

**EXPLORING THE MARKETING MIX AND SERVICE FACTORS  
THAT INFLUENCE THAI CONSUMERS' PURCHASING  
AT CAFÉ AMAZON IN THAILAND**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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Thematic paper  
entitled  
**EXPLORING THE MARKTING MIX AND SERVICE FACTORS  
THAT INFLUENCE THAI CONSUMERS' PURCHASING  
AT CAFÉ AMAZON IN THAILAND**

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**ABSTRACT**

As a PTT employee who engages with company, researcher would like to be successful and move forward together with the company. The aim of this Thematic paper is to explore Marketing mix and Service factors that influence Thai consumers' purchasing at Café Amazon in Thailand and also propose recommendation PTT. A survey was distributed. Hypothesis were tested by descriptive analysis, correlation and regression analysis of data collected from 238 respondents.

The returned survey illustrated that price of Café Amazon is considered as the most important factor among five factors, followed by product, place and service, respectively.

Marketers of PTT Public Company Limited would be suggested with regards to the results in three aspects which were provided in the last chapter.

**KEY WORDS:** Café Amazon, Coffee, Factors, Consumer Purchasing Intention

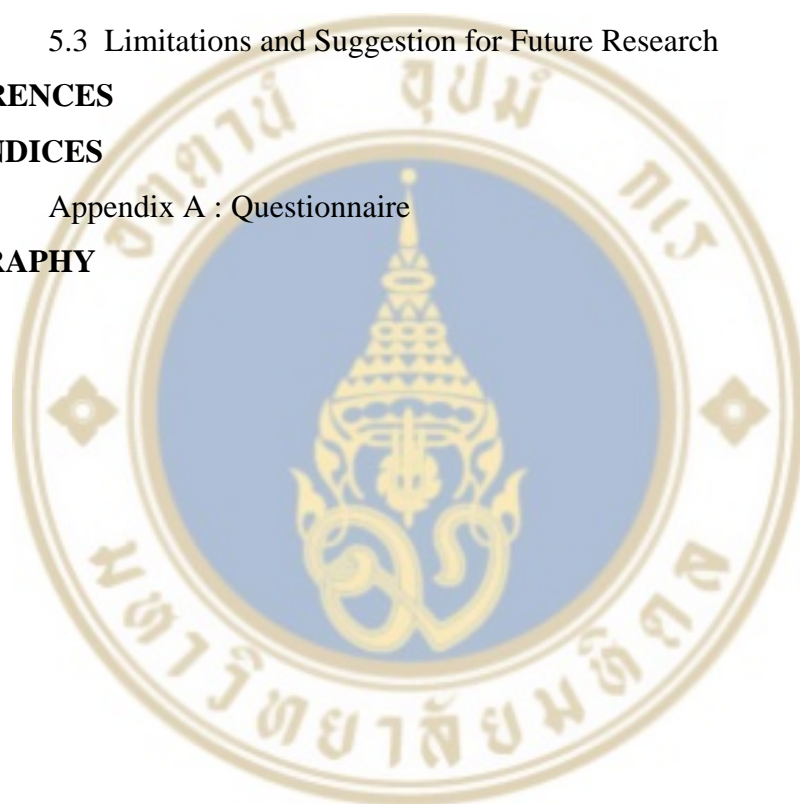
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## CONTENTS

	<b>Page</b>
<b>ACKNOWLEDGEMENTS</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>vi</b>
<b>LIST OF FIGURES</b>	<b>vii</b>
<b>CHAPTER I INTRODUCTION</b>	<b>1</b>
1.1 Introduction	1
1.2 Café Amazon	2
1.3 Problem Statement	3
1.4 Research Question	4
1.5 Research Objective	4
1.6 Research Scope	4
1.7 Expected benefit	4
<b>CHAPTER II THEORETICAL REVIEW</b>	<b>6</b>
2.1 Literature Review	7
2.1.1 Marketing Mix	7
2.1.2 Service	11
2.2 Hypothesis	12
2.3 Conceptual Framework	13
<b>CHAPTER III RESEARCH METHODOLOGY</b>	<b>14</b>
3.1 Research Methods	14
3.1.1 Primary data collection	15
3.1.2 Secondary data collection	15
3.2 Instrument Development	15
3.3 Data Collection	18
3.4 Data Analysis	18
<b>CHAPTER IV RESEARCH FINDING AND DISCUSSION</b>	<b>19</b>
4.1 Research Findings	19

