"Services Marketing Mix of

Foreign Coffee Franchiser in Bangkok"

Authors (Group 2661)

Warangkana Kombenjamas (19801029)

Nuchanart Lertrattananon (19870818)

Abstract

Title: Services Marketing Mix of Foreign Coffee Franchiser in Bangkok

Program: International Marketing

Authors: Miss Warangkana Kombenjamas   (19801029)

Miss Nuchanart   Lertrattananon   (19870818)

Supervisor: Jean-Charles Languilaire

Examiner: **Ole Liljefors**

Final Seminar: 30/5/2011

Research Question: How services marketing mix of Foreign Coffee Franchisers in Bangkok and demographic factors affect consumer behaviors?

Purpose: To explore the components of services marketing mix and demographic factors that has an impact on consumer behaviors.

Method: This study is mainly grounded on quantitative method using questionnaire The data collection was come from primary data (questionnaire) and secondary data (books, journals, and internet website). SPSS software and Microsoft Office Excel is used as analysis tools.

Conclusion: We can conclude that both demographic factors and components of services marketing mix affect consumer behaviors. Demographic factors; age gender and income affect consumer behaviors for example income level affects the frequency of visit coffee shop that people who have higher level of income tend to visit coffee shop more frequent than those who have lower level of income. All components of services marketing mix; product, price, place, promotion, physical evidence, people and process affect some of the consumer behavior pattern. The taste criterion of product and the standardize taste criterion of process are concerned most importance by consumers who visit a coffee shop more frequent while the promotion has the least impact on the frequency of visiting a coffee shop.

Keywords: Service   marketing   mix,   consumer   behavior,   demographic

ACKNOWLEDGEMENTS

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Tables and Figures

1. Introduction

In this chapter, the background information of coffee market is presented. The problem of the thesis is then discussed followed by the purpose of the thesis. The research question is also formulated and presented in this chapter. Lastly, we present our methodology of the process, target audience for this thesis, the thesis structure.

1.1 Background

Overall coffee market in Thailand

In recent years, the coffee shop market in Thailand has shown a significant potential growth as seen from a gradually increasing number of coffee stores from both the existing players and those who are new to the sector to serve the newer consumer behavior trend which is focusing on fast and convenient services (Bangkok Business Online, 2010).

According to Thailand's Office of Agricultural Economics (2009), the coffee consumption rates was displayed in an increasing trend as shown in Figure 1

The consumption of coffee products in Thailand (Tons)

Year	Tons
1994	15000
1998	24000
1999	30000
2002	41500
2003	47100
2004	51800
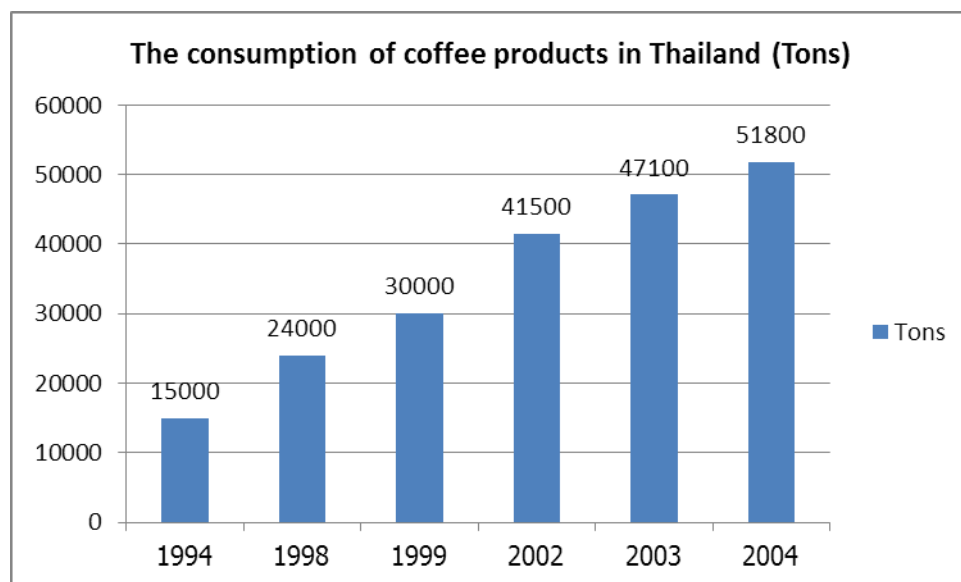
Figure 1 The coffee consumption trend (Own illustration; adapted from Office of Agricltura Economics 2009 Web Site)

Moreover, taking premium coffee houses into account, the market for coffee products consumption and coffee houses expansion has shown dramatically growth of more than 50% in 2005 as people tend to consume more roasted coffee than before instead of instant coffee (Aircraftcoffee, 2010). (See Figure2)

Thailand Premium Coffee Houses Growth

	2002	2003	2004	2005
Million Baht	3000	3500	4000	4700
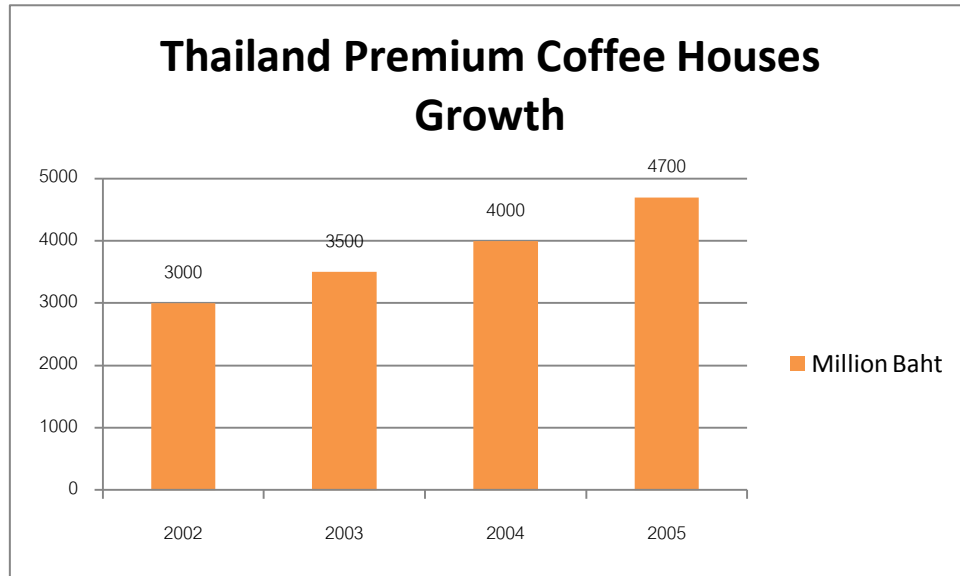
Figure 2 Thailand Premium Coffee Houses Growth (own illustration; data retrieved from aircraftcoffee Web Site)

The market value of premium coffee houses in Thailand is approximately 3,500 million Baht in 2003 with the growth of 20% per annum (KasikornResearch, 2003). The proportion was 80% in Bangkok and the rest outside Bangkok (Prachachat, 2003). (See Figure3)

The overall market for premium coffee houses in Thailand can be divided into 2 main groups, namely, foreign franchise and local franchiser (KasikornResearch, 2003). The proportion of these two is illustrated in figure 3.
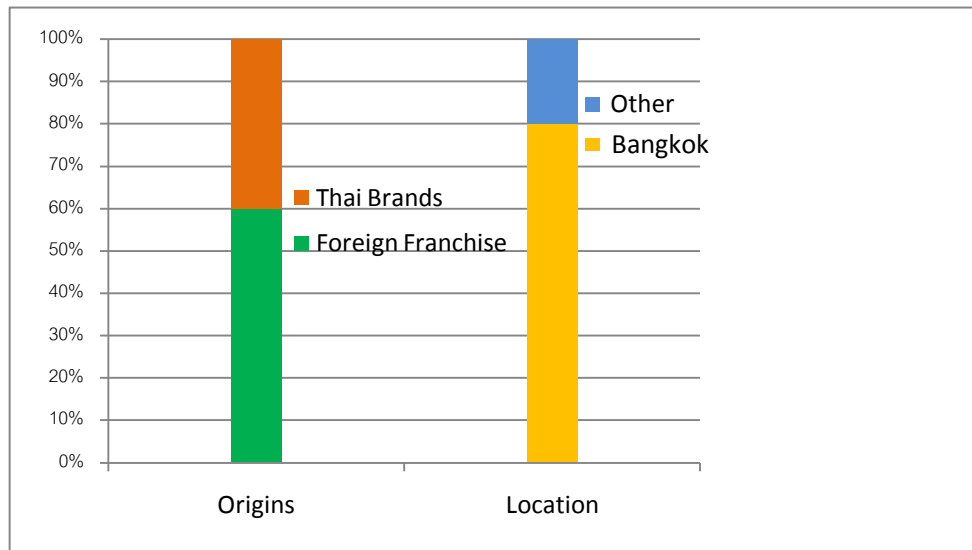
Figure 3 Percentage of coffee houses in Thailand (Own illustration; data adapted from Prachachat 2003 and Kasikorn Research Center, 2003)

For the successful foreign premium coffee franchise in Thailand, Starbucks is on the top on the list. Starbucks was first launched to Thais consumers by the mid of 1998 at Central Chidlom, the high-end department store in Bangkok, by the joint venture between Starbucks Coffee Company Limited and Central Pattana. By the mid-2000, Starbucks Coffee Company Limited has taken back all rights to operate the business and made Starbucks Coffee Company Limited the only owner of Starbucks Thailand since then. Since 2004, Starbucks had 137 branches throughout Thailand. (Starbucks Coffee Company, 2004).

Nearly the same time as the launching of Starbucks in Thailand, Coffee World Thailand was launched in 1997 by Fred Mouawad, founder of the Swiss-based company, Global Franchise Architects. He saw that coffee is the most consumed beverage in the world, crosses all cultural, political and economic lines and is an experience shared by all people from all cultures. The idea was the driving force behind Mr. Mouawad's vision of Coffee World "where the world meets". Today, Coffee World has over 100 stores in 7 countries: Bangladesh, China, Indonesia, Sudan, Thailand, The US, and Vietnam of which 76 stores in Thailand (Coffee World, 2011).

1.2 Problem Discussion

When it comes to consumer behavior, most academics and practitioners agree that demographic, social, economic, cultural, psychological and other personal factors, largely beyond the control and influence of the marketer, have a major effect on consumer behavior and purchasing decisions (Constantinides, 2004). Despite their incapacity to exercise any substantial influence on the above factors, marketers can have some bearing on the outcome of the buying process by engaging the marketing tools which are known as 4Ps controllable elements of marketing mix (Borden, 1964; McCarthy, 1964). Base on the success of foreign premium coffee franchises in Thailand, stated in the background information, this can imply that the tool behind the road for success of foreign premium brands is the use of appropriate marketing mix. For example Starbucks implemented a well-integrated marketing program that would utilize a marketing mix (product, price, place, and promotion) in order to establish themselves as the most recognized and respected brand in the world and within their target market. (Bhaskar, 2009)

However in term of service business such as coffee store franchisers the 4Ps is inadequate, there is a growing consensus in the services marketing literature that services marketing are different because of the nature of services and their inherent intangibility (Berry, 1984; Lovelock, 1979; Shostack, 1977). Services require a different type of marketing and a different marketing mix (Booms and Bitner, 1981).

Payne, and Ballantyne (1991) suggest the additional of Ps; people, processes, and physical evidence for relationship marketing. Furthermore, Booms and Bitner argue that these new elements are essential to "the definition and promotion of services in the consumers' eyes, both prior to and during the service experience" (Booms and Bitner, 1981, p. 48). In addition, these elements can be controlled by the firm and used to influence buyer's behavior and hence should be included in the expanded marketing mix: The potential power of these elements results from the large degree of direct contact between the firm and the customer, the highly visible nature of the service assembly process, and the simultaneity of production and consumption (Booms and Bitner, 1981, p. 48).

When it comes to coffee businesses in Thailand, Kasikorn Research Center (2003) had expected the growth opportunities in coffee business sector as the coffee consumption rate is still low (130-150 cups/year). This indicates the higher competition in coffee

franchisers in Thailand as suggested by Kasikorn Research Center (2003), the entrepreneur had to deal with problems that it is constantly faced in an ever changing, ever challenging market such as price change initiated by a competitor , an advertising approach that has lost effectiveness (Borden, The concept of the marketing mix, 1984). So, the entrepreneur have to develop the extensive marketing mix such service marketing mix (7Ps) that can satisfy the needs of their customers. Besides the overall market value for coffee business sector in 2008 exceeded 7,000 million Baht. (KasikornResearch, 2003)

Finally, from above reasons, the importance of service marketing mix (7Ps) as the marketing tool for success also has an influence on consumer behavior in coffee franchise business. Moreover, demographic factors of which have major effects on consumer behavior are largely beyond the control of the marketer. In order to understand the impact of service marketing mix (7Ps) and demographic factors on consumer behaviors, the research question is then formulated;

How services marketing mix of Foreign Coffee Franchisers in Bangkok and demographic factors affect consumer behaviors?

1.3 Purpose

The purpose of this research is to explore the components of services marketing mix and demographic factors that have an impact on consumer behaviors.

To achieve this purpose the following research goals have been formulated:

1. To identify the factors that has an impact on consumer behaviors.
2. To examine the relationship between demographic factors and consumer behaviors.
3. To examine the relationship between services marketing mix and consumer behaviors.

1.4 Methodology

Quantitative and qualitative methods are basically two different types of research method to conduct the research. Quantitative method is associated with numerical measurement or statistics as numbers or quantity is presented. It could be collected through questionnaires, surveys or attendance records. (Swaine and Kozicki, 2005) And quantitative research creates statistics through using methods as questionnaires surveys (Fisher, 2007) whereas qualitative method is formed to collect data in case of in depth

knowledge and understanding (Swaine & Kozicki 2005) as same as to gain a range of perspectives, opinions, ideas, and feelings which data cannot be presented by numbers. According to our research, we would like to explore how services marketing mix and demographic factors affect consumer behavior; therefore, to achieve the research purpose, the most appropriate method has to be chosen. In this research the quantitative approach is used as our basic method for doing research. There are some advantages of quantitative method such as causality and generalization as (Bryman & Bell, 2011). For causality, quantitative researchers are rarely concerned merely to describe how things are, but are keen to say why things are the way they are. Thus, researchers are often not only interested in a phenomenon but also likely to want to explain it, which means examining its causes (Bryman, & Bell, 2011). And the researcher chooses a pragmatic approach to research and use quantitative methods when searching for breadth and want to test a hypothesis. This method aims to define the relationship between an independent variable and a dependent variable in a population (Muijs, 2004).

In this research we not only explore how services marketing mix and demographic factors affect consumer behavior but also examine the relationship between services marketing mix and consumer behavior and the relationship between demographic factors and consumer behavior as our hypotheses in the method part. In term of generalization the quantitative research is usually can be generalized beyond the confines of the particular context in which the research was conducted. Thus, it can say that the results can apply to individuals other than those who responded in the study (Bryman & Bell, 2011). In this research we can use the same research method (questionnaire) in other provinces beyond Bangkok such as Ratchaburi, Samutprakarn and so on in Thailand that will explain more in the external validity topic in the method part. Another advantage of quantitative method can reach more people and less time for communication than qualitative method (Muijs, 2004).

1.5 Audience

Our research can be of interest for academic who wish to expand their knowledge of service marketing mix and consumer behavior in coffee business aspect and for those who are practitioners regarding the coffee business areas. Moreover, we hope that our research would be beneficial in terms of strategic planning for local coffee franchisers in Thailand.

1.6 Delimitation

According to the purpose of this research, some limitations have to be specified for the further use of both practitioners and academics. Firstly this research is grounded on the service marketing mix (7Ps) with Foreign Coffee Franchises. Thus the results of this research might not be used to generalize in the different business because of the difference in its characteristics. Secondly the research is only focused in Bangkok Thailand area so the other groups of consumers are excluded in this research. Lastly since consumer behavior can change over time as a dynamic process, hence the term of service marketing mix (7Ps) could be developed over time as well.

1.7 The structure of the thesis

The structure of the thesis begins with chapter one, followed by chapter two until chapter five shown in figure below;

Name of the chapters	Detail of each chapter
Chapter 1 Introduction	The introduction chapter comprises of background information about coffee business in Thailand, the problem statement is then discussed, and the purpose of this research, research question and the target audience for the paper are presented. Lastly, the delimitation in terms of usage and time is discussed.
Chapter 2 Theoretical framework	This chapter contains the theory of services marketing mix presenting by Booms and Bitner (1981) and to find the reference that show how consumer behavior is related with each element of the services marketing mix. Then the conceptual framework is formulated according to the problem discussed in Chapter1.
Chapter 3	In this chapter, our research methods such as the way we collect

Research Methods	the data using questionnaire, the design of questionnaire and means for analyzing data using the statistical program called "SPSS" with the description of each statistical used are presented. The methods of designing and distributing questionnaires are also clearly stated in this chapter.
Chapter 4 Empirical findings and analysis	This chapter is the presentation of the empirical findings and analysis by retrieving data from the questionnaire database (Google Docs). The data we presented in this chapter is processed using SPSS program and presented in pie chart and bar chart for better understanding.
Chapter 5 Conclusion and suggestion	The conclusions of how both demographic factors and components of services marketing mix affect consumer behaviors are presented in this chapter. The suggestion for further study is also given in this chapter.

Table 1 Thesis structure

2. Theoretical Framework

This chapter is the presentation of theories and the practical application of each theory followed by the developed model of the conceptual framework for this thesis.

2.1 Services Marketing Mix

The concept of services marketing mix is proposed for measuring of quality purpose as the nature of service is intangible (Yelkur, 2000). The marketing mix is a set of controllable marketing factor that an organization uses to produce the response it wants from its various target market. Traditionally, a 4Ps model is enough for tangible products; the services sector on the contrary uses a 7Ps approach in order to satisfy the needs of their customers (Ivy, 2008). Booms and Bitner (1980) added 3Ps (participants, physical evidence and process) to the original 4 Ps to apply the marketing mix concept to service (Goi, 2009). Despite the deficiencies of the 4Ps in terms of practical application, the subsequent Ps is yet to overcome a consensus about eligibility of previous P (Kent & Brown, 2006).Therefore the model of "Services Marketing Mix" or "7Ps" that has been proposed by Booms and Bitner (1981) is concluded from many scholars as follow;

2.1.1 Product: A product is what is being sold (Ivy, 2008). The traditional definition of product was given by Kotler (1976) that the product means quality, features and option, style, brand name, packaging, product line, warranty, etc. However, the definition given by Booms and Bitner (1981) includes the service line and all other tangible clues such as price, personnel, physical environment and the process of service delivery (Rafiq & Ahmed, 1995).

2.1.2 Price: The price element of the services marketing mix is dominated by what is being charged for the delivery of service (Ivy, 2008). Kotler and Keller (2009) gives the definition of price as list price, discounts, allowances, payment period and credit terms (Kotler & Keller, 2009). Price can also be the indicator of level, quality and therefore seen as customer's own perceived value (Rafiq & Ahmed, 1995).

2.1.3 Place: The place is location where the stores are operating (Rafiq & Ahmed, 1995). Booms and Bitner also suggest that place in a service-oriented company includes the accessibility of the service (Value Based Management, 2011). Distribution channel

reduces the time a customer spends in order to search for the stores and traveling to and from the stores. It also provides convenience in purchasing thus make it easier to get services related to the product (Yoo, Donthu, & Lee, 2000).

2.1.4 Promotion: A promotion can be sales promotion such as short-term price reductions (e.g., special sales, media-distributed coupons, package coupons, rebates, and refunds) (Yoo et al, 2000). Kotler (1976) suggested that promotion includes advertising and personal selling and other publicity. Likewise, Booms and Bitner (1981) proposed that a promotion can be referred to as all facilitating goods (Rafiq & Ahmed, 1995).

2.1.5 Physical evidence: Physical evidence is the tangible component of the service offering (Ivy, 2008). The overall environment including furnishing, color, layout, noise level and facilitating goods can be considered physical evidence (Rafiq & Ahmed, 1995).

2.1.6 Participants: Boekema et al (1995) proposed that the personnel are a component in retail marketing mix. The participants in the service environment also provide clues about what the customer should expect (Yelkur, 2000). Bitner (1990) suggested that visual inspection of employee's dress and nonverbal cues is also formed as the physical evidence. People involved in a coffee shop or restaurant is also a key service encounter that can creates trust thus affecting consumers' buying decision (Grönroos, 1994).

2.1.7 Process: The process is defined as how the service is delivery or the 'functional' quality and is therefore affected by attitudes and behavior of service personnel (Yelkur, 2000). Booms and Bitner (1981) defined process as policies, procedures, mechanization, employee discretion, customer involvement, customer direction and flow of activities (Rafiq & Ahmed, 1995).

