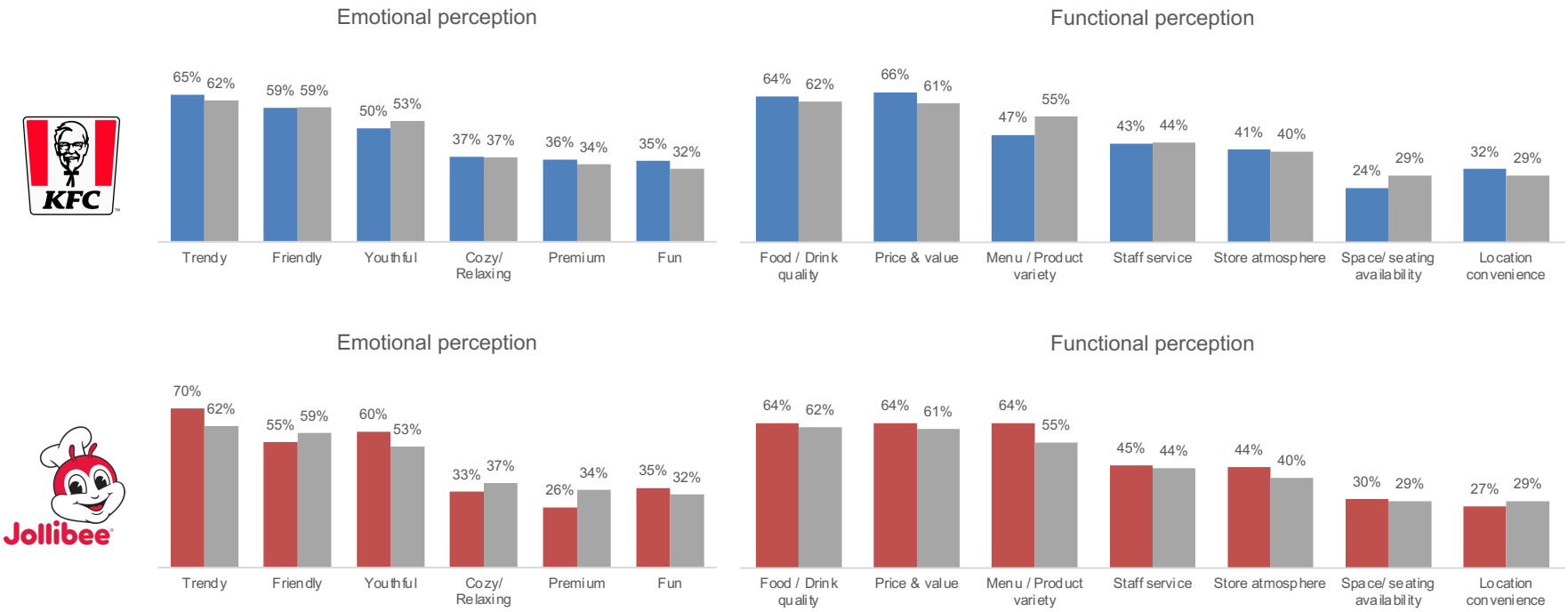


Q. Please select what are applicable for the stores that you visited in last 1 month?

Store image – KFC / Jollibee

Both KFC and Jollibee has good scores for almost all the factors. KFC is associated with good price & value, while Jollibee is associated as trendy and youthful.

Colored = Image of the brand / Grey = Average



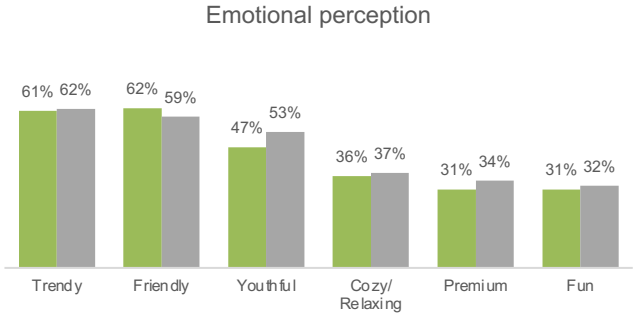
Q. What kind of image do you have for each of the below stores? / Please select what are applicable for the stores that you visited in last 1 month?