## CONTENTS (cont.)

	<b>Page</b>
4.2 Research Discussion	28
<b>CHAPTER V CONCLUSION AND RECOMMENDATIONS</b>	<b>31</b>
5.1 Conclusion	31
5.2 Recommendations	32
5.3 Limitations and Suggestion for Future Research	33
<b>REFERENCES</b>	<b>35</b>
<b>APPENDICES</b>	<b>38</b>
Appendix A : Questionnaire	39
<b>BIOGRAPHY</b>	<b>44</b>



## LIST OF TABLES

<b>Table</b>	<b>Page</b>
3.1 References of Instrument Development	16
4.1 Demographic profile of the respondents	19
4.2 General behaviours	20
4.3 Mean responses of Product element	21
4.4 Mean responses of Pricing element	22
4.5 Mean responses of Place element	22
4.6 Mean responses of Promotion element	23
4.7 Mean responses of service element	23
4.8 Grand Mean of all factors	24
4.9 Cronbach's alpha	24
4.10 Correlation analysis	25
4.11 Claimed Purchase Intention	25
4.12 Linear regression analysis (1) model summary	26
4.13 Linear regression analysis (1) coefficients	26
4.14 Linear regression analysis (final) model summary	27
4.15 Linear regression analysis (final) coefficients	27
5.1 Summary of hypothesis testing	31

## LIST OF FIGURES

Figure	Page
2.1 Marketing strategy motivating customers to visit Café Amazon framework	13





# CHAPTER I

## INTRODUCTION

### 1.1 Introduction

According to Wikipedia, as of 2014, Thailand ranks as one of the top coffee producers in the world. Comparing to countries producing coffee in Asia, Thailand is the third largest coffee producer after Vietnam and Indonesia and Thai coffees are 99% Robusta coffees (Pongsit, 2013). The consumption of coffee has been growing strongly in the region over time, doubling more than 8.4 million 60kg bags in 1990 to 19.5 million bags in 2012 which we could conclude represents a growth rate of at least 3.9% per year.

Coffees, whether they are Thai or international origin, are sold in supermarkets, modern cafes and coffeehouses consisting of different type of forms such as coffee beans, powder, 3-in-1 packages, brewed and ready to drink. The types that are served from coffee bars which are brewed are increasingly popular in urban areas in Thailand, but the most coffee sold in overall Thailand are still in instant form (Siamturakij, 2012). Coffees that are produced in coffee bars or cafes are made by brewing hot water with ground coffee beans. The brewing is done in a few different methods such as filter or drip, French press or percolator where they are generally called 'coffee'. Another type of coffee, espresso is brewed usually in a more modern, quick and effective way via the espresso machine. There are so many types of coffee drinks such as Café Latte, Cappuccino, Americano, Macchiato and all of them use either coffee or espresso as their base with different levels and types of milk, cream, flavorings, or even alcoholic liquors as combination to create different type of coffee/espresso based drinks (Strangfeld, 2013)

For the past decade, the coffee drinking trend in Thailand has become very popular and expanded to many parts of Thailand. Some may say that with the inception of Starbucks into Thailand in 1998, the coffee drinking trend had been escalating since then to become a trend until now. At present in Thailand, there are 2 groups of coffee bar or café brands which are highly prominent in Thailand, International and Thai

owned. To name a few, top international brands are Starbucks, Au Bon Pain, Costa Coffee, The Coffee Bean and Tea Leaf while dominant domestic brands are Café Amazon, Black Canyon Coffee, Coffee Bean by Dao, and Coffee World.