Moreover, the expanded mix by definition of many scholars (e.g., Knisely 1979, Zeithaml, Parasuraman, and Berry 1985) also evolved as a partial solution to some of the unique challenges faced by service firm managers (Brown et al, 1991).

2.2 Consumer behavior

The study of consumer behavior, consumers' psychic and esthetics personal needs became important as consumers have become not only products or services, but also aware of the importance of experiences that shape the new consumer culture about taste and style

(Yang, 2010). Consumer behavior can be determined by Borden such as motivation in purchasing, buying habits, environment that influence consumer's attitudes toward their purchasing and number (i.e., how many) (Borden, The concept of the marketing mix, 1984). Evans et al., 2009 suggests that consumer behavioral study is to know how the individual is likely to respond to the object based on what they know about it and how they feel about it (Evans et al., 2009, pp.107). Consumer buying decision can be affected by the marketing efforts including branding, distribution strategy, availability in shops (De Pelsmacker et al., 2005). In order to measure consumer behavior and see how it is affected, consumer preferences can be observed when choices are collected and analysed (Mahé, 2010). The study of consumers behavior helps firms and organizations to improve their marketing strategies by understanding issues such as how the psychology of how consumers think, feel, reason, and select between different alternatives in order to improve their marketing campaigns and strategies to more effectively reach the consumer (Lars Perner, 2010). In this research we would study the behavior of consumers' purchasing frequency, the preference of coffee type, the preference place to have coffee and the buying decision whether to sit in or take away their coffee.

2.3   Services marketing mix and Consumer behavior

The service marketing mix (7Ps) can be related to consumer behavior as follow;

2.3.1 Product; A product is anything that is capable of satisfying customer needs. However, when look at what the customer is buying; it is essentially a service whether the means is tangible or intangible. (Jobber, 2007) Moreover, buyer decision is also influenced by the degree of involvement of the products purchased for the first time which require more involvement than frequently purchased products (Boyd, 2002).

2.3.2 Price; the price is the amount of money customers have to pay to obtain the product (Kotler, & Armstrong, 2010). The price set for product or service has a very significant effect on how the consumer behaves. If the price is lower than competitors it could cause a major spike in sales. But if the price set is significantly higher than expected, the response can be disappointing. (Balle, 2011). However consumer willing to pay higher price, they recognize how much value they place on the benefits they received from the product that equals this value. These benefits can be actual or perceived. (Wisest, 2011)

2.3.3 Place; this factor can relate to consumer in term of convenience it can help consumer saving time to reach the place. The consumer can buy thing in store located conveniently rather than having to order it from distant store. (Marshall, 2008)

2.3.4 Promotion; the promotion is integrated marketing communication that intend to communicate marketing activities to customers. (e.g., special sales, media-distributed coupons, package coupons, rebates, and refunds) (Yoo et al, 2000) All of this can effect consumers as the sequence of events.The consumer must first be aware that the product exists then be motivated to give some attention to the product and what it may provide. In the next stage, the need is for the consumer to evaluate the merits of the product, hopefully giving the product a try. A good experience may lead to continued use (Marshall, 2008)

2.3.5 Physical evidence; physical evidence is important because customers use tangible clues to assess the quality of service provided. Thus, the more intangible-dominant a service is, the greater the need to make the service tangible (Shostack, 1977). The physical environment itself (i.e. the buildings, decor, furnishings, layout, etc.) is instrumental in customers' assessment of the quality and level of service they can expect (Rafiq & Ahmed, 1995).

2.3.6 Participants; in services business (especially, "high contact" services such as restaurants and airlines) because of the simultaneity of production and consumption, the firm's personnel occupy a key position in influencing customer perceptions of product quality. In fact, they are part of the product and hence product quality is inseparable from the quality of the service provider (Berry, 1984). It is important, therefore, to pay particular attention to the quality of employees and to monitor their performance. This is especially important in services because employees tend to be variable in their performance, which can lead to variable quality (Rafiq & Ahmed, 1995).

2.3.7 Process; this factor can relate to consumer such as the process of ordering or acquiring a service. The queuing and delivery times should acceptable to customers. Furthermore, presence or absence of other customers can be a factor in buyer-behavior. The long queues at check-outs point can put many customers off from that place. (Rafiq & Ahmed, 1995).

2.4 Demographic and Consumer behavior

In this research we consider demographic in three categories; age, gender and income and consumer behavior in consumer choice, purchasing and buying habits. Consumer behavior differs with demographic variables (Evans et al, 2009).

- *Age:* Consumers have different needs and wants for different age. (Armstrong & Kotler, 2009).
- *Gender: Men and women can behave differently as consumers.* (Evans et al, 2009).
- *Income:* Income can divide customers into customers into low income group, middle income group and high income group (Armstrong & Kotler, 2009). And level of income affects personal purchasing power (Evans, et al., 2006). Jason et al., (2004) also state about income that it should take into account as one factor effect consumer choice.

Furthermore Demographic such as age, sex, income have proven quite useful for predicting differential consumption patterns both within and between consumer groups. Demographics provide the marketer the information concerning the connection among interests and opinions, and buyer behavior (Pol, 1986)

2.5 Conceptual framework

In accordance to the problem discussed in chapter 1, the conceptual framework for our research (see figure 4) illustrates that the component of 7Ps marketing mix which consists of product, price, place, promotion, physical evidence, people and process affects Thais consumer behaviors. The relationships between four consumer behavior patterns and information about consumer demographic such as gender, age and income in regards to Evans, et al. (2009) concept are also examined in this research.
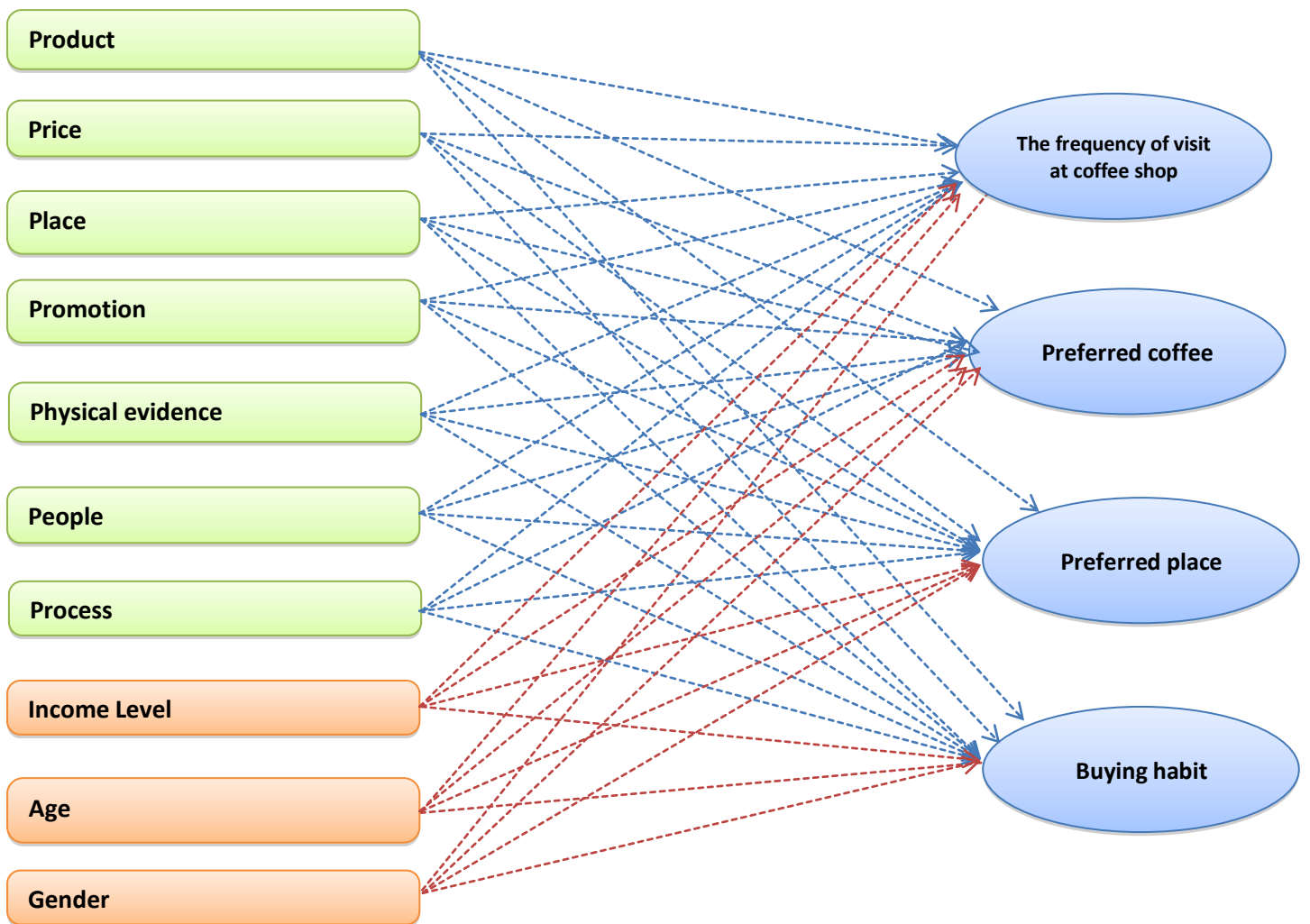
Figure 4 Conceptual Framework (Own illustration model)

The concepts of consumer behavior can be defined as follow;

- The frequency of visit at coffee shop: the frequency of visit at Starbucks or Coffee World in Bangkok such as every day, 1-2 times per week.
- Preferred coffee: consumers' prefer coffee from Starbucks or Coffee World in Bangkok such as hot coffee with milk, iced coffee.
- Preferred place: consumers' prefer place at Starbucks or Coffee World in Bangkok such as the department store, the coffee shop at office building.
- Buying habit: the buying habit of consumer such as sitting in coffee shop or take away.

3. Methods

This chapter presents the way to collect data including using questionnaire in detail then the way to summarize and calculate by SPSS. Lastly, we describe the way to display the result and analyze. The reliability and validity of method including the ethic are mostly considered in this paper.

3.1 Data collection

Throughout this research, two different types of data sources are used; primary and secondary sources of data that be presented in the following sub-topics.

3.1.1 The Secondary data

Secondary data is the data that have been already collected by and readily available from other sources (Guide, 2011). The advantage of secondary data is most of data collected by international organizations and governments are of high quality and reliable as they are collected and compiled by experts using rigorous methods (Gronhaug, 2010). In most research, secondary data collection is used as the starting point in defining the actual research that needs to be conducted (Hair et al. 2006). Moreover Secondary data is also used to gain initial insight into the research problem. (Steppingstones, 2004). So in this research, it is beginning with searching for the secondary data as literatures in services marketing mix, consumer behaviour in problem discussion and theoretical part. The secondary data from relevant source such as Starbuck and Coffee World and Thailand's Office of Agricultural Economics website etc. are collected for the background in the introduction part as well.

The secondary data be used in this research is consisted of books, electronic database and the internet website including Thai website from reliable sources to acquire relevant information in our research. The books are loaned from the library in Västerås. Electronic-journals and articles are obtained from Malardalen University Library online databases such as Google Scholar, Emerald, ABI/INFORM Global (ProQuest), etc. These are wholly based on peer reviewed researches as suggested by Fisher (2010) state "two or more expert referees

approved the papers before they were accepted for publication". Fisher (2010) also recommends the journals that researchers should use like a main source for research dissertation and "it is probably being more important than books because the most up-to-date research and debates will be found in journals"

3.1.2 The Primary data

Primary data involves the first time collection of a data for the purpose of a particular project (Baines et al. 2008; Ghauri et al. 2006). The primary sources are used to conduct all the data which are directly related to the study purpose (Stromgren, 2007). The advantage of primary data is that they are collected for the particular project at hand. This means that they are more consistent with our research question. Moreover, if we want to know about buying behaviour for a particular product, only primary data can help us answer these questions (Gronhaug, 2010, p. 100) Questionnaire is used as a research instrument for gathering primary data involved this purpose from target respondents.

In this research, the questionnaire is provided to collect data of customers who have ever used the service of two chosen foreign premium coffee franchises in Bangkok (Starbuck or CoffeeWorld houses). The target respondents, sample size, and how questionnaire are constructed, distributed and analyzed in order to gather accurately data, are present as the following.

1.   Target Respondents

This research is the study of foreign premium coffee franchises; Starbuck and CoffeeWorld houses in Bangkok, Thailand. The target respondents are people who live in Bangkok and have ever experienced with the services from Starbuck or CoffeeWorld or both houses.

2.   Sampling Size

According to Fisher (2010, p.207), to obtain the result that is representing the whole population, sample size should be taking regarding in part on the size of the margin of error the researcher can accept (See Table 2).

Table of estimating margin of error on sample survey results

Margin of error

Population	5%	3%	2%	1%
50	44	48	49	50
100	79	91	96	99
150	108	132	141	148
200	132	168	185	196
250	151	203	226	244
300	168	234	267	291
400	196	291	343	384
500	217	340	414	475
750	254	440	571	696
1000	278	516	706	906
2000	322	696	1091	1655
5000	357	879	1622	3288
10,000	370	964	1936	4899
100,000	383	1056	2345	8762
1,000,000	384	1066	2395	9513
10,000,000	384	1067	2400	9595

Table 2 Estimating margin of error on sample survey results at 95% level of uncertainty

Note: the number in table represented the number of complete questionnaires researchers have to get from respondents (returning of questionnaires)

Our target respondents are people who live in Bangkok and have already experienced with the services from Starbuck and Coffee World houses. We tried to obtain the data about total population who have already experienced the coffee and service from both coffee houses by using Facebook page of both as a mean to get data and to communicate with the administrators. However, our attempt on 18 April 2011 was not achieved because there is no such statistical provided for total number of customers because not every customer signs for membership card. Also, we did some research by observing the number of people who click "like" to both Starbucks and Coffee World page. The number for people who like Starbucks Thailand and Coffee World Thailand on 21 April 2011 is 118,412 (Facebook.com,2011) and 2,530 (Facebook.com, 2011) respectively. It is worth noting that the number of fans indicates how many users who like the coffee houses but it does not show the one who do not like them

so the number cannot be a good representative. Thus, we decide to use with the data from the database of National Statistical Office Thailand website and the population from registration record by sex and district, Bangkok: 2001-2010 is 5,701,394 populations (Thailand, 2010) so 384 Bangkok customers are sampling in this study according to 5% (+5/ -5) margin of error in Table 2. The chosen sampling technique in this research is snowball sampling. Snowball sampling is a form of convenience sample. With this approach to sampling, the researcher makes initial contact with small group of people who are relevant to the research topic and then uses these to establish contacts with others (Bryman & Bell, 2003).

3. *Design of Questionnaire*

We design the questionnaire according to Fisher suggestion in order to get the response rate at maximizing level as following (Fisher, 2010, p. 210).

- We keep the questionnaire as short as possible by displaying it in one web page. To gain access to the questionnaire, we use the URL link so people can get to the questionnaire by just one click and the questionnaire is short enough to be in one web page with 2-3 times of scrolling down to see the end of the questionnaire. Our questionnaire link is "https://spreadsheets.google.com/spreadsheet/viewform?formkey=dGlGWHpBTWZNT3pva2 VNMlpQVnhZYUE6MQ".

- We design it to look attractive by using the capacities of the word processor and the powerful tools provided by Google Doc for the online version of questionnaire.

- We give it a logical and sequential structure so that the respondent can easily see what the questionnaire is about and can follow its themes as we develop. We divide the questionnaire into 3 parts that correspond to the various issues we are asking questions about. We ask the easy questions first such as the normal behavior of the respondents and the hard ones last such as require them to answer the likert scale question. We ask for demographic information about the respondents (such as gender, age and income level), at the end of the questionnaire because according to Fisher (2010) people are more likely to answer personal questions if they have already invested time and effort in completing the rest of the questionnaire.

The questionnaire can be seen in Appendix. Our questionnaire has been developed in three main parts as below

Section I Consumer Behavior

In this part, the questions of consumer behavior are asked in order to know the normal coffee drinking habits of the respondents. We set up 4 questions for each behavior as followed;

1. How often the respondents normally consume coffee at Starbucks or Coffee World in Bangkok?

2. What sort of coffee the respondents prefer at Starbucks or Coffee World in Bangkok?

3. Please indicate the place where you normally have coffee at Starbucks or Coffee World in Bangkok.

4. The buying behavior of the respondents whether to sit or take away their coffee in most cases.

Other than the 4 behavior patterns stated above, we set up one more question asking the reason why the respondents choose to have coffee in a store. This question allows the respondents to answer more than one choices provided for them. (See appendix A for a whole questionnaire)

Section II Services Marketing Mix

In this section, we would like to explore the influence of each element of services marketing mix (7Ps model) that has on the consumer behavior of using these services as formed in the conceptual framework model. The questions are about the service marketing mix that impact on consumer behavior. We use the rating scale which is claimed by (Fisher, 2010, p. 212) that is "commonly used to ask people about their opinion and attitude". In this questionnaire, we use the likert scale based on a five-point scale instead of seven-point scale because there are a lot of questions in this questionnaire and the seven-point scale might be difficult to get an exactly opinion and feeling, respondents might be annoyed or frustrated for rating on too many question. Scales of 1 to 5 are used to rate a graduated scale and score each question range from 1 (strongly disagree) to 5 (strongly agree).

The sample questions we set up for this part are as followed;

How a **product** offered by the coffee shop affect your buying decision?

No.	Questions	1 Strongly disagree	2 Disagree	3 Neither agree nor disagree	4 Agree	5 Strongly agree
1.1	**I buy because of the taste of coffee**					
1.2	**I buy because they offer a signature product (only at this store)**					
1.3	**I buy because they offer varieties of coffee types**					
1.4	**I buy because they put their logo on the cup**					

Table 3 Sample question from the questionnaire (see Appendix A)

Section III General Information

We put this part in the last section according to Fisher (2010) and ask for the general demographic of respondents. The dichotomous questions and multiple choice questions are used to collect the general data of respondents, for instance, demographic data (gender, age and income level, etc.).

4.   Distributing the questionnaire

According to Fisher, 2010 the use of email and the World Wide Web to deliver questionnaires and to respondents is the interesting way and it can access to the respondents easily so we distribute the questionnaire to target respondents in Thailand by these ways. The email contained a hyperlink to a World Wide Web page that held the questionnaire. Target respondents can click on to the link and completed the questionnaire on the screen (Fisher, 2010, p.209). We use Google spreadsheet in order to create the questionnaire and send the link via email as well as post it on Facebook page. The online versions of questionnaires are translated into Thai language.

In this process we used **snowball** sampling technique by identifying the respondents who meet the criteria then ask them to recommend others who also meet the criteria (Trochim, 2006). All respondents were in Bangkok and were at the same school, university and previous coworkers who knew these two coffee brands well. We selected the respondents by using two approaches. First, we browsed for our friends contact in Facebook 100 persons that were female 50 persons and male 50 persons then asked them to forward our link to two friends of them and we would get 200 responses. Second, we sent our link to 100 persons in our friend contact via Gmail and Hotmail that were female 50 persons and male 50 persons then asked them to forward our link to two friends of them. From this approach we would get another 200 responses. And the total would be 400 responses. All respondents mostly in age range 23-35 years old that is the majority age range of demographic data in this research. In addition, we posted our questionnaire link in Starbucks Thailand and Coffee World Thailand page on Facebook site in order to target the people that we did not actually know in person but we knew that they were the current customers of both coffee houses. The survey by questionnaire was conducted for approximately 2 weeks, from the mid of April 2011 until the beginning of May 2011.

3.2   Analyzing data

In this part we can gather 410 responses but there are some missing data 17 responses so we choose 384 responses as our sample sizes which are usable for analysis. For data analyzing purpose, we use SPSS software (Statistical package for social sciences) and Microsoft Office Excel are statistical software packages used to transform the raw data drawn from questionnaires to be easy to summarized into categories.

In order to achieve the research purpose the descriptive statistics and inferential statistics are used as following.

First, we divide the main topics for analyzing in two parts; Part 1 the respondents demographic and Part II the service marketing mix. Second, we use the descriptive statistics to describe and analyze the data finally we use the inferential statistics to examine the relationship in each part.