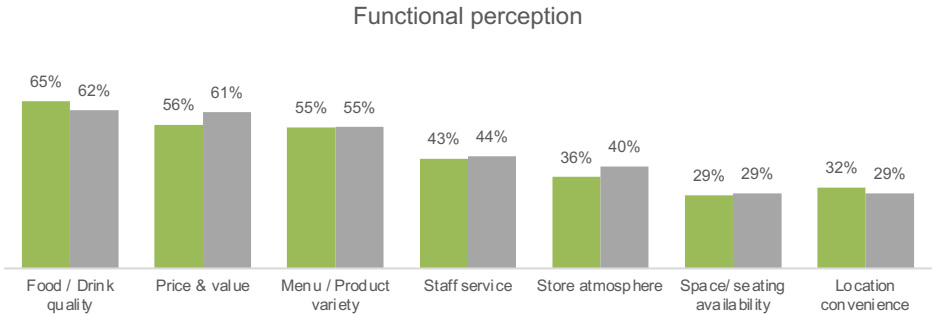
Store image – LOTTERIA / Pizza Hut

LOTTERIA has a good friendly and food / drink quality image. Pizza Hut has youthful image and good stuff service

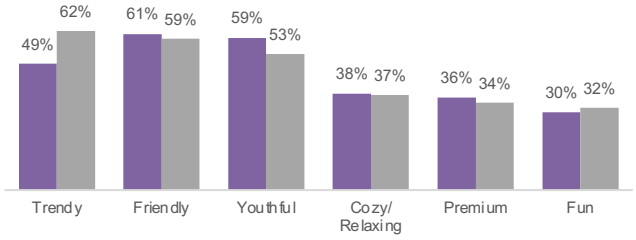
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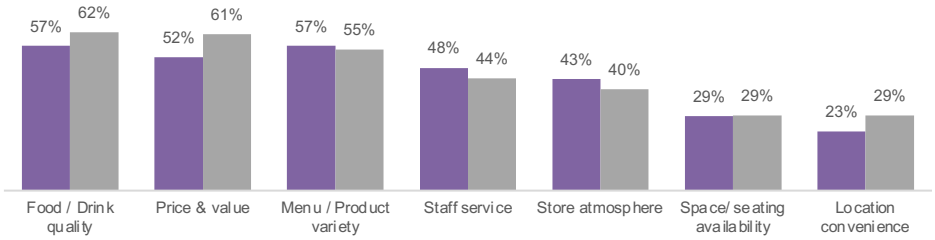
LOTTERIA





Pizza Hut



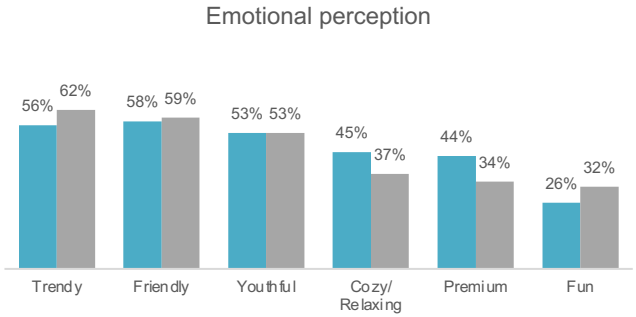


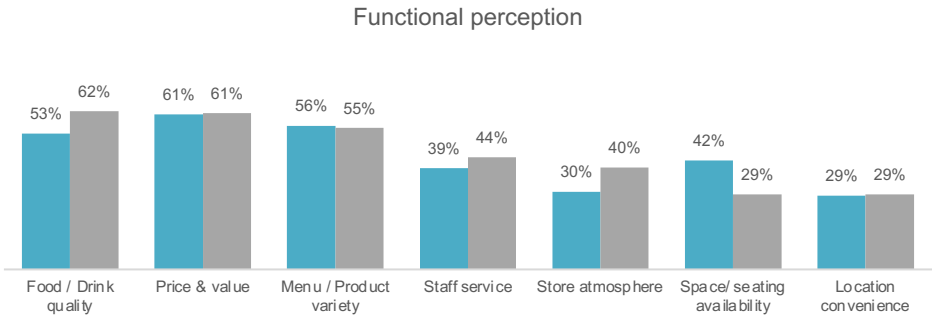
Q. What kind of image do you have for each of the below stores? / Please select what are applicable for the stores that you visited in last 1 month?

Store image – Mcdonald’s

Mcdonald’s has a good cozy / relaxing and premium image. The brand is thought tohave a good space / seating availability.

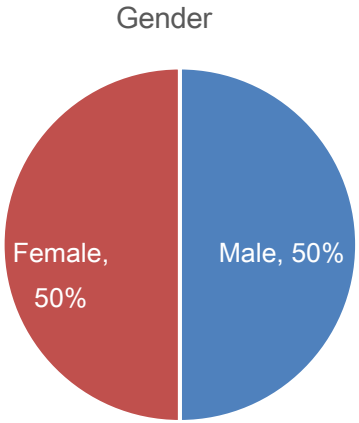
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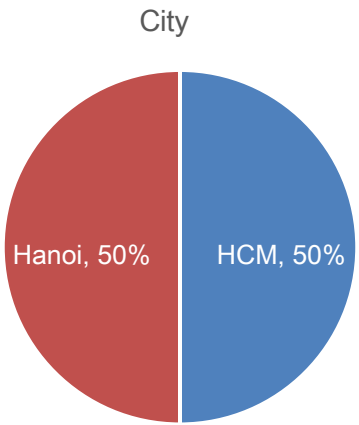