Not only that, as there are more and more people following the trend of coffee drinking, it also stimulates aspiring entrepreneurs to conduct their own coffee business so as to be in line with the increase of the number of occasions that coffee could be consumed and the mushrooming of cafes and venues that are restaurants but also serve coffee. Millions of people around the world are able to earn their living by supporting the coffee supply chain and distribution channels. Existing coffee selling business owners would continuously try to improve their coffees, their services and distribution channels while new aspiring coffee bar owners will strive to create new unique selling points (UPS) in order to compete in this burgeoning industry. Capital of investment is comparatively cheap; location and equipment geared with technical know-how of coffee making, one could potential make their dream come true of having their own business and their own boss.

The reasons contributing to the coffee drinking trend are varied as some may not drink coffee for the product itself but for other external factors which contributes to the pleasure of drinking coffee. It is no longer consuming coffee as a stimulant to stay awake in the morning or during work hours. For instance, Starbucks have coined the term “Coffee Shop Third Place” which meant that apart from home and office which one spends most of their time, Starbucks can be regarded as the third place where one can also spend most of their time. One can conclude that Starbucks store interior and atmosphere contributes significantly to them claiming that their store is a third place apart from their main selling product, which is coffee.

## **1.2 Café Amazon**

According to Mr. Auttapol Rerkpiboon, PTT's executive vice president, Café Amazon was initially created as a café available only in PTT gas stations but later on it was expanded to other outlets outside the gas station in order to broaden its customer share and also its brand as a serious coffee drinks provider. Cafe Amazon intention is to compete with other coffee brands in order to become one of the biggest coffee brands in

Thailand and in the future to be a regional coffee brand as well. Cafe Amazon aims to capture its market share by responding to consumer behavior such as entertainment and lifestyle (Pongsiri, 2013) which is also providing consumer with a venue for meeting that is natural with greens and relaxing. Not only that, Mr. Auttapol also mentioned that Cafe Amazon is developing its very own coffee-roasting factory as they firmly believe that producing their own roasting factory would mean full control over the quality of its coffee. This of course, will further create an additional branding equity which will indirectly provide Cafe Amazon as a brand you can trust when you think about coffee.

In this research, I will concentrate on the dominant domestic brand “Café Amazon” that is available everywhere in Thailand and has gained high popularity and visibility due to its strategic location at all PTT gas station. Focus on key factors based on the Marketing Mix Strategy (4Ps) and Service Factor will be explored on how Café Amazon managing to be so successful since its opening in 2002 will be discussed in this research.

### **1.3 Problem Statement**

As of February 2016, there are a total of 1,130 Café Amazon outlets countrywide with new outlets in neighboring countries such as Cambodia and Lao PDR. It was first introduced in 2002 which was 14 years ago and the owner of Café Amazon, PTT Public Company Limited saw the opportunity to increase market potential of PTT gas stations. Regarding Marketeer (2015), Café Amazon is ranked the no.1 coffee’s Top-of-mind brand in Thailand in 2014-2015. However, the CEO always try to maintain this position and investigate important factors of how Café Amazon can maintain this position.

This research will seek to identify the impact of Marketing Mix (4Ps) and Service Factors which influence customers to visit Café Amazon in all its worldwide branches, not only in PTT gas stations but also new branches such as those located in Siam Paragon which are exposed to huge competition from international and local coffee brands. With this research, PTT will be able to identify what attract customers need and want from Café Amazon.

## **1.4 Research Question**

What are the potential factors that Café Amazon can secure ranking as the no.1 favorite coffee brand in Thailand? (This research aims to understand the pull factors of Café Amazon especially in the theory of 4Ps and Service factor in the coffee drinking industry)

## **1.5 Research Objective**

1. To study the impact of Product, Price, Place and Promotion of the marketing mix strategy and Service of Café Amazon
2. To explore the factors that will highly motivates customers to visit Café Amazon
3. To propose recommendation for factors that could potentially contribute to Café Amazon's intention of increasing their market share

## **1.6 Research Scope**

This research will specifically target Thai coffee drinkers and their perception on Café Amazon. Comparing with other existing brands, which domain are customers most influenced and would choose Café Amazon to be their preferred brands and the reason whether Café Amazon is their choice of brand or not and also the level of satisfaction provided by Café Amazon to them. Due to cost issues, the scope will also cover only Thai urbanites who are the current coffee drinkers and who live in surrounding areas in Bangkok and inside Bangkok.