For example gender, the descriptive statistics data (percentage) is interpreted and display by table (see more detail in chapter 4) then the inferential statistics are interpreted the relationship by using Chi-Square test and Contingency coefficient from SPSS. The chi-square test essentially tells whether the results of a crosstab are statistically significant. A chi-square will be significant if the residuals for one level of a variable differ as a function of another variable.

$$X^2 = \sum_{cells}^{all} \frac{(F_e - F_0)^2}{F_e}$$

Equation 3.1 the Chi-Square Formula Source (SPSS, 2011)

χ^2 = chi-square

Σ = Sigma (sum of...)

f_o = frequency observed

f_e = frequency expected

Degrees of freedom are necessary to compute the significance of the chi-square: df = (No. of rows - 1)(No. of columns - 1)

In SPSS, the output shows "Asym.Sig" (Significance level). If "Asym.Sig" is less than 0.05 at 95% significant level then the residuals differ as a function of the independent variable. (SPSS, 2011). So, in order to examine the relationship the contingency coefficient formula is used. The contingency coefficient (C) has been widely used to indicate the association between two variables. The contingency coefficient can be calculated by the formula (Cohen, 1982).

$$C = \sqrt{\frac{X^2}{X^2 + N}}$$

Equation 3.2 the Contingency coefficient Formula Source (Cohen, 1982)

C = Contingency coefficient

χ^2 = chi-square

N = the total sample size

The output shows value 0<C<1

The contingency coefficient (C) has a value between 0 (no association between two variables) and 1 (maximum association between two variables). We use Borg's descriptors scale to explain the relationship delicately as the following table. (Cohen, & Cohen, 1983)

Borg's Descriptors	
Contingency coefficient	Description
Over 0.85	Very high relationship
0.65-0.85	High relationship
0.35-0.64	Moderately related
0.20-0.34	Low relationship
Lower than 0.20	Very low relationship

Table 4 Borg scale Source; (Cohen, & Cohen, 1983)

Then we analyze the factors which has relationship with consumer behavior. In this part the descriptive statistics such as weighted average will be used. Mean or average is the sum of all data, divided by the number of data. The SPSS is used for calculating with Analyze - Compare Means - Means and presenting the output. After that we interpret the data as the following; Koobgrabe, et al. 2008 (See table 3) and display result by bar chart.

Table of an interpretation of Likert Scale	
The Average between	Interpretation of Respondents' Opinion
4.21 – 5.00	The most
3.41 – 4.20	At much
2.61 – 3.40	Moderate
1.81 – 2.60	Less
1.00 – 1.80	At the least

Table 5 An interpretation of Likert Scale.

For example; the relationship between product and the frequency of visit at coffee shop

Product has four criteria such as taste, signature, varieties and logo so we have 8 hypotheses as following; (H=Hypothesis)

First, the relationship between taste criteria of product and the frequency of visit at coffee shop

H_0= taste criterion of product has no relationship with the frequency of visit at coffee shop

H_1 = taste criterion of product has a relationship with the frequency of visit at coffee shop

Second is the relationship between a signature coffee criterion and the frequency of visit at coffee shop

H_0= signature criterion of product has no relationship with the frequency of visit at coffee shop

H_1 = signature criterion of product has a relationship with the frequency of visit at coffee shop

Third is the relationship between the varieties criterion and the frequency of visit at coffee shop

H_0= varieties criterion of product has no relationship with the frequency of visit at coffee shop

H_1 = varieties criterion of product has a relationship with the frequency of visit at coffee shop

Fourth is the relationship between the logo criterion and the frequency of visit at coffee shop

H_0= logo of product has no relationship with the frequency of visit at coffee shop

H_1 = logo criterion of product has a relationship with the frequency of visit at coffee shop

The result from SPSS is presented in the table below

	B1 how_often		
	$\chi 2$	coefficient	sig.
Product			
1.1 taste	32.386	.279	.001
1.2 signature	33.752	.284	.001
1.3 varieties	26.225	.253	.002
1.4 logo	25.712	.251	.012

Table 6 the sample of result from table15 (page42)

From table 6, we can interpret that all criterion of product have association with the frequency of visit at coffee shop because all Sig < 0.05 so all H_0 are rejected and all H_1 are

accepted. This means that there are the relationships between all criteria of product and the frequency of visit at coffee shop. In addition, all Coefficients are in range 0.20-0.34 according to Borg scale this means that there are low relationships between criterion of product and the frequency of visit at coffee shop. Then we use the Compare Means function from SPSS to retrieve the mean value of each P and display the result using Microsoft excel for analysis. (See figure 14 in page 56 for example)

3.3   Reliability and Validity

In this research the reliability and validity are considered for the qualified research as following

3.3.1   Reliability

Reliability is concerned with the question of whether the results of a study are repeatable. Also reliability refers to the consistency of measurement. (Bryman, & Bell, 2003) There are two prominent factors as that involved when considering whether a measure is reliable (Bryman & Bell, 2003; Hardy, & Bryman, 2009).

3.3.1.1   External reliability

This consideration entails asking whether or not measure is stable over time, so that we can confident that the results relating to that measure for a sample of respondents do not fluctuate. This means that, if we administer a measure to a group and then re-administers it, there will be little variation over time in the result obtained. (Bryman, & Bell, 2003). The most obvious examination of external reliability is to test for test-retest reliability. This means that sometime after we administer our scale, we re-administer it and examine the degree to which respondents' replies are the same for the two sets of data. But the difficulty with this method is that there are no guidelines about the passage of time that should elapse between the two waves of administration. If the passage of time is too long, test-retest reliability may simply be reflecting change due to intervening events (Hardy, & Bryman, 2009). From the difficulty of time period we decide to not use test-retest method because it cannot reliable enough in this research. So we consider in the next reliability.

3.3.1.2   *Internal reliability*

This meaning of reliability applies to multiple-indicator variables. If a variable is internally reliable it is coherent. This means that all the constituent indicators are measuring the same thing. (Bryman & Bell, 2003; Hardy & Bryman, 2009). Cronbach's alpha is a commonly used test of internal reliability. It essentially calculates the average of all possible split-half reliability coefficients. A computed alpha coefficient will vary between 1 (denoting perfect internal reliability) and 0 (denoting no internal reliability).The result 0.8 is typically employed as a rule of thumb to denote an acceptable level of internal reliability. In this research we use Cronbach's alpha to test the internal reliability in Part II questionnaire. In this part all questions about the service marketing mix (7Ps) are displayed in the likert scale base on a five point scale, each question range from 1(strongly disagree) to 5 (strongly agree).The result of Cronbach's alpha by SPSS is presented in the table below.

Reliability Statistics

Cronbach's Alpha	N of Items
.817	18

Table 7 The reliability result from SPSS (Own illustration)

From table 7, N of items =18 are the total of P questions such as taste, value of taste, nice staff and so on. The Cronbach's alpha = 0.817 that means all questions are acceptable level of internal reliability.

3.3.2   Validity

Validity refers to the issue of whether or not an indicator (or set of indicators) that is devised to gauge a concept really measures that concept (Bryman, & Bell, 2003). There are two type of validity are considered in this research.

3.3.2.1   *External validity*

This issue is concerned with the question of whether the results of a study can be generalized beyond the specific research context (Bryman, & Bell, 2003). In this research this means it can be generalized with specific research context so it may say that we will get the

same result, if we use the same questionnaire with same criteria in other provinces beyond Bangkok such as Ratchaburi, Samutprakarn and so on in Thailand. In the same context, it can say that this research have external validity.

3.3.2.2   *Internal validity*

This form of validity relates mainly to the issue of variable in a study. It is common to refer to the factor that has a causal impact as the independent variable and the effect as the dependent variable (Bryman, & Bell, 2003). In order to get the internal validity we have two methods start from the right introductions to do our questionnaire then to access the right target respondents. For the right introductions we conducted questionnaire in English and translated into Thai language and put the clear introductions to do questionnaire in each part of questionnaire. We also test our questionnaire by using the sample respondents who are not the target respondents. We use 10 persons who had experienced in doing a lot of questionnaires are our sample respondents and revise our questionnaire as their feedback. By doing this we have the questionnaire that contains the right meaning of language and clear instructions. For the right target respondents, we use snowball sampling by identifying the respondents who we actually knew they were in Bangkok which were in the same school, university and previous coworkers who knew these two coffee brands well. Moreover we also put the filter criteria in the first page of questionnaire to assure that we can get the real right target respondents. The filter criterion is "The prospect respondents of this questionnaire are people who have been experienced with at least one of these coffee brands; "Starbucks" or "Coffee World". From the right introduction and the right target respondents it can help us summarize and analyze in proper way without misunderstanding or less errors in this research.

3.4   Ethical considerations

Research ethics involves the application of fundamental ethical principles to various aspects of conduct research. In this research the four areas are considered as following (Bryman, & Bell, 2003; Marison, 2004).

3.4.1 Harm

Research that is likely to harm participants is regarded by most people as unacceptable. Harm can entail a number of facets: physical harm; harm to participants' development or self-esteem; stress; personal embarrassment; humiliation; harm to career prospects or future employment (Bryman & Bell, 2003). The dignity of the subject (be it human or animal) needs to always be a concern of the researcher (Marison, 2004). Throughout this research we assure that to not harm anyone in all of above facets.

3.4.2 Consent

This is the procedure by which research subjects choose whether or not they wish to participate in a research study (Marison, 2004). The principle means that prospective research participants should be given as much information as might be needed to make an informed decision about whether or not they wish to participate in a study (Bryman & Bell, 2003). For our data collection using questionnaire, we asked for permission via email and attached the link to our questionnaire. The people who give the permission will do the questionnaire for us. For Facebook, we asked for permission together with the tagged link of our questionnaire to our friend's names. Our friends can choose either to do or not to do our questionnaire by themselves.

3.4.3 Privacy and deception

Every subject has the right to keep private the fact and the right that information given to researcher not be linked to them (Marison, 2004). As The MRS guidance is clear: 'the objectives of any study do not give researchers a special right to intrude on a respondent's privacy nor to abandon normal respect for an individual's values' (Bryman & Bell, 2003).

While Deception in research involves the misrepresentation of facts related to the purpose, nature, or consequences of a research study (Marison, 2004). Deception occurs when researchers represent their research as something other than what it is (Bryman & Bell, 2003).

In this research we assure respondents clearly about two issues by addressing this statement in the first page of questionnaire. "All responses to the survey will be strictly

confidential and your individual response to this questionnaire will **NOT** be exposed to any third parties." This means we inform them about confidential issue and use their responses for academic only and would not be used for some practitioner's benefit.

3.4.4 Data management

In this research we use only the data which are collected. We avoid using any personal standpoint in this research then summarize and analyze it in proper way as clarify in the method part.

4. Empirical findings and analysis

This chapter presents the empirical finding from questionnaires which divided in three topics; general information, consumer behavior and service marketing mix (7Ps) then all of data will be analyzed and discussed in this part.

We retrieve the result from questionnaire that we made by Google docs then distributed to target respondents via e-mail and Facebook. The duration was approximately 2 weeks from the middle of April to the early May. The total responses were 410 but there are missing data total 17 responses and the rest are incorrect data then we choose only the fully fill and correct data is equal to 384 responses which is the sample size number as mention in the method part.

4.1 Respondents demographics

In this part the main respondents' demographics; gender, age and income level will be presented with descriptive statistics and the relationship between demographics and consumer behavior will be presented as well.

4.1.1 Descriptive statistics

- *Gender and Age*

In this part, the result in terms of age and gender is illustrated in the table 8 as below.

Gender	Total (%)	Number of Respondents (%)				
		15-22 years old	23-35 years old	36-45 years old	46-55 years old	> 55 years old
Male	173 (45.1%)	16 (9.2%)	107 (61.8%)	47 (27.2%)	3 (1.7%)	0 (0.0%)
Female	211 (54.9%)	15 (7.1%)	169 (80.1%)	16 (7.6%)	8 (3.8%)	3 (1.4%)
Total	384 (100%)	31 (8.1%)	276 (71.9%)	63 (16.4%)	11 (2.9%)	3 (0.8%)

Table 8 Age and Gender cross tabulation (Own illustration)

From table 8, the total respondents are classified into two groups of which male of 45.1% and female of 54.9%. There is 7.1% of female in age group 15-22 years old, 80.1% of female in age group 23-35 years old , 7.6% of female in age group 36-45 years old, 3.8% of female in age group 46-55 years old ,1.4% of female in age group of more than 55 years old respectively. And the majority of respondents for both genders are in age group 23-35 years old as shown in the table that 80.1% of female and 61.8% of male are in this age group.

- *Gender and Income level*

Gender	Total (%)	Income level (% of respondents)			
		less than 15,000 Baht	15,001-25,000 Baht	25,001-35,000 Baht	Over 35,000 Baht
Male	173 (45.1%)	29 (16.8%)	22 (12.7%)	26 (15.0%)	96 (55.5%)
Female	211 (54.9%)	42 (19.9%)	53 (25.1%)	45 (21.3%)	71 (33.6%)
Total	384 (100%)	71 (18.5%)	75 (19.5%)	71 (18.5%)	167 (43.5%)

Table 9 Gender and Income level cross tabulation (own illustration)

From table 9, there are 16.8% of male have the level of monthly income less than 15,000 baht 15-22 years old, 12.7% of male have the level of monthly income 15,001-25,000 baht, 15% have the level of monthly income 25,001-35,000 baht, 55.5% of male have the level of monthly income over 35,000 baht respectively. The majority of respondents for both genders have the level of monthly income over 35,000 Baht as shown in the table that 55.5% of female and 33.6% of male.

- *Age and Income level*

Age	Total (%)	Income level (% of respondents)			
		less than 15,000 Baht	15,001-25,000 Baht	25,001-35,000 Baht	Over 35,000 Baht
15-22 years old	31 (8.1%)	26 (83.9%)	3 (9.7%)	1 (3.2%)	1 (3.2%)
23-35 years old	276 (71.9%)	45 (16.3%)	70 (25.4%)	60 (21.7%)	101 (36.6%)
36-45 years old	63 (16.4%)	0 (0.0%)	2 (3.2%)	9 (14.3%)	52 (82.5%)
46-55 years old	11 (2.9%)	0 (0.0%)	0 (0.0%)	1 (9.1%)	10 (90.9%)
over 55 years old	3 (0.8%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	3 (100%)
Total (%)	384 (100%)	71 (18.5%)	75 (19.5%)	71 (18.5%)	167 (43.5%)

Table 10 Age and Income level cross tabulation (Own illustration)

The age group can be categorized by income level according to table…, 83.9% of respondents in age group 15-22 years old have the income level less than 15,000 Baht,9.7% of respondents in age group 15-22 years old have the income level 15,000-25,000 baht, 3.2% of respondents in age group 15-22 years old have the income level 25,001-35,000 baht, and last 3.2% of respondents in age group 15-22 years old have the income level over 35,000 baht respectively while the majority of respondents which is people in age group 23-35 years old have the income level over 35,000 Baht.

4.1.2 Relationship between demographics and consumer behavior

In order to analyze the relationship between demographics factors and consumer behavior, we have set up the hypothesis for each factor as follow;

Hypothesis 1: Respondent's demographics have a relationship with consumer behavior

Hypothesis 1.1: Gender has a relationship with consumer behavior

Hypothesis 1.1.1: Gender has a relationship with the frequency of visit at coffee shop

Hypothesis 1.1.2: Gender has a relationship with preferred coffee

Hypothesis 1.1.3: Gender has a relationship with preferred place

Hypothesis 1.1.4: Gender has a relationship with buying habit

Hypothesis 1.2: Age has a relationship with consumer behavior

Hypothesis 1.2.1: Age has a relationship with the frequency of visit at coffee shop

Hypothesis 1.2.2: Age has a relationship with preferred coffee

Hypothesis 1.2.3: Age has a relationship with preferred place

Hypothesis 1.2.4: Age has a relationship with buying habit

Hypothesis 1.3: Income level has a relationship with consumer behavior

Hypothesis 1.3.1: Income level has a relationship with the frequency of visit at coffee shop

Hypothesis 1.3.2: Income level has a relationship with preferred coffee

Hypothesis 1.3.3: Income level has a relationship with preferred place

Hypothesis 1.3.4: Income level has a relationship with buying habit

For each behavior tested the null hypothesis (H_0) and the research hypothesis (H_1) are formed in the same pattern according to each demographic factor tested as follow;

H_0: Demographic factor X has no relationship with consumer behavior No. Y

H_1: Demographic factor X has a relationship with consumer behavior No. Y

If the Asymp. sig. is over 0.05 then the null hypothesis is accepted which means Demographic factor X has no relationship with consumer behavior No. Y. On the other hand, if sig. <0.05 then the null hypothesis is rejected which means the research hypothesis is accepted then Demographic factor X has a relationship with consumer behavior No. Y.

- *Gender and consumer behavior*

The results from SPSS are shown in the following table;

	B1 how_often			B2 what_kind			B3 place			B4 sit_take		
	χ^2	c	sig.	χ^2	c	sig.	χ^2	c	sig.	χ^2	c	sig.
gender	20.154	.223	.000	87.407	.431	.000	3.508	.095	.320	5.833	.122	.016

Table 11 Gender, Chi Square test (Own illustration)

H_0: Gender has no relationship with consumer behavior No. Y

H_1: Gender has a relationship with consumer behavior No. Y

From table 11, the hypothesis 1.1.1-1.1.4 are tested and categorized according to each behavior. For the frequency of visit at coffee shop, the null hypothesis is rejected at χ^2 =20.154 and sig. =0.000. According to Borg's descriptors in the method part, this means that gender has a low relationship with the frequency of visit at coffee shop (contingency coefficient = 0.223). For preferred coffee, the null hypothesis is rejected at χ^2 =87.407 and sig. = 0.000. This means that gender and preferred coffee is moderately related (contingency coefficient = 0.431). For preferred place, the null hypothesis is accepted at χ^2 =3.508 and sig. =0.320. This means that gender has no relationship with preferred place. For buying habit, the null hypothesis is rejected at χ^2 =5.833 and sig. =0.016. This means that gender has a very low relationship with buying habit (contingency coefficient = 0.122).

- *Age and consumer behavior*

The results from SPSS are shown in the following table;

	B1 how_often			B2 what_kind			B3 place			B4 sit_take		
	χ^2	c	sig.	χ^2	c	sig.	χ^2	c	sig.	χ^2	c	sig.
age	13.209	.182	.354	40.415	.309	.001	10.417	.163	.579	8.552	.148	.073

Table 12 Age, Chi Square test (Own illustration)

H_0: Age has no relationship with consumer behavior No. Y

H_1: Age has a relationship with consumer behavior No. Y

From table 12, the hypothesis 1.2.1-1.2.4 are tested and categorized according to each behavior. For the frequency of visit at coffee shop, the null hypothesis is accepted at χ^2 =13.209 and sig. =0.354. This means that age has no relationship with the frequency of visit at

coffee shop. For preferred coffee, the null hypothesis is rejected at $\chi^2 = 40.415$ and sig. = 0.001. According to Borg's descriptors in the method part, this means that age has a low relationship with preferred coffee. (Contingency coefficient = 0.309). For preferred place, the null hypothesis is accepted at $\chi^2 = 10.417$ and sig. = 0.579. This means that age has no relationship with preferred place. For buying habit, the null hypothesis is accepted at $\chi^2 = 8.552$ and sig. = 0.073. This means that age has no relationship with the buying habit whether to sit or take away their coffee.

- *Income level and consumer behavior*

The results from SPSS are shown in the following table;

	B1 how_often			B2 what_kind			B3 place			B4 sit_take		
	χ^2	c	sig.	χ^2	c	sig.	χ^2	c	sig.	χ^2	c	sig.
income	39.759	.306	.000	20.072	.223	.066	13.449	.184	.143	6.504	.129	.090

Table 13 Income level, Chi Square test (Own illustration)

H_0: Income level has no relationship with consumer behavior No. Y

H_1: Income level has a relationship with consumer behavior No. Y

From table 13, the hypothesis 1.3.1-1.3.4 are tested and categorized according to each behavior. For the frequency of visit at coffee shop, the null hypothesis is rejected at $\chi^2 = 39.759$ and sig. = 0.000. According to Borg's descriptors in the method part, this means that income level has a low relationship with the frequency of visit at coffee shop (Contingency coefficient = 0.306). For preferred coffee, the null hypothesis is accepted at $\chi^2 = 20.072$ and sig. = 0.066. This means that income level has no relationship with preferred coffee. For preferred place, the null hypothesis is accepted at $\chi^2 = 13.449$ and sig. = 0.143. This means that income level has no relationship with preferred place. For buying habit, the null hypothesis is accepted at $\chi^2 = 6.504$ and sig. = 0.090. This means that income level has no relationship with buying habit whether to sit or take away their coffee.

In conclusion, the demographic factors and consumer behavior has a relationship as shown in the following table;

No.	Behavior	Gender	Age	Income level
1	The frequency of visit at a coffee shop	✓		✓
2	Preferred coffee	✓	✓	
3	Preferred place			
4	Buying habit	✓		

Table 14 Relationship conclusion, Demographic and behavior (Own illustration)

From table 14, gender has a relationship with the frequency of visit at coffee shop, preferred coffee, and buying habit. Age has only one relationship with preferred coffee. The level of income also has only one relationship with the frequency of visit at coffee shop. But the preferred place has no relationship with any demographics.