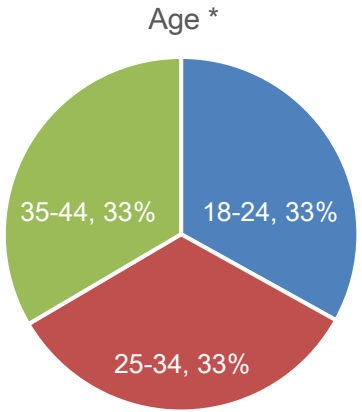


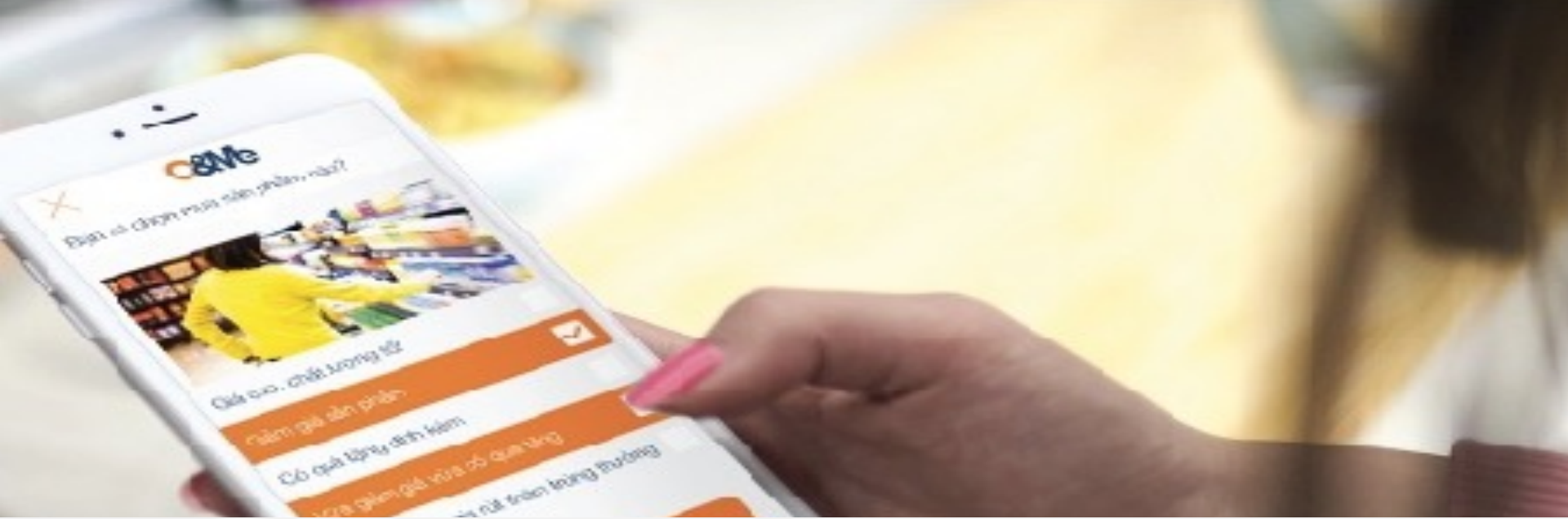
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Respondent profile (N=248)









Q&Me – About Online Market Research Services

About Asia Plus Inc.

Asia Plus Inc. provides the marketing technology solutions with the aim to help you understand the market better for the business growth. We are the specialist in data collection management and its analysis.



Q&Me

Technology-oriented market research services to better the market finding with speed and high quality

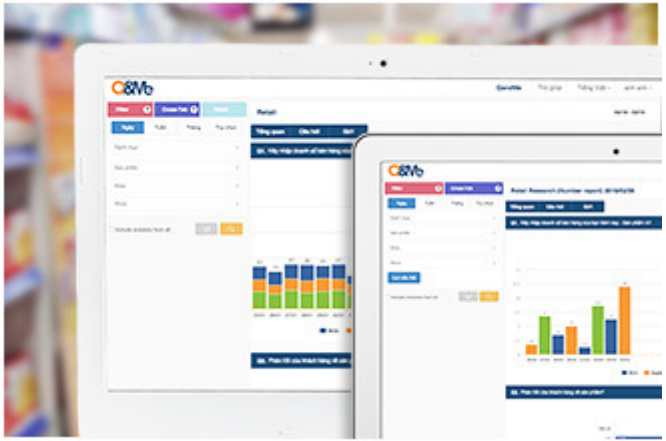


FieldCheck

Field staff management SaaS to digitalize your field operation for better market understanding and the performance

Q&Me

Understand market better and easier



Key highlight - Who we are

Q&Me is the tech-oriented market research company

We manage all the projects of both online and offline through one dedicated platform to provide the valuable hints to your business promptly with high quality