## **1.7 Expected benefit**

By understanding the motivation and influence of the Marketing Mix Strategy (4Ps) and Service Factors that will attract customers to rank Café Amazon as their preferred brand, Café Amazon will be able to reposition them to fit the preference of customers. This research will not only benefit Café Amazon but also other coffee café's

brand which hopes to capture this huge market. Finally, by understanding customer needs, customers will also benefit from the new approach by Café Amazon.



## **CHAPTER II**

### **THEORETICAL REVIEW**

There are many terms which suggest a place where you can purchase coffee and other hot beverages such as coffee bar, café, coffee shop or coffee house. In modern days, cafes also serve food, snacks and cakes apart from other hot or cold beverages such as coffee, tea, carbonated drinks, juices and others. The origin of coffee shop dates back to 1645 when the first establishment was founded in Italy. The purpose of café are not only limited to coffee drinking but it also serves as a center for social and cultural interaction. Social members will come together in a café to talk, discuss, read, and entertain each other or simply to pass time, whether they are together as a group or individual.

As perhaps during the past, having the ability to frequent cafés was considered a luxury and hence cafés were mostly limited for business purposes where businessmen and travellers who travel for business will gather in cafés for business discussion, but due to the proliferation of coffee cafes, the target group of cafés have extended much more to include office people, colleagues, students and even families. In Thailand and even perhaps the world, coffee cafés are not merely just coffee cafes but it extends beyond just that to provide a venue for entertainment and lifestyle (Pongsiri, 2013). International brands coffee shop are not cheap. A standard cup of coffee in Starbucks could cost up to THB140 and they tend to attract the wealthier group of customers such as urban city office workers, urban city students, Western and Japanese expatriates, and tourists. In countries like Hong Kong, Singapore, Malaysia and Thailand, these brands have become prevalent in the upper and middle class professionals in the big cities.

However, there are also local brands which are also fetching equal prices that international brands are charging which are due to the perception that the same coffee beans, same café environment and same services are equally offered to their customers. For Café Amazon, their pricing strategy was more focused on affordable

good quality coffee drink which were not as expensive compared to Starbucks but also not cheap quality similar to the ones that could be purchased in small stalls on streets.

## **2.1 Literature Review**

### **2.1.1 Marketing Mix**

The theory of Marketing Mix strategy has been widely used by marketers since the inception by its founder, Mr. Edmund Jerome McCarthy who coined this term in the 1960s. It is also called “4Ps” which includes four variables; product, price, promotion and place (Saha, Dey and Bhattacharyya, 2010). Marketing mix works as a conceptual framework and a tool to develop long and short term strategies that will help marketers identify their offerings that will satisfy the needs and wants of consumers (Palmer, 2004). It can be said that this 4Ps is a set of manageable factors that companies apply to satisfy their target markets (Thomyachati, 2012). In the context of marketing theory and practice, marketing mix have and has been one of the pivotal tool that helps develop the study of marketing (Moller, 2006). However, due to the complexity of consumer behavior and the ever changing needs and wants, these pillars of marketing are constantly attacked or criticized for its inefficiency and shortcomings (Moller, 2006). According to Kellerman, Gordon and Hekmat (1995), these pillars are still essentially important and equally critical to success, and any deficiency in any of these pillars would mean failure in marketing.

The marketing mix strategy is still extremely influential regardless of the criticism and means to denounce and reinvent a new mix. Despite the simplicity and limitations of this theory, it still remains one of the very strong marketing tools today (Kent and Brown, 2006).