4.1.3 Analysis

- *Gender and the frequency of visit at coffee shop, preferred coffee , and buying habit*
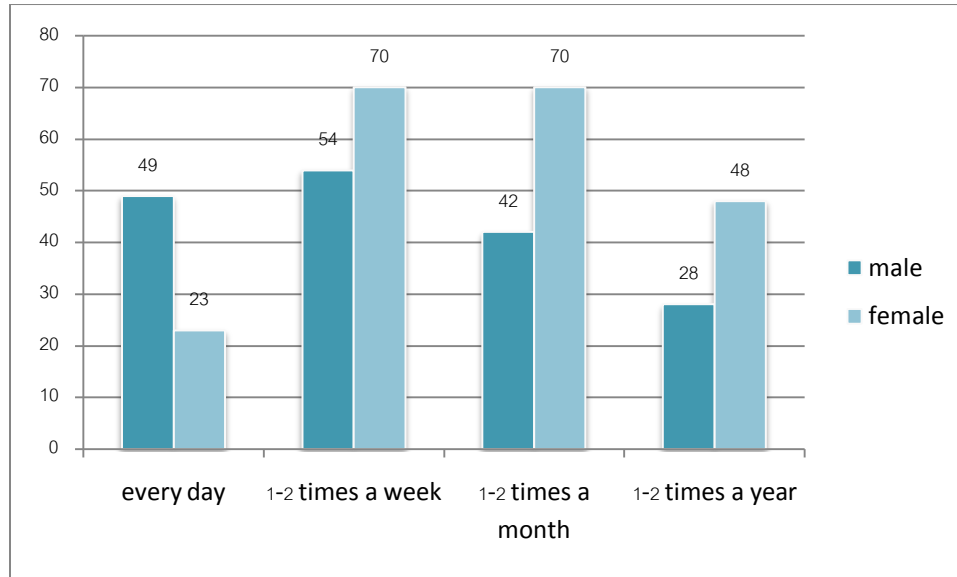
Figure 5 Gender and the frequency of visit coffee shop

From figure 5, most male respondents (54 respondents out of 173, 31.21%) normally consume coffee at a store 1-2 times per week. Men consume coffee more frequent than women as 68.06% (49 out of 72) of people who consume coffee at a store everyday are men and 63.16% (48 out of 76) of people who consume coffee at a store 1-2 times per year are women. Equal number of female respondents (70 respondents out of 211, 33.18% of female) consumes coffee at a store 1-2 times per week and per month. In conclusion men consume coffee more frequent than women so it can say that different gender has differential consumption patterns as Pol, (1986) state that age, sex, income has proven quite useful for predicting differential consumption patterns both within and between consumer groups.
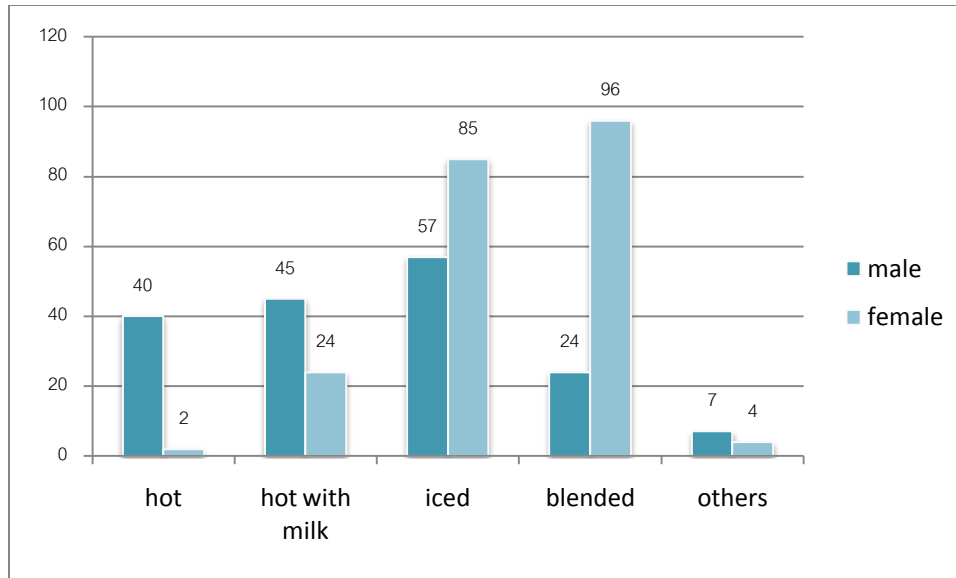
The results from figure 6 show that male and female's preference of coffee are differ. Most female respondents prefer blended and iced coffee as 45.50% (96 out of 211) of female prefer blended coffee and 40.28% (85 out of 211) of female prefer iced coffee. Most male also prefer iced coffee where male's blended coffee preference comes at the second from the last place (32.95% (57 out of 173) of male prefer iced coffee, 13.87% (24 out of 173) of male prefer blended coffee). Female's least preference coffee type is hot coffee as 0.95% (2 out of 211) of female prefer hot coffee where hot coffee comes at the third place of male's preference (23.12% (40 out of 173) of male prefer hot coffee). In conclusion male prefer any kind of hot coffee than female while female prefer iced and blended coffee than male. It can say that different gender behave differently as Evans et al, (2009) state that men and women can behave differently as consumers.
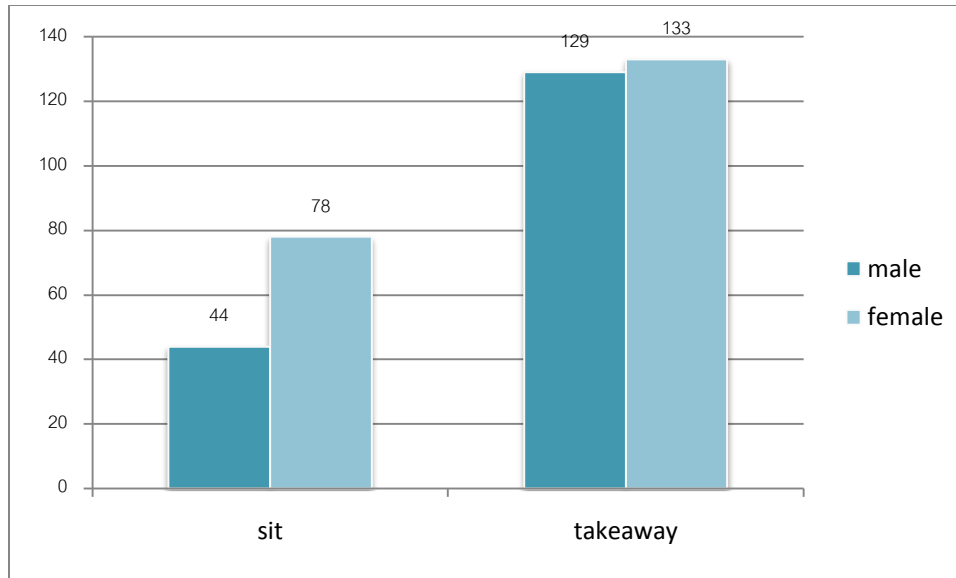
The results from figure 7 show that women prefer to have coffee at a store more than men do as 63.93% (78 out of 122) of people who buy and have coffee at a store. However, most respondents answer that they normally take away their coffee as 68.23% (262 out of 384) of total respondents choose takeaway. There are slightly different between the number male and female who choose takeaway. In conclusion different gender has different behavior in purchasing as (Evans et al, 2009; Pol, 1986) state that men and women can behave differently as consumers and they are also different in buying behavior.

- *Age and consumer preferred coffee*
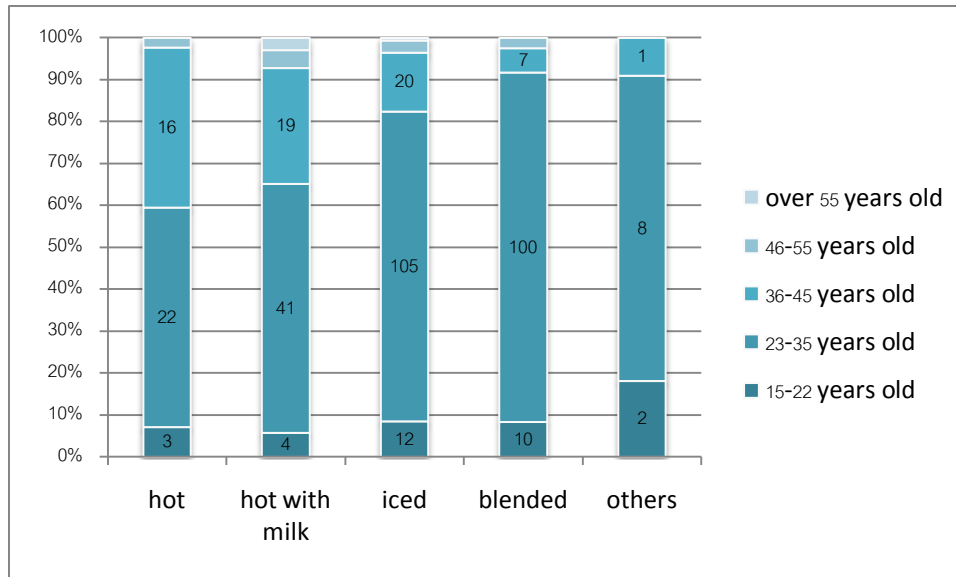
Figure 8 Age and preferred coffee

From figure 8, the first two highest percentages of people who are in age group 23-35 years old (38.04% and 36.23%) prefer iced and blended coffee respectively. Most of the people who are in age group 36-45 years old (31.75%, 20 out of 63) are also prefer iced coffee. In conclusion most people in all age range prefer iced coffee so it may say that people in different age range in this research has slightly different in what kind of coffee which they choose. In this case we suppose the cause of slightly different may as a result of closeness between age ranges. If there is much gap between age ranges, it will show the explicit difference.

- *Income level and the frequency of visit at coffee shop*
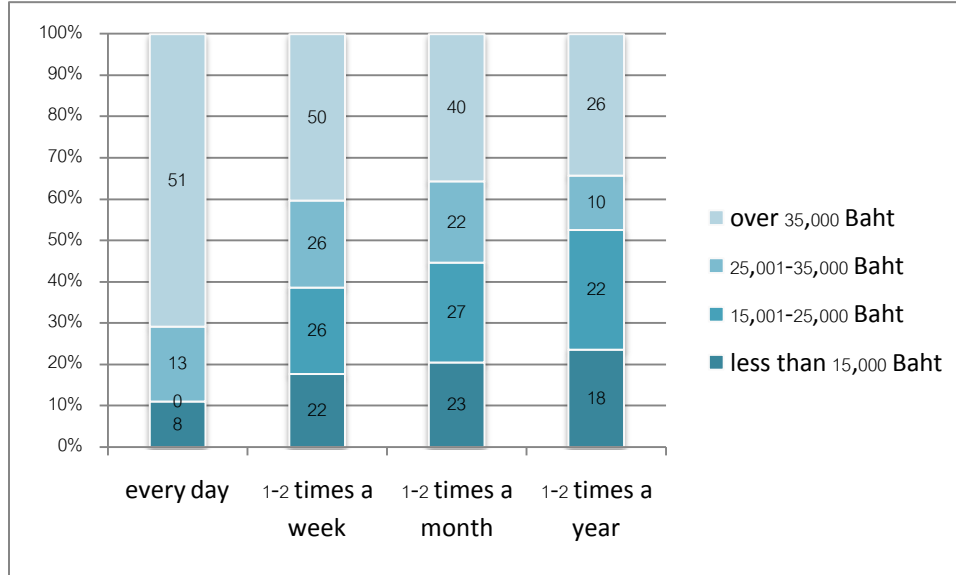
Figure 9 Income level and the frequency of visit at coffee shop

From figure 9, the largest percentages of people who have the income level of income over 35,000 Baht consume coffee at a store every day. People who have the income level less than 15,000 Baht and people who have the income level 15,001-25,000 Baht normally consume coffee 1-2 times a month. People who have the income level 25,001-35,000 Baht normally consume coffee 1-2 times a week while people who have the income level over 35,000 Baht normally consume coffee every day. It can say that people who have higher income of level tend to visit coffee shop more frequency as Evans, et al, (2006) state that the level of income affects personal purchasing power.

4.2   Services marketing mix

4.2.1   Relationship between Services marketing mix and consumer behavior

In order to analyze the relationship between the components of Services marketing mix and consumer behavior, we have set up the hypothesis for each factor as follow;

Hypothesis 2: Components of Services marketing mix have a relationship with consumer behavior

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Hypothesis 2.1: Product has a relationship with consumer behavior

Hypothesis 2.1.1: Product has a relationship with the frequency of visit at coffee shop

Hypothesis 2.1.2: Product has a relationship with preferred coffee

Hypothesis 2.1.3: Product has a relationship with preferred place

Hypothesis 2.1.4: Product has a relationship with buying habit

Hypothesis 2.2: Price has a relationship with consumer behavior

Hypothesis 2.2.1: Price has a relationship with the frequency of visit at coffee shop

Hypothesis 2.2.2: Price has a relationship with preferred coffee

Hypothesis 2.2.3: Price has a relationship with preferred place

Hypothesis 2.2.4: Price has a relationship with buying habit

Hypothesis 2.3: Place has a relationship with consumer behavior

Hypothesis 2.3.1: Place has a relationship with the frequency of visit at coffee shop

Hypothesis 2.3.2: Place has a relationship with preferred coffee

Hypothesis 2.3.3: Place has a relationship with preferred place

Hypothesis 2.3.4: Place has a relationship with buying habit

Hypothesis 2.4: Promotion has a relationship with consumer behavior

Hypothesis 2.4.1: Promotion has a relationship with the frequency of visit at coffee shop

Hypothesis 2.4.2: Promotion has a relationship with preferred coffee

Hypothesis 2.4.3: Promotion has a relationship with preferred place

Hypothesis 2.4.4: Promotion has a relationship with buying habit

Hypothesis 2.5: Physical evidence has a relationship with consumer behavior

Hypothesis 2.5.1: Physical evidence has a relationship with the frequency of visit at coffee shop

Hypothesis 2.5.2: Physical evidence has a relationship with preferred coffee

Hypothesis 2.5.3: Physical evidence has a relationship with preferred place

Hypothesis 2.5.4: Physical evidence has a relationship with buying habit

Hypothesis 2.6: People has a relationship with consumer behavior

Hypothesis 2.6.1: People has a relationship with the frequency of visit at coffee shop

Hypothesis 2.6.2: People has a relationship with preferred coffee

Hypothesis 2.6.3: People has a relationship with preferred place

Hypothesis 2.6.4: People has a relationship with buying habit

Hypothesis 2.7: Process has a relationship with consumer behavior

Hypothesis 2.7.1: Process has a relationship with the frequency of visit at coffee shop

Hypothesis 2.7.2: Process has a relationship with preferred coffee

Hypothesis 2.7.3: Process has a relationship with preferred place

Hypothesis 2.7.4: Process has a relationship with buying habit

For each behavior tested the null hypothesis (H_0) and the research hypothesis (H_1) are formed in the same pattern according to each criterion of P tested as follow;

H_0: X criteria of P has no relationship with consumer behavior No. Y

H_1: X criteria of P has a relationship with consumer behavior No. Y

If the Asymp. sig. is over 0.05 then the null hypothesis is accepted which means X criteria of P has no relationship with consumer behavior No. Y. On the other hand, if sig. <0.05 then the null hypothesis is rejected which means the research hypothesis is accepted then X criteria of P has a relationship with consumer behavior No. Y.

	B1 how_often			B2 what_kind			B3 place			B4 sit_take		
	$\chi2$	coefficient	sig.	$\chi2$	coefficient	sig.	$\chi2$	coefficient	sig.	$\chi2$	coefficient	sig.
Product												
1.1 taste	32.386	.279	.001	11.264	.169	.793	6.778	.132	.872	6.898	.133	.141
1.2 signature	33.752	.284	.001	8.611	.148	.929	10.269	.161	.592	3.179	.091	.528
1.3 varieties	26.225	.253	.002	11.010	.167	.528	12.837	.180	.170	7.225	.136	.065
1.4 logo	25.712	.251	.012	18.422	.214	.300	13.398	.184	.341	4.101	.103	.393
Price												
2.1 value for taste	57.012	.360	.000	34.271	.286	.005	10.662	.164	.558	1.655	.066	.799
2.2 value for quantity	52.372	.346	.000	19.401	.219	.248	16.334	.202	.176	2.564	.081	.633
Place												
3.1 convenience	32.406	.279	.001	15.248	.195	.506	18.306	.213	.107	6.360	.128	.174
3.2 branches	58.201	.363	.000	37.634	.299	.002	15.606	.198	.210	11.111	.168	.025
Promotion												
4.1 voucher	23.169	.239	.026	17.537	.209	.352	5.564	.120	.936	5.223	.116	.265
4.2 brochure	11.419	.170	.493	8.040	.143	.948	6.169	.126	.907	6.095	.125	.192
4.3 membership	31.917	.277	.001	17.131	.207	.377	9.671	.157	.645	2.636	.083	.621
Physical evidence												
5.1 decoration	14.479	.191	.271	19.273	.219	.255	12.703	.179	.391	12.925	.180	.012
5.2 parking lot	53.147	.349	.000	20.583	.226	.195	18.239	.213	.109	8.825	.150	.066
5.3 open-air area	38.450	.302	.000	28.933	.265	.024	19.419	.219	.079	6.233	.126	.182
People												
6.1 nice staff	23.551	.240	.023	24.861	.247	.072	11.387	.170	.496	6.682	.131	.154
6.2 speed staff	19.542	.220	.076	35.385	.290	.004	31.807	.277	.001	3.529	.095	.473
Process												
7.1 open-close time	79.237	.414	.000	18.176	.213	.576	15.298	.196	.430	7.486	.138	.187
7.2 standardize taste	29.925	.269	.003	13.177	.182	.660	20.720	.226	.055	5.527	.119	.237

Table 15 7Ps and behavior Chi Square test

- **Product and consumer behavior**

The product has 4 criteria to be tested; 1.1 taste criterion, 1.2 signature coffee criterion, 1.3 varieties criterion, and 1.4 logo criterion. The first criterion is how the taste of the coffee affects consumer behavior. We set up the hypothesis for this criterion as follow;

H_0: taste criterion of product has no relationship with consumer behavior No. Y

H_1: taste criterion of product has a relationship with consumer behavior No. Y

From table 15 above, for the frequency of visit at coffee shop, the null hypothesis is rejected at $\chi 2 = 32.386$ and sig. $= 0.001$. According to Borg's descriptors in the method part, this means that the taste criterion of product has a low relationship with how often the respondents normally go to the coffee stores in Bangkok (contingency coefficient $= 0.279$). For preferred coffee, the null hypothesis is accepted at $\chi 2 = 11.264$ and sig. $= 0.793$. This means that the taste criterion of product has no relationship with the behavior of what kind of coffee the respondents prefer in coffee stores. For preferred place, the null hypothesis is accepted at $\chi 2 = 6.778$ and sig. $= 0.872$. This means the taste criterion of product has no relationship with the place where the respondents normally go to have coffee at a store. For buying habit, the null hypothesis is accepted at $\chi 2 = 6.898$ and sig. $= 0.141$. This means that the taste criterion of product has no relationship with the respondents' buying behavior whether to sit or take away their coffee.

The second criterion is how a store having the signature coffee affects consumer behavior. We set up the hypothesis for this criterion as follow;

H_0: signature coffee criterion of product has no relationship with consumer behavior No. Y

H_1: signature coffee criterion of product has a relationship with consumer behavior No. Y

From table 15 above, for the frequency of visit at coffee shop, the null hypothesis is rejected at $\chi 2 = 33.752$ and sig. $= 0.001$. According to Borg's descriptors in the method part, this means that the signature coffee criterion of product has a low relationship with the frequency of visit at coffee shop (Contingency coefficient $= 0.284$). For preferred coffee, the null hypothesis is accepted at $\chi 2 = 8.611$ and sig. $= 0.929$. This means that the signature coffee criterion of product has no relationship with the behavior of what kind of coffee the respondents prefer in coffee stores. For preferred place, the null hypothesis is accepted at $\chi 2 = 10.269$ and sig. $= 0.592$. This means the signature coffee criterion of product has no

relationship with preferred place. For buying habit, the null hypothesis is accepted at $\chi 2$ = 3.179 and sig. = 0.528. This means that the signature coffee criterion has no relationship with buying habit whether to sit or take away their coffee.

The third criterion is how a store offering the variety of coffee affects consumer behavior. We set up the hypothesis for this criterion as follow;

H_0: variety criterion of product has no relationship with consumer behavior No. Y

H_1: variety criterion of product has a relationship with consumer behavior No. Y

From table 15 above, for the frequency of visit at coffee shop, the null hypothesis is rejected at χ^2 = 26.225 and sig. = 0.002. According to Borg's descriptors in the method part, this means that the variety criterion of product has a low relationship with the frequency of visit at coffee shop (contingency coefficient = 0.253). For preferred coffee, the null hypothesis is accepted at χ^2 = 11.010 and sig. = 0.528. This means that the variety criterion of product has no relationship with preferred coffee. For preferred place, the null hypothesis is accepted at χ^2 = 12.837 and sig. = 0.170. This means the variety criterion of product has no relationship with preferred place. For buying habit, the null hypothesis is accepted at χ^2 = 7.225 and sig. = 0.065. This means that the variety criterion has no relationship with buying habit whether to sit or take away their coffee.