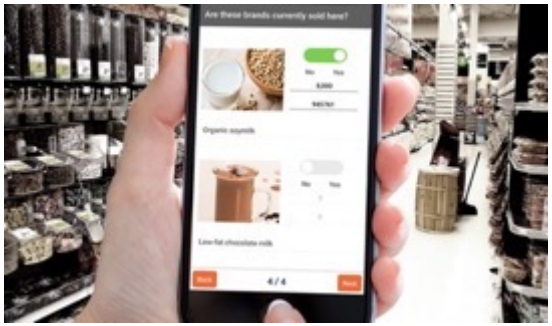
Q&Me is biggest online research service provider

We own over 600,000 Vietnamese panelist with the variety of the profiles. With the proprietary reward and quality scheme, we deliver the research results soonest



Proprietary research platform for superb quality

We have 300 well-trained fieldworkers nation-wide, who are connected real-time through our dedicated app. All the tasks they conducts are monitored real-time with automation



About our market research

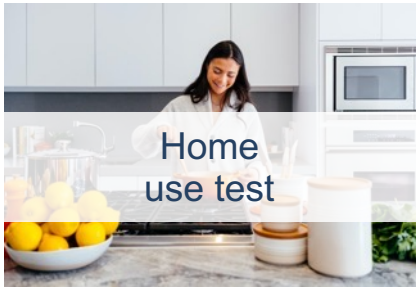
We provide a variety of market research to provide actionable hints to maximize your business in Asia











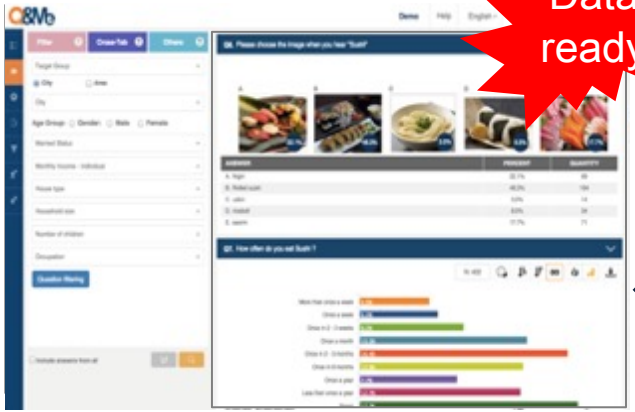






Online market research - Overview

We provide quickest research service with quality through our research platform, with proprietary data filtering techniques



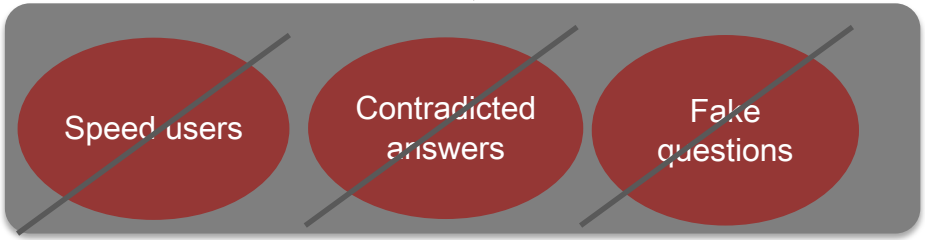
Data ready

Invitation

Data collections



Bad answer filtering



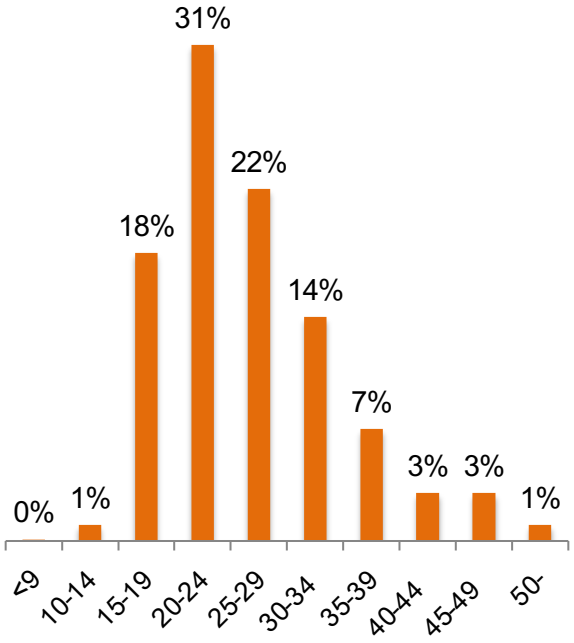


Our members receive points by answering survey

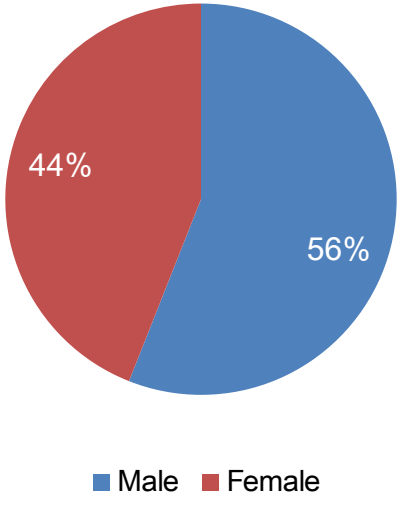
Online market research - Audience

We have over 600,000 members nation-wide who are eager to share their opinions. Our data provisions are quickest due to this vast direct panel system.