#### **2.1.1.1 Product**

A product is created when there is a demand for the product. In order to satisfy a need, moreover, product can be created to fit consumer needs. According to Ivy (2008), what is being sold can be a product or service. The sub-variables of product factors include, for instance, brand, quality, cleanliness, packaging design, standard or stable of products’ size, durability and natural materials (Saha, Dey and Bhattacharyya,

2010; Thomyachati, 2012). In addition, basic product could also be expanded into offering additional features such as variety of product selection in order to appeal to different customer segment. A few different forms of products include consumer products, shopping goods, specialty goods, industrial goods and service goods. Draelos and Thaman, (2006) added that ingredients or materials may affect the sensation of customers in relation to performance views and that consumer will make purchasing decision in order to satisfy their needs (Kotler, 1976). As consumers are getting more stringent in their choice of product selection, having the right product and those products did satisfy consumers need and wants is important in order to attract customers and will have a positive impact on their future buying intention and to keep customers as loyal customers (Nadiri and Gunay, 2013). Yu and Fang (2009) mentioned that offering product to customers is the chief step and making standard product is the second step of producing every products of any brands, following by providing good service and these will lead to the brand experience. Mitchell (2003) also supported that consumers will principally concern about quality of product and the service is considered as the second dimension.

In the case of Café Amazon, Cafe Amazon is developing its very own coffee- roasting factory as they firmly believe that producing their own roasting factory would meant full control over the quality of its coffee. Additionally, the PTT standard that is wrote for Café Amazon indicate that product of Café Amazon must be standard, correct and clean when serving to customers. This of course, will further create an additional branding equity which will indirectly provide Café Amazon as a brand you can trust when you think about coffee and hopefully retain its market share in the coffee business.

#### 2.1.1.2 Price

According to Kotler and Armstrong (2010), the price is the amount that customers would need to pay in monetary terms in order to receive the product they are paying for. Kotler and Keller (2009) also defined that the price in the marketing mix is the price list, discounts, payment period, allowances and credit terms. The price is also defined as what is being charged after the delivery of product to the customer (Ivy, 2008). Another authors also perceived that price is an indicator of the level of quality and what customer perceived is what customer will decide on the price (Rafiq & Ahmed, 1995). Furthermore, the price fixed for products can influence the



customer behavior when customers make purchases. However, consumers with high brand loyalty are willing to pay a high price for their preferred brand, therefore, the price may not affect their purchase intention (Nadiri and Gunay, 2013). Those loyal customers are willing to pay at premium price to avoid the risk of getting low quality product (Yoon and Kim, 2000). Another researcher, Wisest (2011), found that consumer behavior depends on how customers perceive the product value, the higher value perceived the more they are willing to pay for the price, which the value may be actual or perceived.

According to the research of Thomyachati (2012) about satisfaction of coffee shops in Bangkok gas station, it shows that consumers were satisfied with beverages' price as it is reasonable. In terms of coffee brand, however, Starbucks is able to command a price of THB180 per cup of coffee while you can still get a decent cup of coffee for less than half of its price because of its ability to project a certain experience which customers could relate to. It is true that consumers today no longer purchase a product because of its functional needs but almost for the overall experience itself (Morrison and Grane, 2007; Zarantonello and Schmitt, 2010).

#### 2.1.1.3 Place

A place is where products consumers are looking for is located (Rafiq & Ahmed, 1995). It also refers to the number of available places that customers can locate your products. Moreover, the product accessibility, and prospect customers' location are vital factor that buyers have to concern (Nasruddin et al., 2015). According to Marshall (2008), this pillar is important as it defines not only the level of convenience and the time saved which customers will consider when thinking about the product they plan to purchase but there is also the experience in the place where products are purchased. It means the place needs to be easily accessible, inviting, pleasant and customers do not need to go through a big hassle just to have access to a product. Thus, it can be said that "Place" is critical in marketing perspective since it involves getting the right products, right quantity at the right time and correct place (Nasruddin et al., 2015).

There are two different ways to push your products out into the market, either directly or via reseller, selling through an intermediary. For direct selling which involved having a physical store, seller will be in control of its services and product quality but there will be cost concern as they will need to have more branches and more distribution channels in order to provide convenience to its customers. For reseller model,

there will be more opportunity in expanding the products market share via its resellers but it will be difficult to control its quality or services rendered. Product seller will also not be able to identify its customer exact needs and wants and have the same service experience consistency unless adequate training is given.