The fourth criterion is how having a logo on a coffee cup affects consumer behavior. We set up the hypothesis for this criterion as follow;

H_0: logo criterion of product has no relationship with consumer behavior No. Y

H_1: logo criterion of product has a relationship with consumer behavior No. Y

From table 15 above, for the frequency of visit at coffee shop, the null hypothesis is rejected at χ^2 = 25.712 and sig. = 0.012. According to Borg's descriptors in the method part, this means that the logo criterion of product has a low relationship with the frequency of visit at coffee shop (contingency coefficient = 0.251). For preferred coffee, the null hypothesis is accepted at χ^2 = 18.422 and sig. = 0.300. This means that the logo criterion of product has no relationship with preferred coffee. For preferred place, the null hypothesis is accepted at χ^2 = 13.398 and sig. = 0.341. This means the logo criterion of product has no relationship with preferred place. For buying habit, the null hypothesis is accepted at χ^2 =

4.101 and sig. = 0.393. This means that the logo criterion has no relationship with buying habit whether to sit or take away their coffee.

- **Price and consumer behavior**

The price has 2 criteria to be tested; 2.1 value for money in terms of taste and 2.2 values for money in terms of quantity. The first criterion is how the value for taste of coffee affects consumer behavior. We set up the hypothesis for this criterion as follow;

H_0: value for taste criterion of price has no relationship with consumer behavior No. Y

H_1: value for taste criterion of price has a relationship with consumer behavior No. Y

From table 15 above, for the frequency of visit at coffee shop, the null hypothesis is rejected at $\chi 2$ = 57.012 and sig. = 0.000. According to Borg's descriptors in the method part, this means that the value for taste criterion of price has a moderate relationship with the frequency of visit at coffee shop (contingency coefficient = 0.360). For preferred coffee, the null hypothesis is rejected at $\chi 2$ = 34.271 and sig. = 0.005. This means that the value for taste criterion of price has a low relationship with preferred coffee (contingency coefficient = 0.286). For preferred place, the null hypothesis is accepted at $\chi 2$ = 10.662 and sig. =0.558. This means the value for taste criterion of price has no relationship with preferred place. For buying habit, the null hypothesis is accepted at $\chi 2$ = 1.655 and sig. = 0.799. This means that the value for taste criterion of price has no relationship with buying habit whether to sit or take away their coffee.

The second criterion is how the value for quantity of coffee affects consumer behavior. We set up the hypothesis for this criterion as follow;

H_0: value for quantity criterion of price has no relationship with consumer behavior No. Y

H_1: value for quantity criterion of price has a relationship with consumer behavior No. Y

From table 15 above, for the frequency of visit at coffee shop, the null hypothesis is rejected at χ^2 = 52.372 and sig. = 0.000. According to Borg's descriptors in the method part, this means that the value for quantity criterion of price has a low relationship with the frequency of visit at coffee shop (contingency coefficient = 0.346). For preferred coffee, the null hypothesis is accepted at χ^2 = 19.401 and sig. = 0.248. This means that the value for quantity criterion of price has no relationship with preferred coffee. For preferred place, the

null hypothesis is accepted at χ^2 = 16.334 and sig. = 0.176. This means the value for quantity criterion of price has no relationship with preferred place. For buying habit, the null hypothesis is accepted at χ^2 = 2.564 and sig. = 0.633. This means that value for quantity criterion of price has no relationship with buying habit whether to sit or take away their coffee.

- **Place and consumer behavior**

The place has 2 criteria to be tested; 3.1 convenience location and 3.2 the number of branches. The first criterion is how the convenience location of coffee store affects consumer behavior. We set up the hypothesis for this criterion as follow;

H_0: convenience criterion of place has no relationship with consumer behavior No. Y

H_1: convenience criterion of place has a relationship with consumer behavior No. Y

From table 15 above, for the frequency of visit at coffee shop, the null hypothesis is rejected at χ^2 = 32.406 and sig. = 0.001. According to Borg's descriptors in the method part, this means that the convenience criterion of place has a low relationship with the frequency of visit at coffee shop (contingency coefficient = 0.279). For preferred coffee, the null hypothesis is accepted at χ^2 = 15.248 and sig. = 0.506. This means that the convenience criterion of place has no relationship with preferred coffee. For preferred place, the null hypothesis is accepted at χ^2 = 18.306 and sig. = 0.107. This means the convenience criterion of place has no relationship with preferred place. For buying habit, the null hypothesis is accepted at χ^2 = 6.360 and sig. = 0.174. This means that the convenience criterion of place has no relationship with buying habit whether to sit or take away their coffee.

The second criterion is how the number of branches of coffee stores affects consumer behavior. We set up the hypothesis for this criterion as follow;

H_0: branches criterion of place has no relationship with consumer behavior No. Y

H_1: branches criterion of place has a relationship with consumer behavior No. Y

From table 15 above, for the frequency of visit at coffee shop, the null hypothesis is rejected at $\chi2$ = 58.201 and sig. = 0.000. According to Borg's descriptors in the method part, this means that the branches criterion of place has a moderate relationship with the frequency of visit at coffee shop (contingency coefficient = 0.363). For preferred coffee, the

null hypothesis is rejected at χ2 = 37.634 and sig. = 0.002. This means that the branches criterion of place has a low relationship with preferred coffee (Contingency coefficient = 0.299). For preferred place, the null hypothesis is accepted at χ2 = 15.606 and sig. = 0.210. This means the branches criterion of place has no relationship with preferred place. For buying habit, the null hypothesis is rejected at χ2 = 11.111 and sig. = 0.025. This means that the branches criterion of place has a very low relationship with buying habit whether to sit or take away their coffee (contingency coefficient = 0.168).

- **Promotion and consumer behavior**

The promotion has 3 criteria to be tested; 4.1 the vouchers or redeem coupons, 4.2 the advertising brochure and 4.3 the membership card. The first criterion is how a coffee store having the vouchers or redeem coupons affects consumer behavior. We set up the hypothesis for this criterion as follow;

H_0: voucher criterion of promotion has no relationship with consumer behavior No. Y

H_1: voucher criterion of promotion has a relationship with consumer behavior No. Y

From table 15 above, for the frequency of visit at coffee shop, the null hypothesis is rejected at $\chi^2 = 23.169$ and sig. = 0.026. According to Borg's descriptors in the method part, this means that the voucher criterion of promotion has a low relationship with the frequency of visit at coffee shop (contingency coefficient = 0.239). For preferred coffee, the null hypothesis is accepted at $\chi^2 = 17.537$ and sig. = 0.352. This means that the voucher criterion of promotion has no relationship with preferred coffee. For preferred place, the null hypothesis is accepted at $\chi^2 = 5.564$ and sig. = 0.936. This means the voucher criterion of promotion has no relationship with preferred place. For buying habit, the null hypothesis is accepted at $\chi^2 = 5.223$ and sig. = 0.265. This means that the voucher criterion of promotion has no relationship with buying habit whether to sit or take away their coffee.

The second criterion is how a coffee store having the advertising brochures affects consumer behavior. We set up the hypothesis for this criterion as follow;

H_0: brochures criterion of promotion has no relationship with consumer behavior No. Y

H_1: brochures criterion of promotion has a relationship with consumer behavior No. Y

From table 15 above, for the frequency of visit at coffee shop, the null hypothesis is accepted at χ^2 = 11.419 and sig. = 0.493. This means that the brochures criterion of promotion has no relationship with the frequency of visit at coffee shop. For preferred coffee, the null hypothesis is accepted at χ^2 = 8.040 and sig. = 0.948. This means that the brochures criterion of promotion has no relationship with preferred coffee. For preferred place, the null hypothesis is accepted at χ^2 = 6.169 and sig. = 0.907. This means the brochures criterion of promotion has no relationship with preferred place. For buying habit, the null hypothesis is accepted at χ^2 = 6.095 and sig. = 0.192. This means that the brochures criterion of promotion has no relationship with buying habit whether to sit or take away their coffee.

The third criterion is how a coffee store offering a membership card affects consumer behavior. We set up the hypothesis for this criterion as follow;

H_0: membership criterion of promotion has no relationship with consumer behavior No. Y

H_1: membership criterion of promotion has a relationship with consumer behavior No. Y

From table 15 above, for the frequency of visit at coffee shop, the null hypothesis is rejected at χ^2 = 31.917 and sig. = 0.001. According to Borg's descriptors in the method part, this means that the membership criterion of promotion has a low relationship with the frequency of visit at coffee shop (contingency coefficient = 0.277). For preferred coffee, the null hypothesis is accepted at χ^2 = 17.131 and sig. = 0.377. This means that the membership criterion of promotion has no relationship with preferred coffee. For preferred place, the null hypothesis is accepted at χ^2 = 9.671 and sig. = 0.645. This means the membership criterion of promotion has no relationship with preferred place. For buying habit, the null hypothesis is accepted at χ^2 = 2.636 and sig. = 0.621. This means that the membership criterion of promotion has no relationship with buying habit whether to sit or take away their coffee.

- **Physical evidence and consumer behavior**

The physical evidence has 3 criteria to be tested; 5.1 the decoration of the store, 5.2 the parking lot, and 5.3 the open-air area. The first criterion is how decoration of the store affects consumer behavior. We set up the hypothesis for this criterion as follow;

H_0: decoration criterion of physical evidence has no relationship with consumer behavior No. Y

H_1: decoration criterion of physical evidence has a relationship with consumer behavior No. Y

From table 15 above, for the frequency of visit at coffee shop, the null hypothesis is accepted at χ^2 = 14.479 and sig. = 0.271. This means that the decoration criterion of physical evidence has no relationship with the frequency of visit at coffee shop. For preferred coffee, the null hypothesis is accepted at χ^2 = 19.273 and sig. = 0.255. This means that the decoration criterion of physical evidence has no relationship with preferred coffee. For preferred place, the null hypothesis is accepted at χ^2 = 12.703 and sig. = 0.391. This means the decoration criterion of physical evidence has no relationship with preferred place. For buying habit, the null hypothesis is rejected at χ^2 = 12.925 and sig. = 0.012. This means that the decoration criterion of physical evidence has a very low relationship with buying habit whether to sit or take away their coffee (contingency coefficient = 0.180).

The second criterion is how a coffee store providing parking lots affects consumer behavior. We set up the hypothesis for this criterion as follow;

H_0: parking lots criterion of physical evidence has no relationship with consumer behavior No. Y

H_1: parking lots criterion of physical evidence has a relationship with consumer behavior No. Y

From table 15 above, for the frequency of visit at coffee shop, the null hypothesis is rejected at χ^2 = 53.147 and sig. = 0.000. According to Borg's descriptors in the method part, this means that the parking lots criterion of physical evidence has a moderate relationship with the frequency of visit at coffee shop (contingency coefficient = 0.349). For preferred coffee, the null hypothesis is accepted at χ^2 = 20.583 and sig. = 0.195. This means that the parking lots criterion of physical evidence has no relationship with preferred coffee. For preferred place, the null hypothesis is accepted at χ^2 = 18.239 and sig. = 0.109. This means the parking lots criterion of physical evidence has no relationship with preferred place. For buying habit, the null hypothesis is accepted at χ^2 = 8.825 and sig. = 0.066. This means that the parking lots criterion of physical evidence has no relationship with buying habit whether to sit or take away their coffee.

The third criterion is how a coffee store providing an open-air area affects consumer behavior. We set up the hypothesis for this criterion as follow;

H_0: open-air area criterion of physical evidence has no relationship with consumer behavior No. Y

H_1: open-air area criterion of physical evidence has a relationship with consumer behavior No. Y

From table 15 above, for the frequency of visit at coffee shop, the null hypothesis is rejected at $\chi^2 = 38.450$ and sig. = 0.000. According to Borg's descriptors in the method part, this means that the open-air area criterion of physical evidence has a low relationship with the frequency of visit at coffee shop (contingency coefficient = 0.302). For preferred coffee, the null hypothesis is rejected at $\chi^2 = 28.933$ and sig. = 0.024. This means that the open-air area criterion of physical evidence has a low relationship with preferred coffee (contingency coefficient = 0.265). For preferred place, the null hypothesis is accepted at $\chi^2 = 19.419$ and sig. = 0.079. This means the open-air area criterion of physical evidence has no relationship with preferred place. For buying habit, the null hypothesis is accepted at $\chi^2 = 6.233$ and sig. = 0.182. This means that the open-air area criterion of physical evidence has no relationship with buying habit whether to sit or take away their coffee.

- **People and consumer behavior**

The people have 2 criteria to be tested; 6.1 nice staff and 6.2 the speed of the staff. The first criterion is how the nice staff affects consumer behavior. We set up the hypothesis for this criterion as follow;

H_0: nice staff criterion of people has no relationship with consumer behavior No. Y

H_1: nice staff criterion of people has a relationship with consumer behavior No. Y

From table 15 above, for the frequency of visit at coffee shop, the null hypothesis is rejected at $\chi^2 = 23.551$ and sig. = 0.023. According to Borg's descriptors in the method part, this means that the nice staff criterion of people has a low relationship with the frequency of visit at coffee shop (contingency coefficient = 0.240). For preferred coffee, the null hypothesis is accepted at $\chi^2 = 24.861$ and sig. = 0.072. This means that the nice staff criterion of people has no relationship with preferred coffee. For preferred place, the null hypothesis is accepted at $\chi^2 = 11.387$ and sig. = 0.496. This means the nice staff criterion of people has no relationship with preferred place. For buying habit, the null hypothesis is accepted at $\chi^2 = 6.682$ and sig. = 0.154. This means that the nice staff criterion of people has no relationship with buying habit whether to sit or take away their coffee.

The second criterion is how the speed of the staff affects consumer behavior. We set up the hypothesis for this criterion as follow;

H_0: speed criterion of people has no relationship with consumer behavior No. Y

H_1: speed criterion of people has a relationship with consumer behavior No. Y

From table 15 above, for the frequency of visit at coffee shop, the null hypothesis is accepted at $\chi^2 = 19.542$ and sig. = 0.076. This means that the speed criterion of people has no relationship with the frequency of visit at coffee shop. For preferred coffee, the null hypothesis is rejected at $\chi^2 = 35.385$ and sig. = 0.004. This means that the speed criterion of people has a low relationship with preferred coffee (contingency coefficient = 0.290). For preferred place, the null hypothesis is rejected at $\chi^2 = 31.807$ and sig. = 0.001. This means the speed criterion of people has a low relationship with preferred place (contingency coefficient = 0.277). For buying habit, the null hypothesis is accepted at $\chi^2 = 3.529$ and sig. = 0.473. This means that the speed criterion of people has a very low relationship with buying habit whether to sit or take away their coffee.

- **Process and consumer behavior**

The process has 2 criteria to be tested; 7.1 opening-closing time of the coffee stores and 7.2 the process of making coffee to have a standardize taste. The first criterion is how opening-closing time of coffee stores affects consumer behavior. We set up the hypothesis for this criterion as follow;

H_0: opening-closing time criterion of process has no relationship with consumer behavior No. Y

H_1: opening-closing time criterion of process has a relationship with consumer behavior No. Y

From table 15 above, for the frequency of visit at coffee shop, the null hypothesis is rejected at $\chi^2 = 79.237$ and sig. = 0.000. According to Borg's descriptors in the method part, this means that the opening-closing time criterion of process has a moderate relationship with the frequency of visit at coffee shop (contingency coefficient = 0.414). For preferred coffee, the null hypothesis is accepted at $\chi^2 = 18.176$ and sig. = 0.576. This means that the opening-closing time criterion of process has no relationship with preferred coffee. For preferred place, the null hypothesis is accepted at $\chi^2 = 15.298$ and sig. = 0.430. This means the opening-closing time criterion of process has no relationship with preferred place. For buying habit, the null hypothesis is accepted at $\chi^2 = 7.486$ and sig. = 0.187. This means that the opening-closing time criterion of process has no relationship with buying habit whether to sit or take away their coffee.

The second criterion is how the process of making coffee to have a standardize taste affects consumer behavior. We set up the hypothesis for this criterion as follow;

H_0: standardize taste criterion of process has no relationship with consumer behavior No. Y

H_1: standardize taste criterion of process has a relationship with consumer behavior No. Y

From table 15 above, for the frequency of visit at coffee shop, the null hypothesis is rejected at $\chi^2 = 29.925$ and sig. = 0.003. According to Borg's descriptors in the method part, this means that the standardize taste criterion of process has a low relationship with the frequency of visit at coffee shop (contingency coefficient = 0.269). For preferred coffee, the null hypothesis is accepted at $\chi^2 = 13.177$ and sig. = 0.660. This means that the standardize taste criterion of process has no relationship with preferred coffee. For preferred place, the null hypothesis is accepted at $\chi^2 = 20.720$ and sig. = 0.055. This means the standardize taste criterion of process has no relationship with preferred place. For buying habit, the null hypothesis is accepted at $\chi^2 = 5.527$ and sig. = 0.237. This means that the standardize taste criterion of process has no relationship with buying habit whether to sit or take away their coffee.

In conclusion, the services marketing mix and consumer behavior has a relationship as shown in table 16. From table 16, product criteria 1.1, 1.2, 1.3, 1.4 has a relationship only with the the frequency of visit at coffee shop. Price criteria 2.1 and 2.2 have a relationship with the frequency of visit at coffee shop and a price criterion 2.1 has a relationship with preferred coffee. Place criteria 3.1 and 3.2 have a relationship with the frequency of visit at coffee shop and a place criterion 3.2 has a relationship with both preferred coffee and buying habit. Promotion criteria 4.1 and 4.3 have a relationship with the frequency of visit at coffee shop but a promotion criterion 4.2 has no relationship with any behavior tested. Physical evidence criteria 5.2 and 5.3 have a relationship with the frequency of visit at coffee shop and a physical criterion 5.3 and 5.1 has only one relationship with preferred coffee and buying habit respectively. A people criterion 6.1 has a relationship with the frequency of visit at coffee shop and a people criterion 6.2 has a relationship with both preferred coffee and preferred place. The process criteria 7.1 and 7.2 have a relationship only with the frequency of visit at coffee shop.