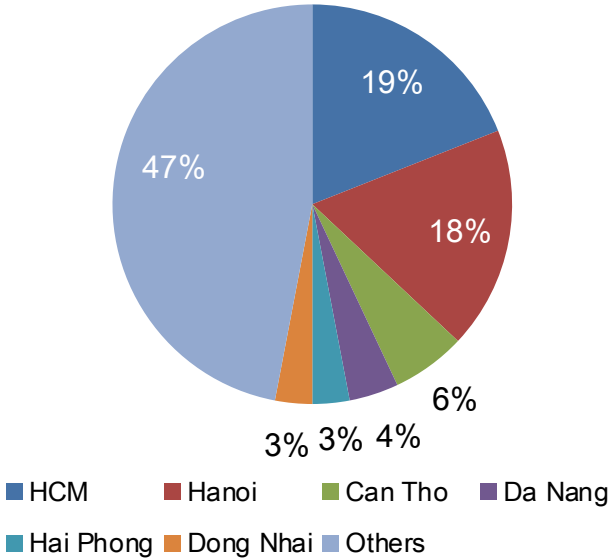
Age



Gender



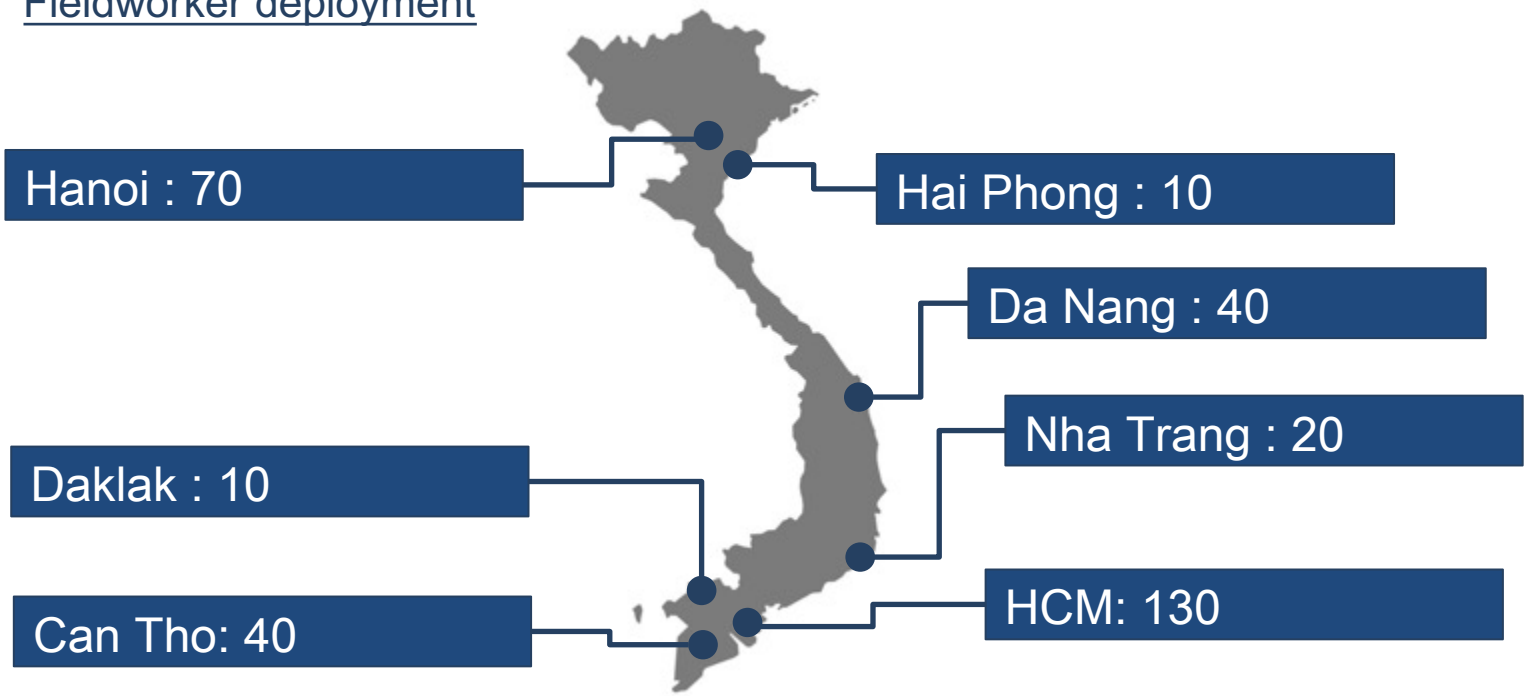
City



Offline market research - Coverage

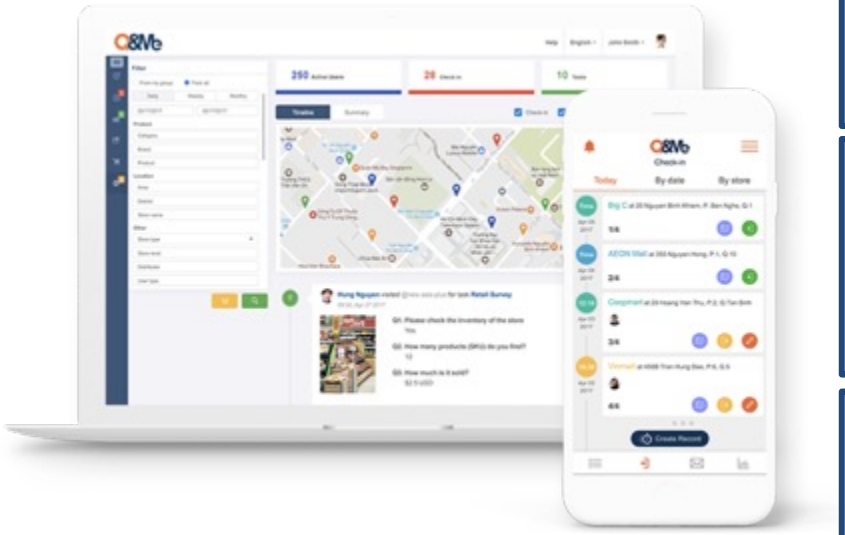
More than 300 well-educated fieldworkers nation-wide with the real-time connections via our dedicated mobile app for higher quality data collections

Fieldworker deployment



Offline market research - Technology

We manage our fieldworkers with our own app, for the better and more efficient data collections.





GPS control

Monitor the location and duration for the interview to watch whereabout of the fieldworkers



Silence audio + Speech-to-text

Record the interview voice silently and reflect the conversation into text automatically



Real-time monitoring

Monitor the progress real-time per interviewers, quotas etc. to take the necessary action immediately