Regarding Café Amazon, not only its convenient location that is easy to access as those branches are mostly located in PTT gas station, but also the store ambiance and design of café have a fixed perception or satisfaction level when visiting Café Amazon. Additionally, Thomyachati (2012) supported that customers prefer visiting café where is beautifully decorated and clean. For any customers who will visit the gas station, Café Amazon are highly visible to them and should their strong brand able to convince them to purchase their coffees, Café Amazon would be successful in gaining their loyalty.

#### 2.1.1.4 Promotion

Promotion can help boost sales for a product or even create awareness for a product and make customers become familiar with its brand. The consumer need to know that such product exists before they can consider it, identify its usage and be motivated to purchase the product. Kotler (1976) have suggested that promotion could in method of short advertising and publicity. Also, promotion comprises of advertising, sales promotion, public relations and personal selling (Thomyachati, 2012).

Promotion can come in many forms such as short-term price reductions, free gifts, coupons, stamps, rebates and refunds (Yoo et al, 2000) and the main reason is to market the product for consumers to give its product a try. Once they try and liked it, a good experience will hopefully lead to continuous usage of the product (Marshall, 2008). Promotion such as advertising will also create indirect experience which means how its marketing approach such as advertisement, social media and the company's communication affects the consumer when they are exposed to it even before visiting the store.

One of the best promotion activities is to provide a personal experience which is first hand and not information or knowledge obtained from third party, social media, advertising will positively influence confidence in that brand. (Kim et al., 2008). According to their research, the familiarity of the brand will grow stronger

as time passed and they will become more accustomed and more comfortable with the brand. Affective and cognitive connection will be build towards the brand, having similarity recognition of factors such as the quality to expect from the brand, the reminiscing of a brand at a certain situation and the emotional connections in certain time (Kim et al. 2008). Another author, Mohammad (2012) also found that there is significant correlation when you become familiar with a brand, in a positive way you will learn to trust the brand which will create brand loyalty. Considering price-related promotions such as coupons, discount, collect and redeem points, it is the positive impact on purchasing decision (Huang et al, 2013). Even there are some studies finding the positive impact, some researchers have argued that promotional offering is not related to purchase intention or repeat-purchase behavior (Davis et al., 1992).

As for Café Amazon, they have the loyalty card which is called “PTT Blue Card” which allows customers to collect, redeem point and get special discounts or special deals periodically. Additionally, Café Amazon also join with some partners such as AIS or Toyota in order to provide some discount offerings to attract customers to buy coffee.

### **2.1.2 Service**

According to Brakus et al. (2009), store experience may positively or negatively affects a consumer satisfaction and further determines the loyalty of the customer towards the brand. There are two elements in brand experience, the direct experience and the indirect experience. For the direct store experience, it will be associated with the product a customer purchased and the interaction between the customer and the salesperson (Hoch, 2002). This will include the overall feeling and experience when they start to purchase a product in the store and how they are being treated by the salesperson which determines his or her experience. However, there are too many factors related to this direct experience and it will affect differently on each potential customers who visits its store. Several articles throughout the years have explored the interaction between its customers and their salesperson and the salesperson’s attitude and service mind and how that experience translates to the customers' feeling and attitude which finally affect the customers' satisfaction level (Grace and O’Cass, 2004). They state that customer will be satisfied should the salesperson be able to converse effectively with the customer

and understand customer needs. Even if customers are unfamiliar with the brand, successful interaction with the salesperson can have positive effect on the customer (Hoch, 2002). Moreover, Fowler and Bridges (2012) found that mood of salesperson has directly impacted on customers' attitude and behavior. When customer once met the bad behavior of salesperson, their perception will be negative even the salesperson has improved as it does not match their expectation at first met.