No.	Behavior	1 product	2 price	3 place	4 promotion	5 physical	6 people	7 process
1	The frequency of visit at coffee shop	✓ 1.1, 1.2, 1.3, 1.4	✓ 2.1, 2.2	✓ 3.1, 3.2	✓ 4.1, 4.3	✓ 5.2, 5.3	✓ 6.1	✓ 7.1, 7.2
2	Preferred coffee		✓ 2.1	✓ 3.2		✓ 5.3	✓ 6.2	
3	Preferred place						✓ 6.2	
4	Buying habit			✓ 3.2		✓ 5.1		

Table 16 Relationship conclusion, 7Ps and behavior (Own illustration)

4.2.2 Analyze

- **Consumer Behavior the frequency of visit at coffee shop, preferred coffee, preferred place, and buying habit**

The frequency of visit at coffee shop is the question of how often do the respondents normally consume coffee at Starbucks or Coffee World in Bangkok. (Question No.1 from consumer behavior part in the questionnaire) The respondents are asked to answer this question by the given choices namely every day, 1-2 times per week, 1-2 times per month, and 1-2 times per year. The results show that the majority of the respondents visit Starbucks or Coffee World 1-2 times per week with the percentage of 32.39%. The number of respondents who make their visit to Starbucks or Coffee World 1-2 times per month is 29.17% and for every day visit and 1-2 times per year visit are 20% and 19% respectively. (See figure 10)

The frequency of visit at coffee shop

1-2 times a year 20%

every day 19%

1-2 times a month 29%

1-2 times a week 32%
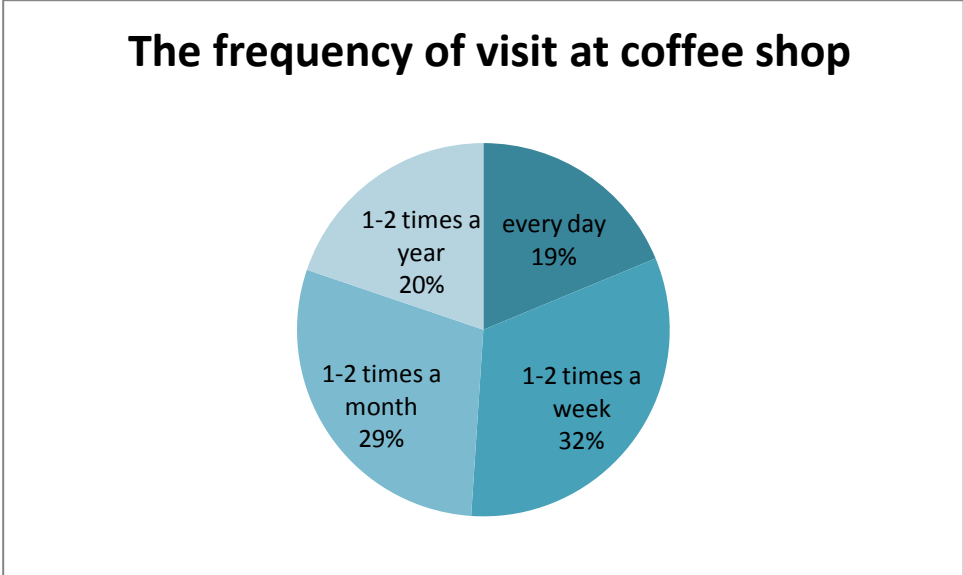
Figure 10 The frequency of visit at coffee shop

The preferred coffee is the question of what sort of coffee the respondents prefer at Starbucks or Coffee World. (Question No.2 from consumer behavior part)The respondents are asked to answer this question by the given choices namely hot coffee, hot coffee with milk, iced coffee, blended coffee and others (please indicate). The results show that the majority of the respondents prefer iced coffee with the percentage of 36% followed by blended coffee of 32%. The number of respondents who prefer hot coffee with milk and hot coffee are 19% and 11% respectively. (See figure 11)

Preferred coffee

Others 2%

Hot coffee 11%

Blended coffee (e.g. Frappuccino® or Frappes) 32%

Hot coffee with milk (e.g. Cappucino, Latte, Mocha) 19%

Iced coffee 36%
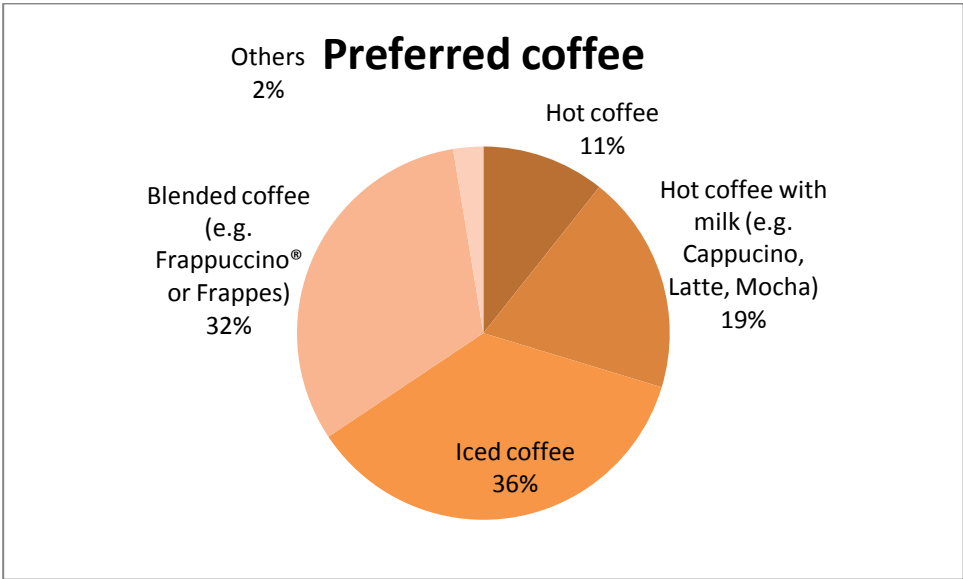
Figure 11 Preferred coffee

The preferred place is the question of what place the respondents normally go to have coffee in the coffee shop. (Question No.3 from consumer behavior part) The respondents are asked to answer this question by the given choices namely shops in department stores, shops that located in the workplaces, and standalone shop. The results show that the majority of the respondents go to the shop that located in department stores with the percentage of 56% followed by the shop at workplace of 29% and standalone shop of 15%.

Figure 12 Preferred place

The buying habit is the question of whether to have coffee at a store or takeaway behavior of the respondents. (Question No.6 from consumer behavior part) The results show that 68% of the respondents have coffee at a store and 32% takeaway.
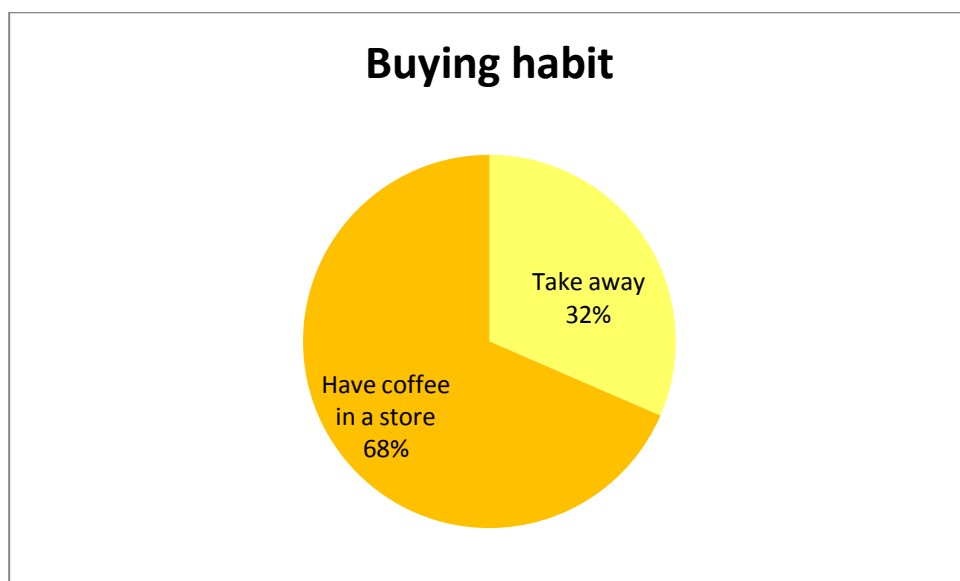
Figure 13 Buying habit

- **Product and the frequency of visit at coffee shop**

Product criteria and the frequency of visit at coffee shop

P1.1 P1.2 P1.3 P1.4

every day: 4.29, 4.25, 4.06, 3.60
1-2 times a week: 4.38, 4.09, 4.13, 3.44
1-2 times a month: 4.38, 4.00, 3.95, 3.38
1-2 times a year: 4.22, 3.58, 3.74, 3.17
Total: 4.33, 3.99, 3.98, 3.40

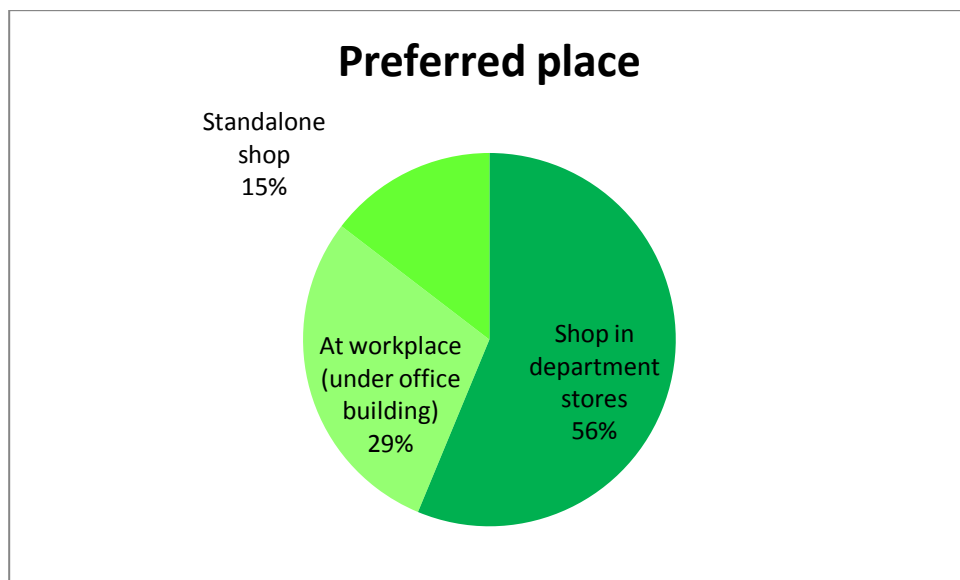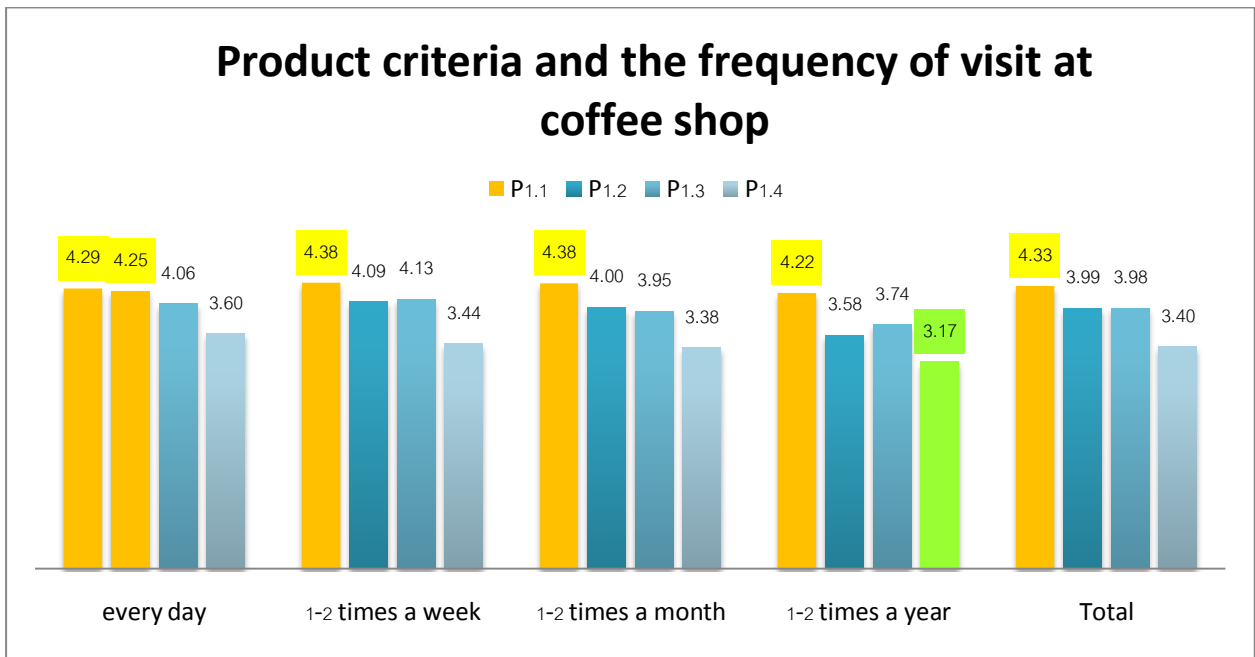Figure 14 Product criteria and the frequency of visit at coffee shop

The result from figure 14 shows that there are 6 values which are over 4.21 according to Koobgrabe table. All values have the most effect with the frequency of visit at coffee shop. This means the taste of product (P1.1) has most effect with the consumers who consume coffee every day, 1-2 times a week, 1-2 times a month and 1-2 times a year. The logo of product has much effect (over 3.41) only with the consumers who consume coffee every day and 1-2 times a week and has the least effect when compare with other criteria of product. When we see the consumer who consume coffee every day, there are two factors of product which have most affect(over 4.21) in this behavior more than consumer who consume coffee as 1-2 times a week , 1-2 times a month or even 1-2 times a year. So it can say that product has more effect on consumers who have more involvement in their behavior as Boyd, 2002 said buyer decision is also influenced by the degree of involvement of product purchased.

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- **Price and the frequency of visit at coffee shop and preferred coffee**

Price criteria and the frequency of visit at coffee shop

■ P2.1 ■ P2.2

Figure 15 Price and the frequency of visit at coffee shop

The result from figure 15 shows that all values which are at much range (3.41-4.20) according to Koobgrabe table. This means the value of taste (P2.1) and the value of quantity (P2.2) has much effect on the consumers who consume coffee every day, 1-2 times a week, 1-2 times a month and 1-2 times a year. While the value of quantity has the least effect with the consumers who consume coffee 1-2 times a year when compare with consumers who consume coffee every day, 1-2 times a week and 1-2 times a month. As the total result the value of taste(4.05) and value of quantity(3.84) has much effect with consumer this means consumer perceived value of both taste and quantity as Rafiq & Ahmed, (1995) said price can also be the indicator of level, quality and therefore seen as customer's own perceived value. And it may imply that the value of taste and the value of quantity have influence the level of visit coffee shops of consumers.

Price criteria 2.1 and Preferred coffee

■ hot coffee   ■ hot coffee with milk ■ iced coffee
■ blended coffee   ■ others   ■ Total

```
4.07          4.04                              4.17                          4.05
                            3.96
                                                                   3.82


hot coffee    hot coffee    iced coffee    blended    others    Total
              with milk                    coffee
```
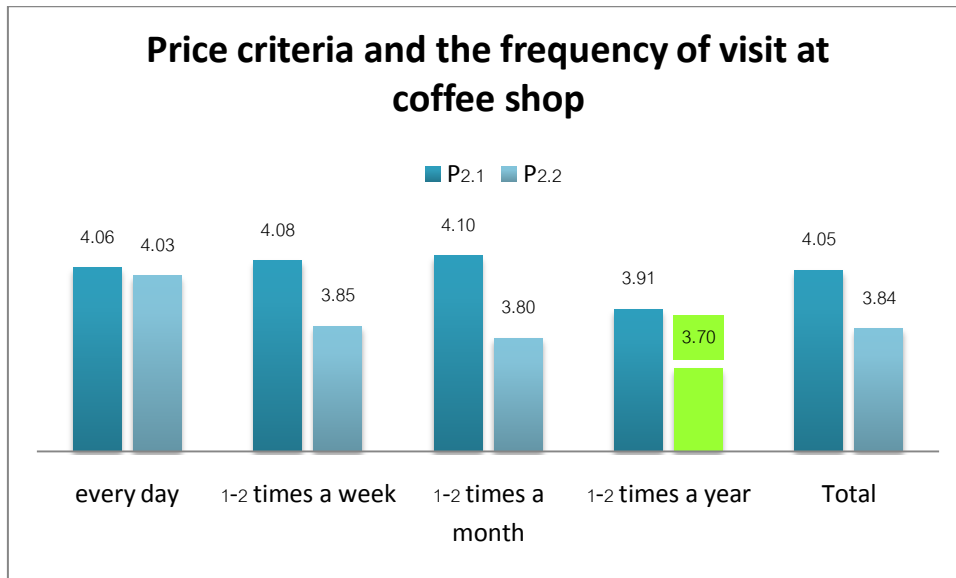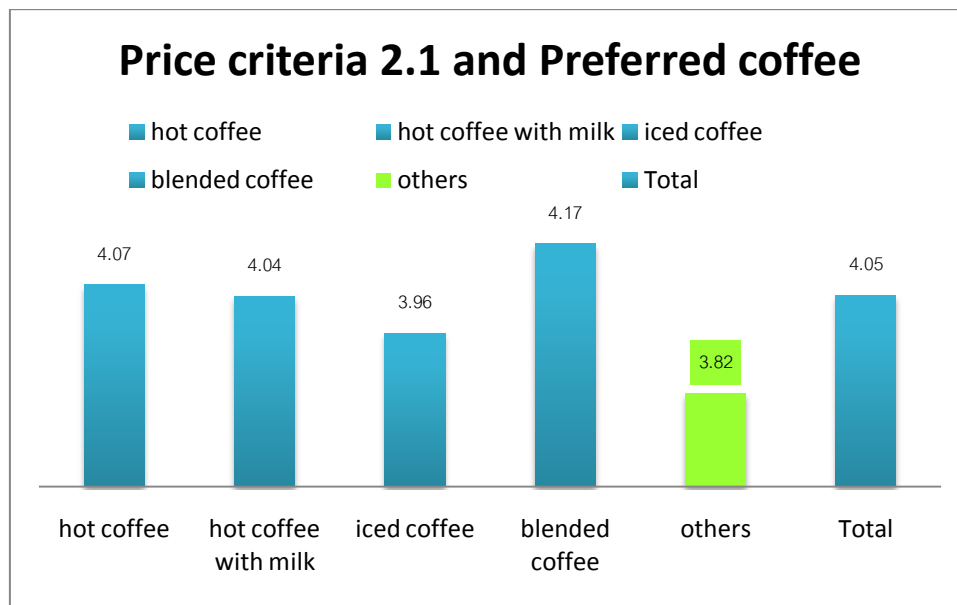
Figure 16 Price and preferred coffee

The result from figure 16 shows that all values which are at much range (3.41-4.20) according to Koobgrabe table. This means the value of taste (P2.1) has much effect with the consumers who prefer hot coffee, hot coffee with milk, iced coffee, blended coffee, others (Green tea Latte, Black Coffee Americano, Chocolate latte).When compare within all kind of coffee, it can say that the value of taste has most effect on consumer who prefer blended coffee and the value of taste has least effect with consumer who prefer others. In this case we can say that mostly consumer perceived the value of taste as as Rafiq & Ahmed, (1995) said price can also be the indicator of level, quality and therefore seen as customer's own perceived value. And the consumers who prefer the blended coffee think that they the price is worth for the value of taste more than consumer who prefer other kinds of coffee.

- **Place and consumer behavior the frequency of visit at coffee shop , preferred coffee and buying habit**

Place criteria and the frequency of visit at coffee shop

■ P3.1 ■ P3.2

	every day	1-2 times a week	1-2 times a month	1-2 times a year	Total
P3.1	4.69	4.41	4.28	4.17	4.38
P3.2	4.58	4.20	3.96	3.74	4.11

Figure 17 Place and the frequency of visit at coffee shop

The result from figure 17 shows that there are 6 values which have most affect (over 4.21) with the frequency of visit at coffee shop according to Koobgrabe table. This means the convenience of place (P3.1) has most effect on the consumers who consume coffee every day, 1-2 times a week, 1-2 times a month and 1-2 times a year. But the branches criterion of place (P3.2) has most affect only with the consumers who consume coffee every day. While the branches criterion of place has the least effect with the consumers who consume coffee 1-2 times a year when compare with the consumers who consume coffee every day, 1-2 times a week and 1-2 times a month. When we see the consumer who consume coffee every day, there are two factors of place which affect in this behavior more than consumer who consume coffee as 1-2 times a week , 1-2 times a month or even 1-2 times a year. So it can say that the convenience and branches has influence with the consumers as Yoo, Donthu, & Lee, (2000) said the place which also provides convenience in purchasing thus make it easier to get services related to the product make them can access the coffee shops easily and in this case the convenience and branches of place can make the consumers visit the shop every day.

Place criteria 3.2 and Preferred coffee

Legend: hot coffee | hot coffee with milk | iced coffee | blended coffee | others | Total

- hot coffee: 4.26
- hot coffee with milk: 4.25
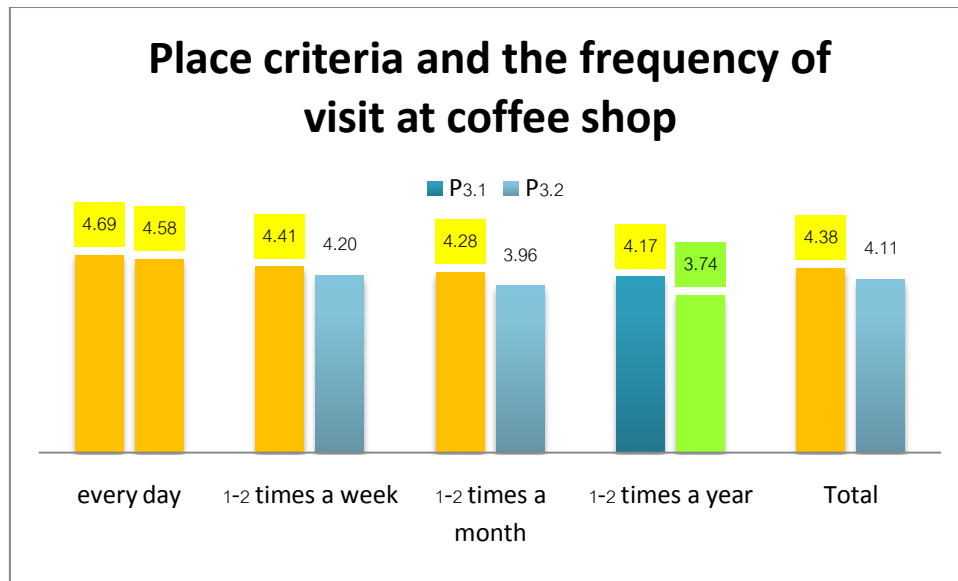- iced coffee: 4.03
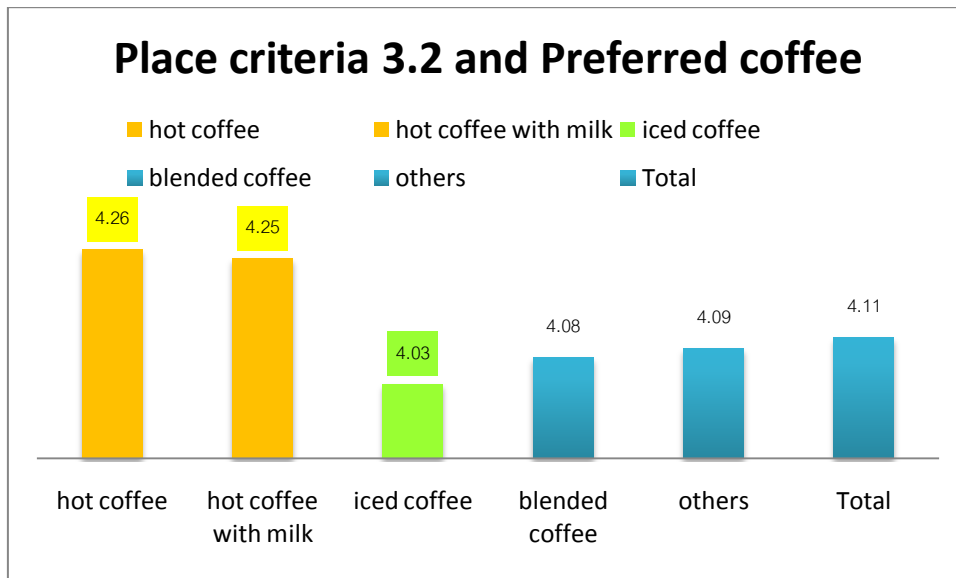- blended coffee: 4.08
- others: 4.09
- Total: 4.11

Figure 18 Place and preferred coffee

The result from figure 18 shows that there are 2 values which have most affect (over 4.21) with preferred coffee according to Koobgrabe table. This means the branches of place (P3.2) has most effect with the consumers who prefer hot coffee and hot coffee with milk. While the branches of place has the least effect with the consumers who prefer iced coffee when compare with consumer who prefer hot coffee, hot coffee with milk, blended coffee and others(Green tea Latte, Black Coffee Americano, Chocolate latte). However the total of branches of place is 4.11 which is at much (3.41-4.20) according to Koobgrabe table so it can say that the branches of place has most effect on consumers who prefer any kinds of coffee because it is convenience for consumer as Yoo, Donthu, & Lee, (2000) said the place which also provides convenience in purchasing thus make it easier to get services related to the product make them can access the coffee shops easily.