Qualitative research - In-depth interview / FGIs

Get the insight and the industry information from consumers and the industry expert. We recruit whomever you would like to hear from our proprietary database and fieldwork connections





Recruit the best candidate from 500K respondents, with a clear profile background and behaviors, supporting both of B2B and B2C demands

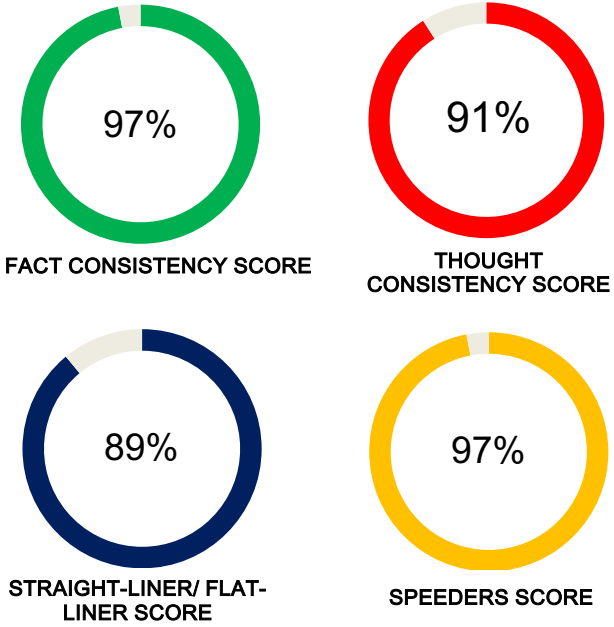
Experienced moderators and interviewers who are familar with your industry to get the insight and comprehensive market understandings

High quality facilities nationwide to coduct the interviews with comfort. Full facilities even for the attendance from remote via online

Our advantage – Quick with quality

With combining the technology with the well-trained humane operations, Q&Me provides several methods providing data with quality