In this research, we aim to identify what are the motivation factors in the marketing mix or 4Ps and service element that can influence customers to visit Café Amazon based on direct brand experience which includes the product itself, the store and the interaction between the salesperson (place), the price of its product and perceived value and finally the promotion available that could attract them to stay with the brand. With this research, we potentially could hypothesize if the factors are satisfied, it could highly increase or expand the market share for Café Amazon.

## 2.2 Hypothesis

Marketing Mix Strategy (4Ps) and Service on Café Amazon

1. Hypothesis 1: PRODUCT

Product has a positive impact on customer satisfaction

2. Hypothesis 2: PRICE

Price and value of product have positive impact on customers' purchasing decision

3. Hypothesis 3: PLACE

Store location and store ambiance could positively influence customer satisfaction

4. Hypothesis 4: PROMOTION

Promotion on products can positively impact customer to visit the store

5. Hypothesis 5: SERVICE

Staff attitude and service mind can have a positive influence on customer satisfaction

## 2.3 Conceptual Framework



Figure 2.1 Marketing strategy motivating customers to visit Café Amazon framework

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This research is conducted to understand the real factors that influence customers to visit Café Amazon and also the relationship of each of the factors which affects each other. Coffee is selected as the coffee culture in Thailand is a burgeoning industry with so many choices of coffee brands to choose from. In order for any coffee brands to stay in the market, imperative marketing strategies needs to be implemented to maintain their market. Before marketing strategies can be implemented, understand consumer needs and wants in coffee and its brand is essential. Prominent international brands of coffee such as Starbucks, Coffee Bean, Costa Coffee etc. are coming in strongly into the Thai market to grab a slice of it. Due to this situation, Café Amazon needs to know what could be done to keep the customer's share of wallet.

In order to evaluate the impact of each factor towards Café Amazon, this paper will implement the methodology of casual study. Casual study can help us to understand if changes in any independent factors can affect another dependent factor (McDaniel and Gates, 2013). For this methodology, questionnaires will be used to collect data. It is important as the questions designed can help to gather answers from identified sample size for analysis and further recommend conclusion.

#### **3.1 Research Methods**

There are fundamentally two patterns of research methods; qualitative and quantitative methods. Qualitative method is used to study customers' sensation, attitudes and motivations of answerers (McDaniel and Roger's, 2002). The example of qualitative research methods are interview and focus group. Quantitative research strategy, however, involves quantifiable data collection (McLeod, 2008). Also, quantitative method gathers numerical data which can be statistically measured and easily to create tables or graphs from raw data (Bryman and Bell, 2007).

As for the objective of this research paper, the huge amount of data are needed in order to evaluate the factors that affect Thai people's purchasing decisions at Café Amazon. Thus, quantitative research method is fit with to collect the data as well as to analyze the data.

### **3.1.1 Primary data collection**

Bryman and Bell (2007) stated that primary data is related to the direct observation of information. It can be said that primary data can be obtained from, for example, interviews or survey. As for a need of large sample of customers who consume coffee, conducting survey would be the appropriate way of primary data collection technique for this study. The field survey method was selected in order to gain perception information directly from individuals who drink coffee.

### **3.1.2 Secondary data collection**

Secondary data collection technique needs to be analyzed alongside primary data Tull and Hawkins (1984). With regards to Aaker et al. (2001), one of the main advantages of using secondary data is to illustrate related theory information along with to analyze the primary data collection. The secondary data source used in this paper mostly consists of online journals, company information and newspaper. To gain secondary data information, research was carried out of relevant literature relating to marketing mix strategy (4Ps) and service which are considered as the crucial elements inducing customers' purchasing decision at Café Amazon.

## **3.2 Instrument Development**

The questionnaire was developed based on literature reviews and pilot survey study. As for questionnaire design, this questionnaire will be separated into two parts which are perception and consumption data and consumers' profiles.