Place criteria 3.2 and buying habit
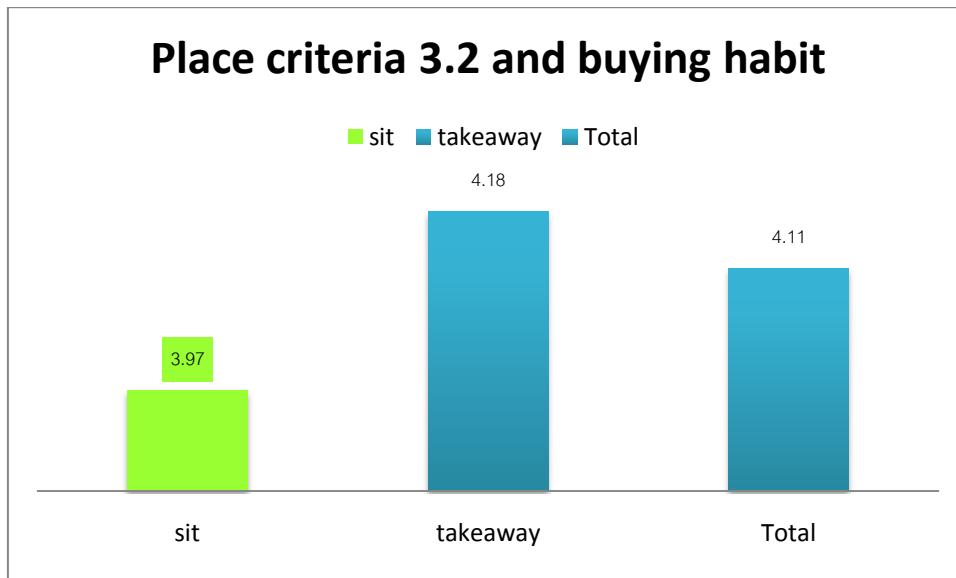
Figure 19 Place and buying habit

The result from figure 19 shows that the branches criterion of place has more effect with the consumers who take away than consumers who sit in the coffee shops. When we see the total the value shows 4.11 that has much affect (3.41-4.20) according to Koobgrabe table. This means branches criterion of place has much effect both type of consumers whether sit in or take away because having many branches it make consumer can visit the coffee shops whether sit in or take away easily as Yoo, Donthu, & Lee, (2000) said the place which also provides convenience in purchasing thus make it easier to get services related to the product make them can access the coffee shops easily.
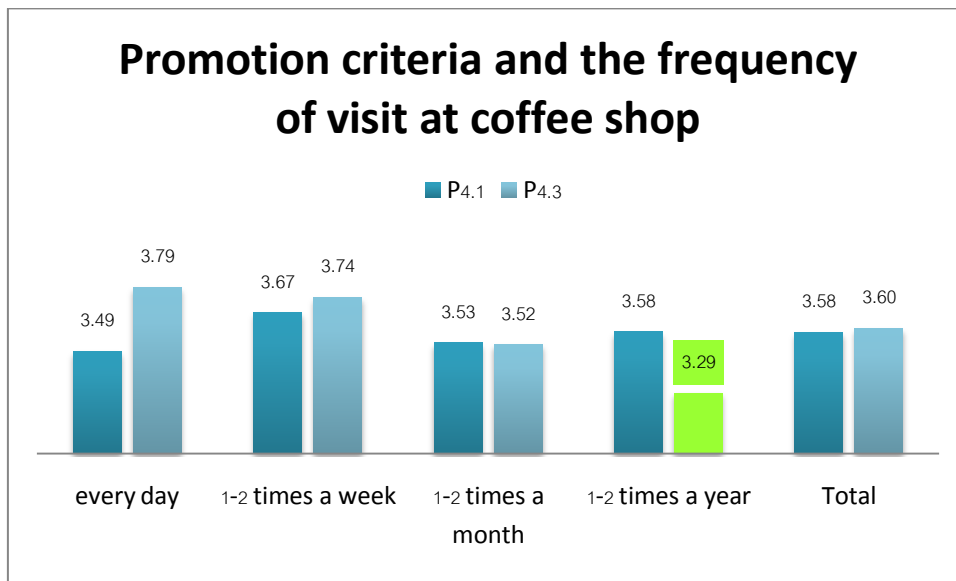
Figure 20 Promotion and the frequency of visit at coffee shop

The result from figure 20 shows that all the voucher criterion of promotion (P.4.1) value which are at much range (3.41-4.20) and mostly the membership criterion of promotion which are at much range (3.41-4.20) according to Koobgrabe table except the membership criterion of promotion (P.4.3) with consumer who consume coffee 1-2 times a year which is in moderate (2.61-3.40) according to Koobgrabe table. This means that the voucher criterion of promotion has much effect on the consumers who consume coffee every day, 1-2 times a week, 1-2 times a month and 1-2 times a year. And the membership criterion of promotion has much effect with the consumers who consume coffee every day, 1-2 times a week, 1-2 times a month except the consumers who consume coffee 1-2 times a year which has moderate effect. It can say that the voucher criterion of promotion and the membership criterion of promotion can influence consumers to visit coffee shops as Yoo et al, (2000) said the promotion can effect consumers as the sequence of events.The consumer must first be aware that the product exists then be motivated to give some attention to the product and what it may provide and giving the product a try.

- **Physical evidence and the frequency of visit at coffee shop, preferred coffee and buying habit**
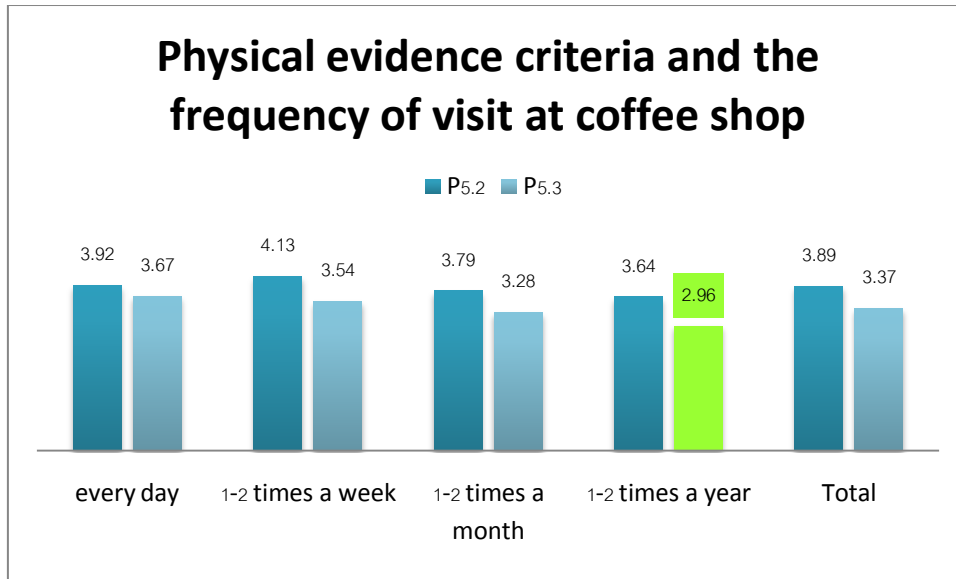

Physical evidence criteria and the frequency of visit at coffee shop

■ P5.2 ■ P5.3

	every day	1-2 times a week	1-2 times a month	1-2 times a year	Total
P5.2	3.92	4.13	3.79	3.64	3.89
P5.3	3.67	3.54	3.28	2.96	3.37

Figure 21 Physical evidence and the frequency of visit at coffee shop

The result from figure 21 shows that all the parking lot criterion of physical evidence value (P.5.2) which are at much range (3.41-4.20). While the open-air area criterion of physical evidence value which are at much range (3.41-4.20) with consumer who consume coffee every day, 1-2 times a week but are in moderate (2.61-3.40) according to Koobgrabe table with consumer who consume coffee 1-2 times a month and 1-2 times a year. This means that the parking lot criterion of physical evidence has much effect on the consumers who consume coffee every day, 1-2 times a week, 1-2 times a month and 1-2 times a year. While the open-air area criterion of physical evidence has much effect on consumer who consume coffee every day and 1-2 times a week. It can say that the parking lot and open-air criterion of physical evidence has influence consumer to visit coffee shops as Shostack, (1977) said the more dominant in physical evidence, the greater the need to make the service tangible that make consumers assess the quality of service provided.
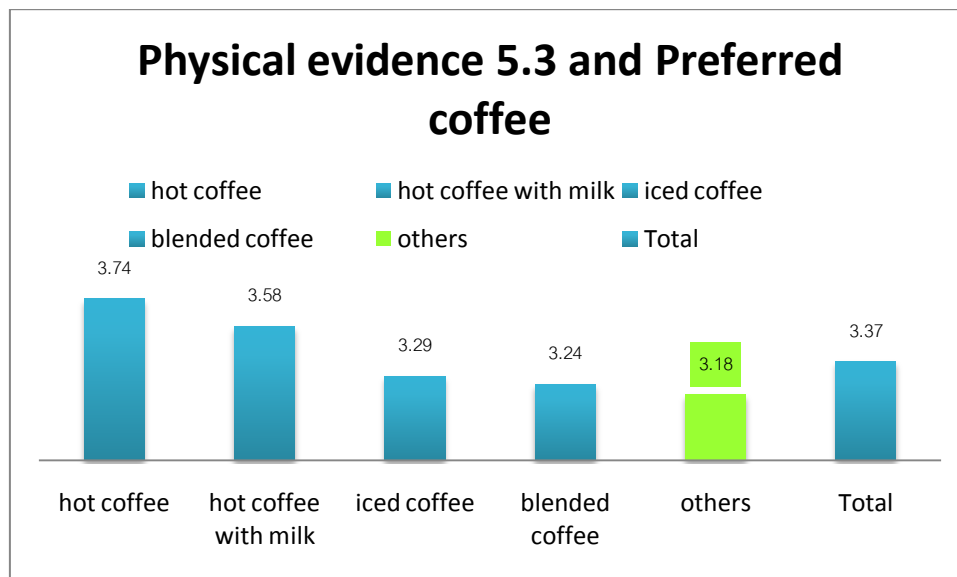
Figure 22 Physical evidence and preferred coffee

The result from figure 22 shows that there are 2 values which have much affect (3.41-4.20) with preferred coffee according to Koobgrabe table. And there are 2 values which have moderate affect (2.61-3.40) with preferred coffee. This means the open-air area criterion of physical evidence (P5.3) has much effect on consumer who prefer hot coffee and hot coffee with milk. While the open-air area criterion of physical evidence has moderate effect on the consumer who prefer iced coffee, blended coffee and others (Green tea Latte, Black Coffee Americano, Chocolate latte).However the total result is 3.37 which is in much range that means the open-air area criterion of physical evidence has much affect consumer who prefer in core product (any kind of coffee) more than others product (Green tea Latte, Black Coffee Americano, Chocolate latte). It also say that the open-air area criterion of physical evidence has influence consumer to have any kind of coffee products in coffee shops as Shostack , (1977) said the more dominant in physical evidence, the greater the need to make the service tangible that make consumers assess the quality of service provided.
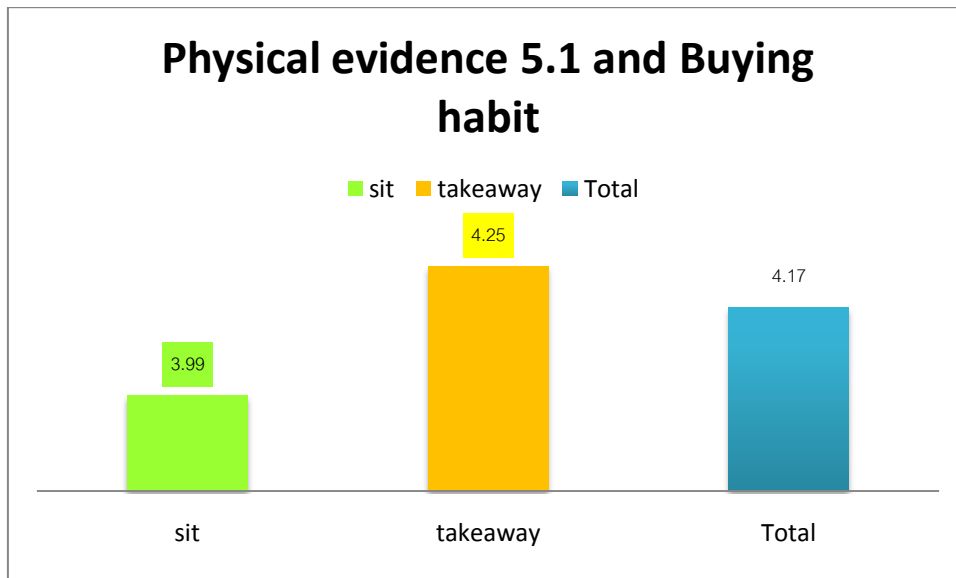
Figure 23 Physical evidence and buying habit

The result from figure 23 shows that the decoration criterion of physical evidence has the most affect (over 4.2) with consumers who take away. The decoration criterion of physical evidence has much affect (3.41-4.20) with consumers who sit in the coffee shops. When we see the total the value shows 4.17 that has much affect according to Koobgrabe table. This means the decoration criterion of physical evidence has much affect buying habit whether sit in or take away. And it also say that the decoration criterion of physical evidence has influence consumer to visit the coffee shop whether sit in or take away as Shostack , (1977) said the more dominant in physical evidence, the greater the need to make the service tangible that make consumers assess the quality of service provided.

- **People and the frequency of visit at coffee shop, preferred coffee and preferred place**
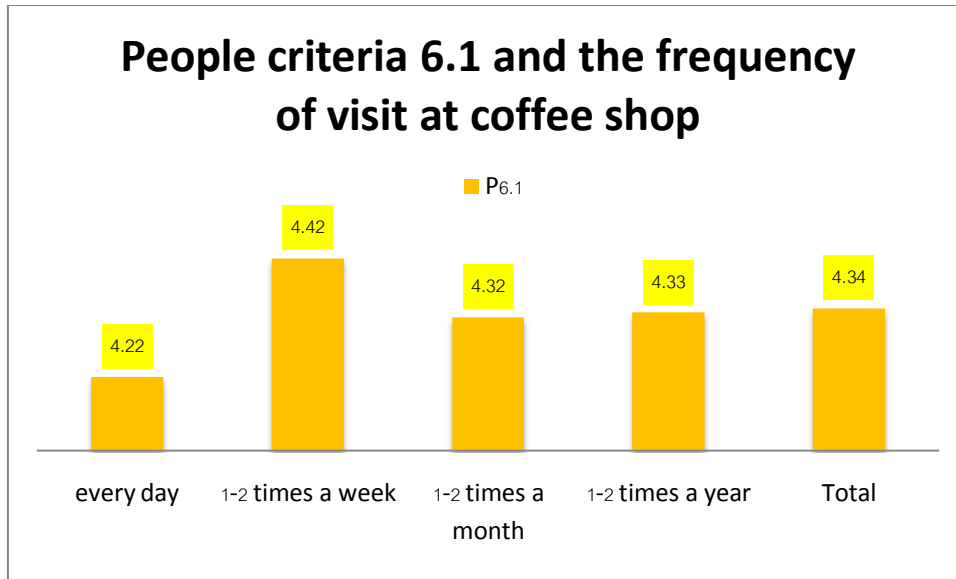
Figure 24 People and the frequency of visit at coffee shop

The result from figure 24 shows that the nice staff criterion of people (P.6.1) has the most affect (over 4.2) according to Koobgrabe table with consumer who consume coffee very day 1-2 times a week, 1-2 times a month and 1-2 times a year. And the nice staff criterion has most effect on consumers who consume coffee 1-2 times a week when compare with consumer who consume coffee every day,1-2 times a month and 1-2 times a year. When see the total value 4.34 which has most effect on the frequency of visit at coffee shop. It can say that nice staff criterion of people is important in service business and it can influence consumers to visit the coffee shops as Grönroos, (1994) say people involved in a coffee shop or restaurant is also a key service encounter that can creates trust thus affecting consumers' buying decision.
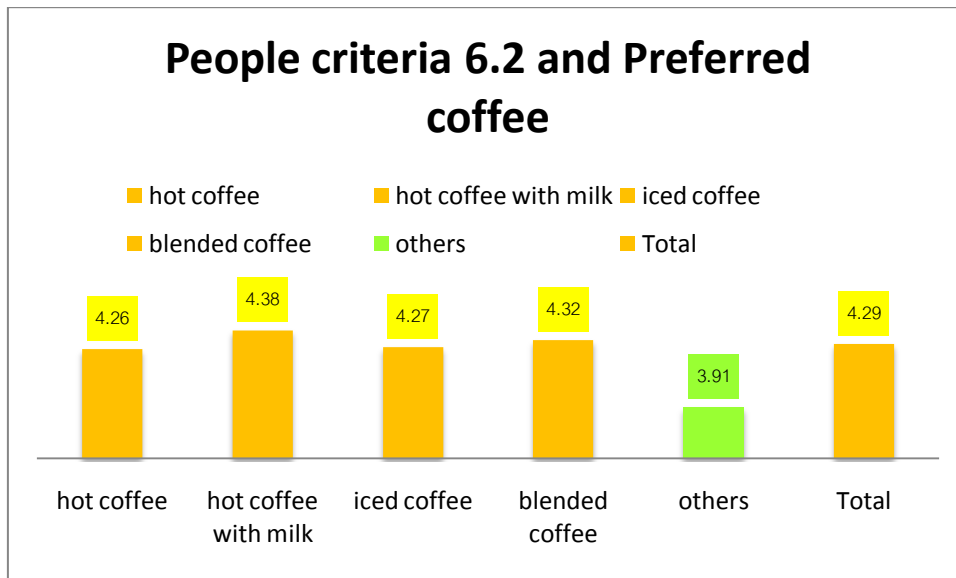
Figure 25 People and preferred coffee

The result from figure 25 shows that mostly the speed criterion of people which have most affect (over 4.2) with preferred coffee according to Koobgrabe table. This means the speed criterion of people has most effect on consumers who prefer hot coffee, hot coffee with milk, iced coffee and blended coffee. While the speed criterion of people has much affect (3.41-4.20) with only consumers who prefer others (Green tea Latte, Black Coffee Americano, Chocolate latte). When see the total value 4.29 which has most effect on preferred coffee. And it can say that consumers who prefer any kind of coffee think that the speed staff criterion of people is important and has effect their purchase which relate to Grönroos, (1994) say people involved in a coffee shop or restaurant is also a key service encounter that can creates trust thus affecting consumers' buying decision.