Our quality score by SSI

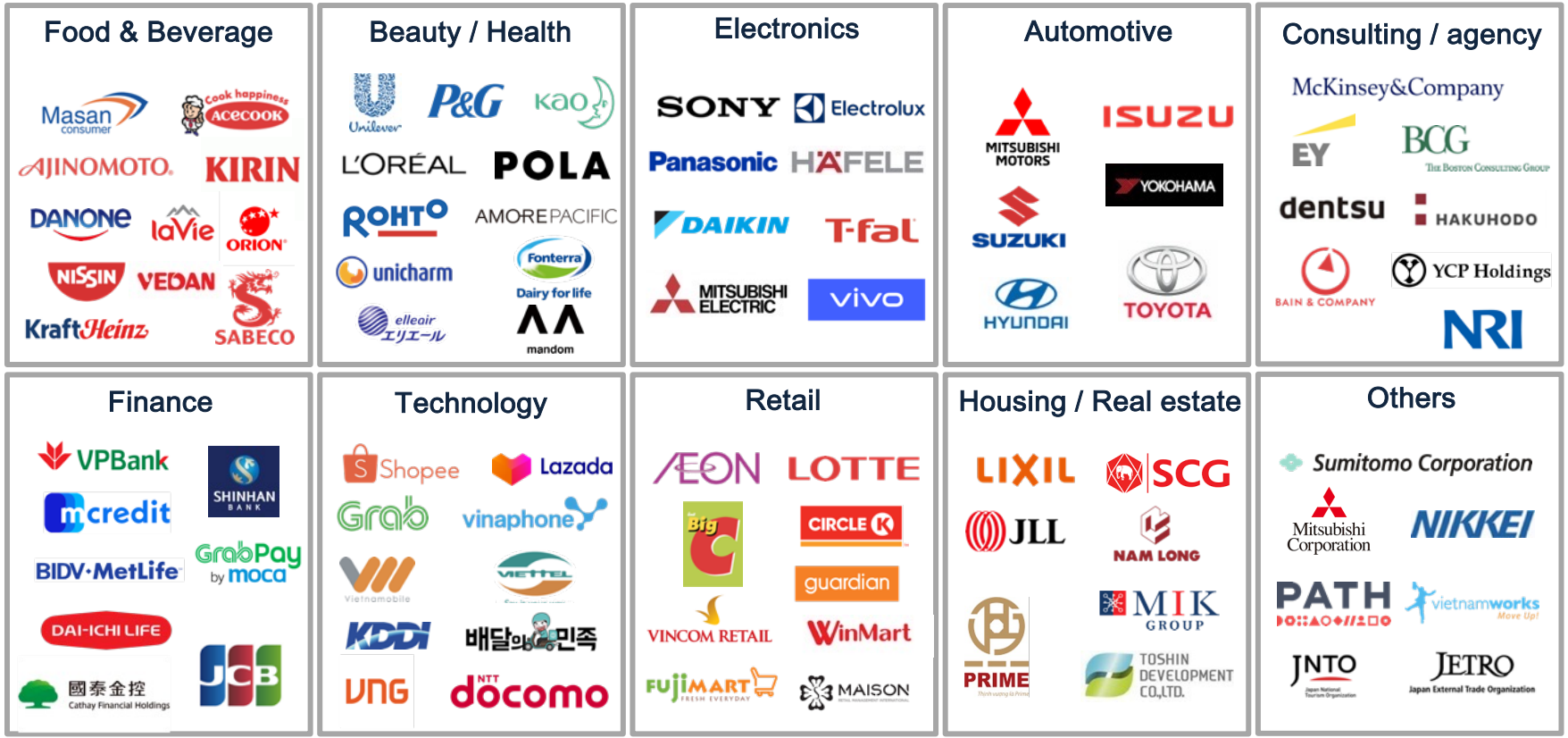


QUALITY CHECK SURVEY SPECIFICATION	
N (Sample size)	300
IR (Incident rate)	100%
LOI (Lenght of Interview)	10 minutes
Success Criteria	Overral score of 80% or higher

THE RESULTS	
Overal score	93.5%
Average score in the industry	73%

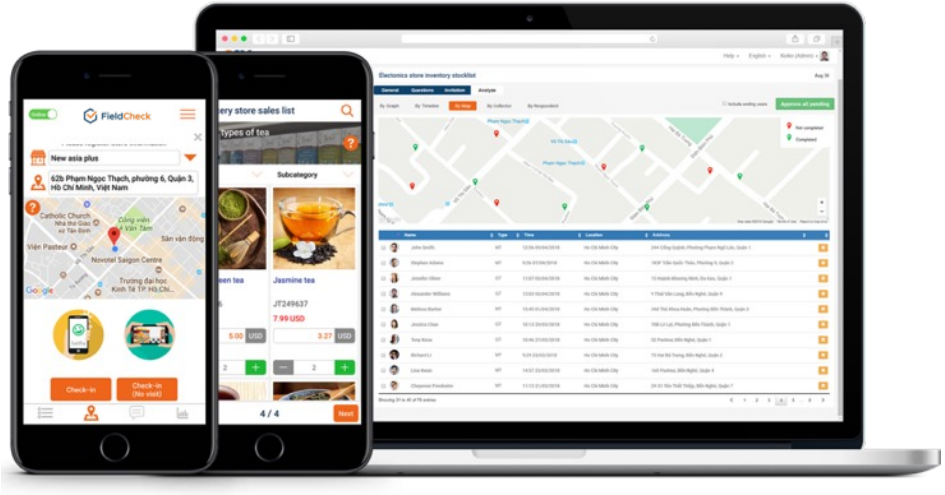
(*) QC scores are generated by *Survey Sampling International (SSI)*, the Worldwide Leader in Survey Sampling and Data Collection Solutions. Asia Plus (Q&Me) is the preferred partner of SSI in Vietnam.