People criteria 6.2 and Preferred place

Legend: department store — workplace — standalone — Others — Total

department store	workplace	standalone	Others	Total
4.33	4.20	4.37	3.00	4.29

Figure 26 People and preferred place

The result from figure 26 shows that the speed criterion of people which have the most affect (over 4.2) with consumer who normally have coffee at department store, standalone while the speed criterion of people which has much affect (3.41-4.20) with consumers who normally have coffee at workplace and the speed criterion of people which have moderate affect (2.61-3.40) with consumers who normally have coffee in others place. When see the total value 4.29 which has most effect on preferred place. It can say that the speed criterion of people has mostly effect consumer to visit any place to have coffee which related to Grönroos, (1994) say people involved in a coffee shop or restaurant is also a key service encounter that can creates trust thus affecting consumers' buying decision.
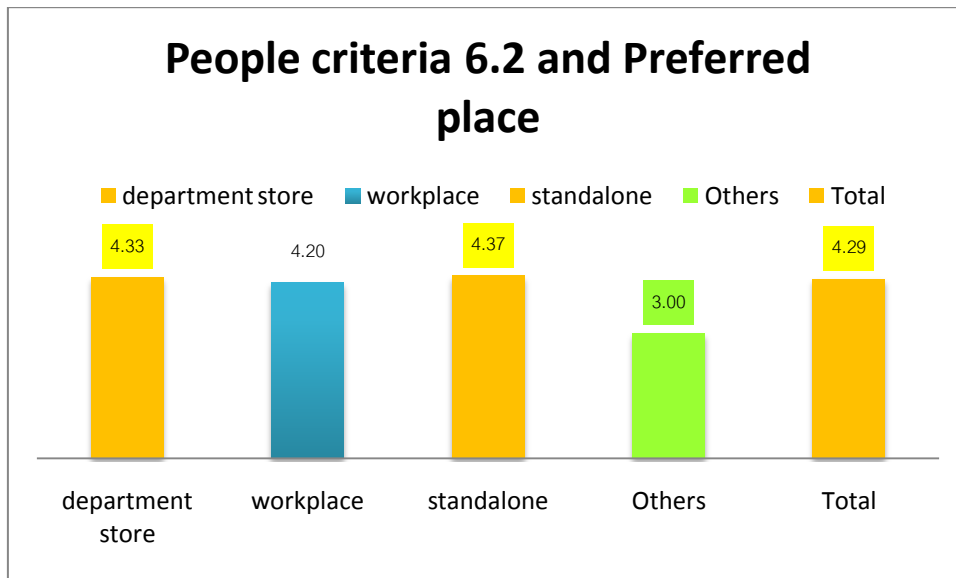
- **Process and the frequency of visit at coffee shop**

Process criteria and the frequency of visit at coffee shop

P7.1 P7.2

| every day | 1-2 times a week | 1-2 times a month | 1-2 times a year | Total |

every day: 4.71, 4.68
1-2 times a week: 4.23, 4.48
1-2 times a month: 4.04, 4.29
1-2 times a year: 3.82, 4.22
Total: 4.18, 4.41
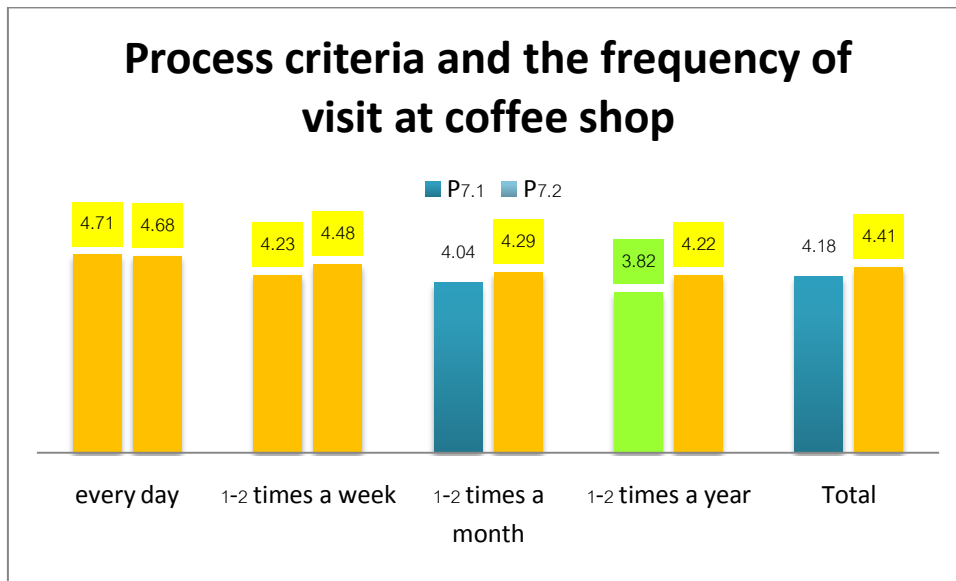
Figure 27 Process and the frequency of visit at coffee shop

The result from figure 27 shows that the open-close time criterion of process (P.7.1) has the most affect (over 4.2) according to Koobgrabe table with consumer who consume coffee every day and 1-2 times a week while the open-close time criterion of process has much affect (3.41-4.20) with consumers who consumer coffee 1-2 times a month and 1-2 times a year. The standardize taste criterion of process has most affect (over 4.2) with consumer who consume coffee every day, 1-2 times a week, 1-2 times a month and 1-2 times a year. It can say that the open-close time criterion of process has influence consumer to visit the coffee shops especially the consumers who have more frequency visiting and the standardize taste criterion of process has very important and has influence consumer to visit the coffee shops which relate to the process have effect the consumer behavior as Yelkur, (2000) said the process is defined as how the service is delivery or the 'functional' quality and is therefore affected by attitudes and behavior of service personnel.

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5. Conclusion and Suggestion

This chapter presents the conclusion according to the empirical findings and analysis in Chapter 4 that the research question is answered then the suggestion will be given in this part as well.

5.1 Conclusion

There are two sub topics in this part; conclusion for theoretical implication and conclusion for practical implication are presented in the part.

In this research, we explored the components of services marketing mix of Foreign Coffee Franchisers in Bangkok and demographic factors that have an effect on consumer behavior. The analyses are conducted based on 384 responses from the questionnaires.

The respondents of this research are female and male of 54.90% and 45.10% respectively. The majority respondents are in age group 23-35 years old, the majority level of income is more than 35,000 Baht per month.

5.1.1 Conclusion for theoretical implication

In order to answer to the research question we can conclude that both demographic factors and components of services marketing mix affect consumer behaviors.
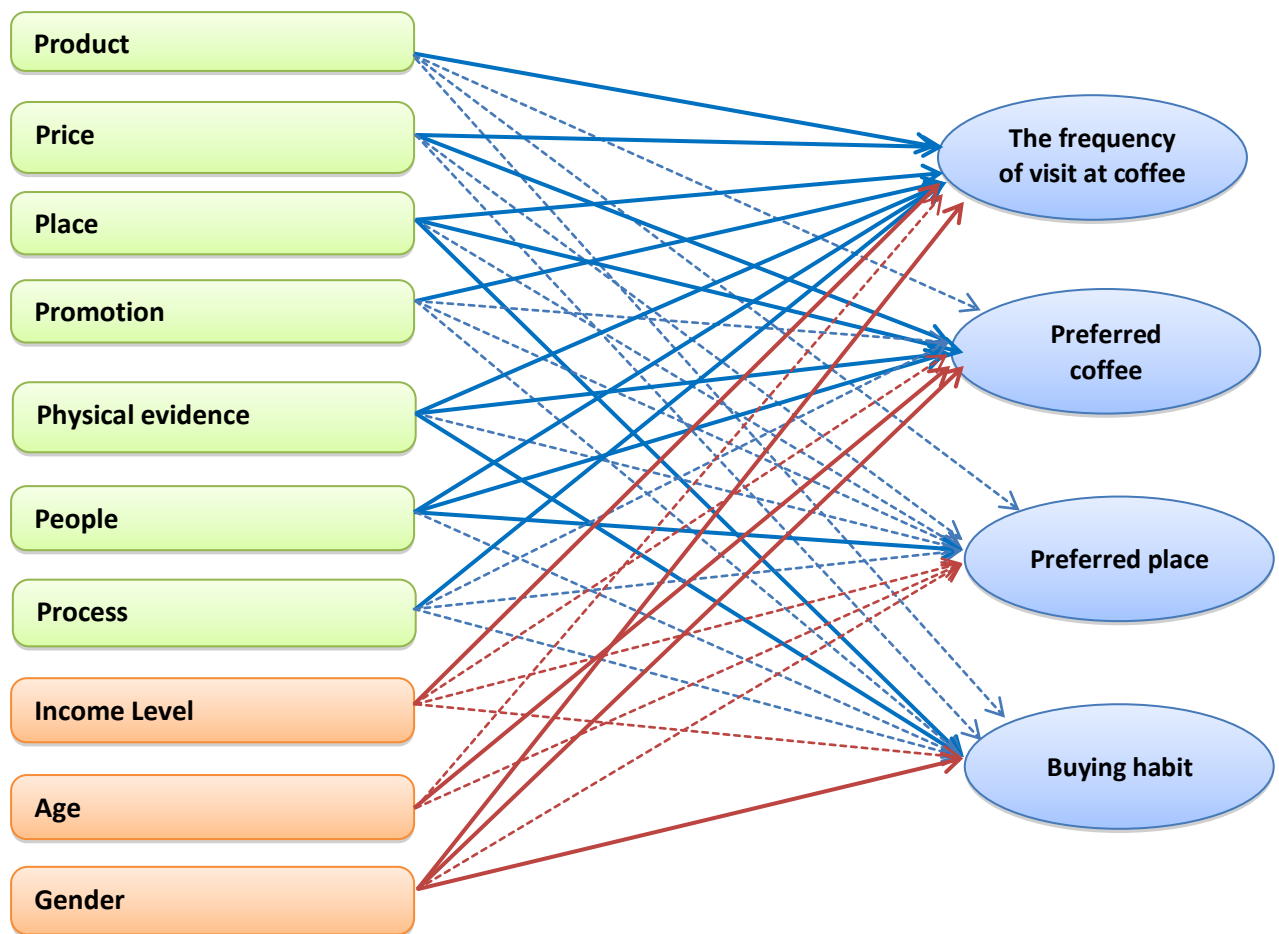
According to the analysis part, demographic factors; age gender and income affect three consumer behaviors; the frequency of visit at a coffee shop, preferred coffee and buying habit. But all demographics have no relationship with preferred place. Gender has an effect on three behavior patterns. First the frequencies of visit a coffee shop, male visit a coffee shop more frequent than female. Second the preferred coffee, most male prefer any kind of hot coffee while most female prefer iced and blended coffee. Third the buying habit, female prefers to have coffee in a store more than male do. Age has slightly different effect on preferred coffee. And almost all age ranges prefer iced coffee. Income level affects the frequency of visit coffee shop as people who have higher level of income tend to visit coffee shop more frequent than those who have lower level of income.

When it comes to the components of services marketing mix we can conclude that all components of services marketing mix; product, price, place, promotion, physical evidence, people and process have an effect on some of the consumer behavior patterns.

First, Product which consists of taste criterion, signature criterion, variety criterion and logo criterion affect the frequency of visit at coffee shop as the taste is very important for all consumers who visit the coffee shop. The signature and variety are at the second important for all consumers who visit the coffee shop. And the logo is important to only consumers who consume coffee every day and 1-2 times a week. For consumer who visit coffee shop every day, the taste and signature are very important for them so the more frequency of visit at a coffee shop the more the product affect this behavior.

Second, Price which consists of value for taste criterion and value for quantity criterion has an effect on the frequency of visit at coffee shop and preferred coffee. The value for taste and value for quantity are important to all consumers who visit the coffee shop so they perceived value of both taste and quantity. In addition most consumers perceived value of taste on blended coffee whereas least perceived value of taste on other products (Green tea Latte, Black Coffee Americano, Chocolate latte).

Third, Place which consists of convenience criterion and branches criterion affect the frequency of visit at a coffee shop, preferred coffee and buying habit. The convenience and branches criteria are important for consumers who visit the coffee shop every day. The branches criterion has most effect on consumers who prefer hot coffee and hot coffee with milk. And the branches criterion has more effect on consumers who take away than consumers who always have coffee in a coffee shop. The convenience and branches criteria are important as it eases consumers to find or reach the coffee shop.

Fourth, Promotion which consists of voucher criterion and membership criterion affect the frequency of visit at a coffee shop. The voucher and membership criteria are important to consumers who visit the coffee shop but membership has the least effect on consumers who visit the coffee shop 1-2 times a year.

Fifth, Physical evidence which consists of decoration criterion, parking lot criterion and open-air area criterion affect the frequency of visit at coffee shop, preferred coffee and buying habit. The parking lot criterion is important for all consumers who visit the coffee shop while the open-air criterion has much effect on consumers who visit the coffee shop every day and 1-2 times a week. The open-air criterion has much effect on consumers who prefer hot coffee and hot coffee with milk. The decoration has much effect on buying behavior both sit in and take away. But it has more important to consumers who have the take away behavior pattern.

Sixth, People which consist of nice staff criterion and speed of staff criterion affect the frequency of visit at coffee shop, preferred coffee and preferred place. The nice staff criterion is very important for all consumers who visit the coffee shop. The speed of staff criterion also is very important for all consumers who preferred any kinds of coffee and consumers who have coffee in department store, workplace and standalone shop.

Seventh, Process which consists of open-close time criterion and standardize taste criterion affect the frequency of visit at coffee shop. The standardize of taste which results from a good coffee making process is very important for all consumers who visit the coffee shop while the open-close time is very important for only consumers who visit coffee shop more frequent. The standardize of taste and the open-close time are very important for consumers who visit coffee shop every day and 1-2 times a week so the more frequency of visit at coffee shop the more the Process affects this behavior pattern.

5.1.2 Conclusion for practical implication

In this part it would be beneficial for both foreign coffee franchise and local coffee franchisers in Thailand in terms of strategic planning for their progress in the future.

According to conclusion for theoretical implication part coffee franchise should keep the standard of their signature product taste which is the most important point that has the most influence with the frequency of visit coffee shops. However the coffee shop should provide a variety of their product range to attract the customers who like to visit in coffee shop but do not drink coffee. This can make the customers have more choices in choosing other product such as green tea latte, chocolate latte and so on. The logo on coffee cup is another important factor which can help to build brand image, brand awareness and leads to more loyal customers. For price, the coffee shop owner should try to create value that consumers can perceive the value for both taste and quantity. The coffee shop owner should select the location which is convenience that can help the customers reach the coffee shop easier. In addition, having a number of branches is another important factor for the customers who visit the coffee shop more frequent. For promotion, the coffee shop owner should create the voucher and membership which help attracting more loyal customers. The coffee shop owner should pay attention to the decoration in their store to attract their customer and keep their good image moreover providing the parking lot is another important factor that can make customer more convenience in purchasing. The open-air area also is important and comfortable for consumers who smoke. Furthermore, the coffee

shop should concentrate more on training their staff with the speed of service and nice service mind which is very important in People factor. The last factor which is process, the coffee shop should have the suitable open and close time for their customer and standardize in their coffee making process to have the standardize products which is very important for all customers as well.

All in all if we rank the factor that are important for coffee business franchiser, the target customer who are coffee lovers concern most on the taste of the coffee which leads the process of making coffee to be the next important factor because it shows the standardization of taste. Then the value for money in terms of taste and quantity is another important factor. The convenience location of the coffee shop, many branches, nice staff, speed of the staff, and nice decoration are also important for the customers. We found that the promotion factor has least impact on the customer but having the membership card is somewhat important to people who visit the coffee shop more frequent, so, it is another factor to be concerned.

5.2 Suggestion for further research

The suggestion for further study is the question of how to improve each component of services marketing mix to increase the number of customer base who visit the coffee shop more frequent. As our study cover only the impact of each P on behavior but does not include how to change the behavior. This can be beneficial for creating loyal customer base and the increase in efficiency for the use of Ps.

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Appendix

Group 2661

This survey is conducted as part of the MSc in International Marketing Thesis at the Mäladalen University, Västerås, Sweden. All responses to the survey will be strictly confidential and your individual response to this questionnaire will **NOT** be exposed to any third parties. Please complete this questionnaire by following the instructions given below. It will take around 5 minutes to complete this questionnaire. Thank you for your assistance.

Instruction: Please answer the first question before going on to the next page.

The prospect respondents of this questionnaire are people who have been experienced with at least one of these coffee brands; "Starbucks" or "Coffee World"

Please answer this question before doing the questionnaire.

What coffee brand have you ever been experienced with?

☐ **Starbucks (Please continue doing the whole questionnaire)**

☐ **Coffee World (Please continue doing the whole questionnaire)**

☐ **Both (Please continue doing the whole questionnaire)**

☐ **None of these brands (Please stop doing the later question)**

-Please continue on the next page-

SECTION I: Consumer Behavior

In this section, please answer the following questions that best reflect you by using the instructions given in each question.

1) How often do you normally consume coffee at Starbucks or Coffee World in Bangkok?

☐ Everyday ☐ 1-2 times per week

☐ 1-2 times per month ☐ 1-2 times per year

2) What sort of coffee do you prefer at Starbucks or Coffee World in Bangkok?

☐ Hot coffee ☐ Hot coffee with milk (e.g. Cappucino, Latte, Mocha)

☐ Iced coffee ☐ Blended coffee (e.g. Frappuccino® or Frappes)

☐ Others (indicate)

3) Please indicate **the place** where you normally have coffee at Starbucks or Coffee World in Bangkok.

☐ Shop in department stores ☐ At workplace (at office building)

☐ Shop that have seating areas (standalone shop)

4) In most cases, when you buy coffee from a store, you …………..

☐ Take away

☐ Have coffee in a store

5) For what reason do you choose to have coffee **in a stores**? (You can choose more than one choices)

☐ Just want a cup of coffee

☐ Have a coffee shop as a meeting place

☐ To have some snacks, cake, or salad (not coffee)

☐ To negotiate a business

☐ To study for exams

☐ To relax (reading books, magazines)

☐ Others (please indicate)………………………………………………………………………

-End of section 1-

SECTION II: Services Marketing Mix

In this section, please answer the following questions by ticking the number which best indicates your opinion to what extent you agree with each statement on a scale from 1 to 5.

Instruction: the scale means as follow;

1 = Strongly disagree

2 = Disagree

3 = Neither agree nor disagree

4 = Agree

5 = Strongly agree

1) How a **product** offered by the coffee shop affect your buying decision?

No.	Questions	1 Strongly disagree	2 Disagree	3 Neither agree nor disagree	4 Agree	5 Strongly agree
1.1	**I buy because of the taste of coffee**					
1.2	**I buy because they offer a signature product (only at this store)**					
1.3	**I buy because they offer varieties of coffee types**					
1.4	**I buy because they put their logo on the cup**					

2) How a **price** offered by the coffee shop affect your buying decision?

No.	Questions	1 Strongly disagree	2 Disagree	3 Neither agree nor disagree	4 Agree	5 Strongly agree
2.1	**The value for money in terms of taste**					
2.2	**The value for money in terms of quantity (cup- size)**					

3) How a **place** offered by the coffee shop affect your buying decision?

No.	Questions	1 Strongly	2 Disagree	3 Neither agree	4 Agree	5 Strongly agree

No.	Questions	disagree		nor disagree		
3.1	I go to the shop because it is easy and convenience for you.					
3.2	I go to the shop because of a number of branches they provided.					

4) How a **promotion** offered by the coffee shop affect your buying decision?

		1	2	3	4	5
No.	Questions	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
4.1	I buy because of the redeem voucher (e.g., coupons)					
4.2	I buy because they offer a brochure advertising new products					
4.3	I buy because you have a membership card					

5) How **physical evidence** offered by the coffee shop affect your buying decision?

		1	2	3	4	5
No.	Questions	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
5.1	I go to the shop because the place is well-decorated					
5.2	I go to the shop because they provide parking lots					
5.3	I go to the shop because they have open-air zone for smokers					

6) How **service of the staffs** offered by the coffee shop affect your buying decision?

		1	2	3	4	5
No.	Questions	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
6.1	I go to the shop because the staffs are nice					

6.2	**I go to the shop because the speed of the service provided by the staffs.**					

7) How **process** offered by the coffee shop affect your buying decision?

No.	Questions	1 Strongly disagree	2 Disagree	3 Neither agree nor disagree	4 Agree	5 Strongly agree
7.1	**I go to the shop because the opening and closing time suit your life style**					
7.2	**I go to the shop because the coffee making process is always right that standardize in coffee taste**					

-End of section 2-

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SECTION III: General Information

Please provide the following information

1) Your Gender: ☐ Male ☐ Female

2) Your Age: ☐ 15-22 ☐ 23-35 ☐ 36-45

☐ 46-55 ☐ > 55

3) Income Level: ☐ ≤ ฿ 15,000 per month ☐ Between ฿ 15,001 and 25,000 per month

☐ Between ฿ 25,001 and 35,000 per month ☐ > ฿35,000 per month

-End of section 3-

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-End of the questionnaire-

-Thank you for your cooperation-