Our customers



FieldCheck

Digitalize your fieldwork for better business

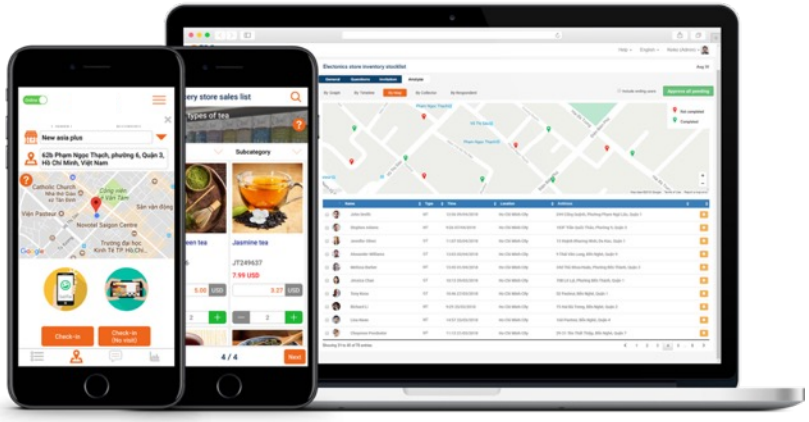


The world we create

Our solution was made for all the fieldworkers to renovate their operation for better performance. Innovate the field operation from paper to paperless to empower the fieldworkers



FieldCheck



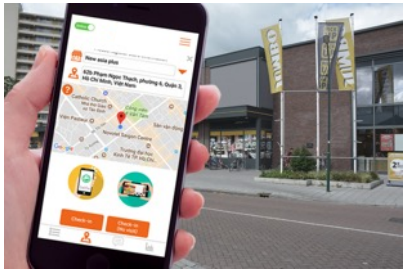
Our solution - A variety of templates

A versatile template to support your fieldwork with easy-to-configure admin tool. No code solution for your speedy and flexible business management.

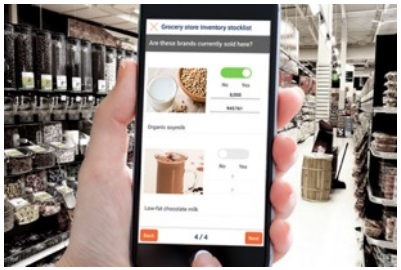
Sales / PO management



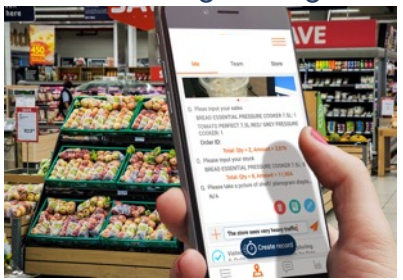
Location management



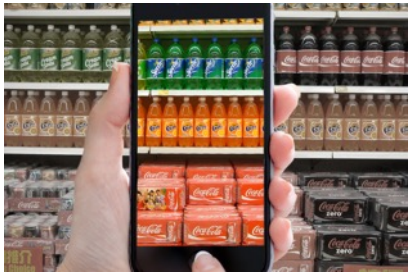
Retail audit



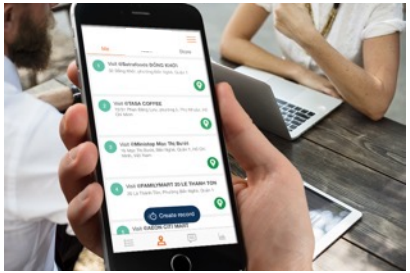
Merchandising management



Field report / incident report



Route management



Survey management



News / E-learning



Use case - SaaS service

Proven track record. Ready for the regional launch for the bigger pies.

Masan consumer

- Order management from meat agents
- Order, inventory management via one app
- To manage 1,000 agents

Electrolux

- Regional promoter management tool to manage 3,000 promoters in all of SEA countries
- Promoter to share sales, incentive and other store display information

Fonterra

- As a promoter tool to collect the consumer data (via phone verification) in product purchase
- Collected data is used for their CRM activities

CIRCLE K

- As the tool for supervisor to manage the store quality
- Visit the store to deal with the store quality checklist for the quality evaluation as common KPI

kao

- As the promoter tool to update the display status and the sales reporting of the respective stores

JCB

- For the visual merchandiser to check the status of their asset placement (store banner etc.)
- Staff visit the shop to report the status as well as new partner acquisition reporting



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https://qandme.net

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