Once we obtain the right respondents for our survey, questions that will be asked will be simple, non-intimidating and easy to understand. In order to provide the best results, questionnaires will be consisted of general questions related to consumer behavior. Then respondents will be asked how important of five factors including Product,

Price, Place, Promotion and Service. As for the part of perception and consumption, Likert scale and 5 points scale will be implemented, ranging from 1 (Strongly agree) to 5 (Strongly disagree). The purpose to use 5-points scale is because this research aims to capture the feelings of respondents. There is a concern that should an even number scale be asked, respondents may have difficulty to choose whether they wish to provide a positive responses or negative responses as some respondents do not have either bad or good feeling about a certain factor (Garland, 1991). However, should a factor have direct impact on respondent, they can always choose to have either a higher or lower rating in the five-point scale.

**Table 3.1 References of Instrument Development**

<b>Factor</b>	<b>Questions</b>	<b>Reference</b>
Frequency	How often do you visit Amazon Café each week?	(Musikapart, 2013)
Important factor	What is the main reason you decide to come and to purchase drinks at Amazon Cafe? (Choose the most important factor)	(Thomyachati, 2012)
Behaviour	In most cases, when you buy a drink at Amazon, you usually _____.	(Musikapart, 2013)
Product	I can feel that Café Amazon's beverage has high quality	(Yu and Fang, 2009)
	Drinks from Café Amazon always meet my expectation	(Nadiri and Gunay, 2013)
	I buy because of the taste of drinks	(Chen and Hu, 2009)
	I go to Café Amazon because the beverages' making process is always right that standardize in drink taste	(Chen and Hu, 2009)
	I visit Café Amazon because there are some desserts selling together	(Thomyachati, 2012)
Price	I like to come and visit Café Amazon because the price for its beverage is not expensive.	(Nadiri and Gunay, 2013)
	Price of its drink is the main reason I come to buy from them	(Nadiri and Gunay, 2013)



**Table 3.1 References of Instrument Development (cont.)**

<b>Factor</b>	<b>Questions</b>	<b>Reference</b>
Price (cont.)	I feel that the value and quality of Café Amazon's drink is higher than the price I pay for	(Thomyachati, 2012)
	Even the price of Amazon's drink is more expensive than this, I will still come back and purchase it	(Nadiri and Gunay, 2013)
Place	It's really convenient for me to visit Café Amazon to get beverages	(Thomyachati, 2012)
	I go to Café Amazon because of a number of branches they provided	
	The decorated theme like "Amazon Jungle" invites me to visit Café Amazon	(Thomyachati, 2012)
Promotion	I like to visit Café Amazon because of its promotion	
	Without a good promotion, ex. PTT blue card or AIS promotion, I will not buy beverages here	
	I buy because I can use some promotion there	(Thomyachati, 2012)
Service	I like to visit Café Amazon because its service is very nice	(Yu and Fang, 2009)
	Amazon's staffs have a friendly attitude, good service mind, good courtesy and provide warming welcome	(Fouler and Bridges, 2012)
Service	I prefer to buy a drink from Café Amazon, because of its staffs' services	(Fouler and Bridges, 2012)
Purchasing Intention (PI)	The next time when I need to get a cup of drink, I will go and get it from Café Amazon.	(Nadiri and Gunay, 2013)
<b>Demographic Section</b>		
Gender	What is your gender?	(Musikapart, 2013)
Age	Age	(Musikapart, 2013)
Income	What is your monthly income in Baht?	(Musikapart, 2013)
Education	What is your level of education?	(Thomyachati, 2012)
Career	What is your occupation?	(Musikapart, 2013)

### 3.3 Data Collection

The survey will be created using an online application (Google Forms) and then generate QR code and link where the survey can be forwarded to potential respondents. The researcher posted the link via social media such as Facebook and Line. For QR code, this code will be printed and placed in front of the cashier counter at Café Amazon, Phrakamong branch, then Thai consumers who come to buy coffee will be invited to do this survey. This method is easiest to distribute and respondents can fill in the survey anytime they want and whenever they are convenient as this survey does not need respondents to be onsite or physically in the store to fill for this feedback. Also, the survey was launched on 19<sup>th</sup> June 2016 and it took around one week to collect the total respondents.

For the mode of survey, we will implement an online-survey which we will distribute to all potential respondents with criteria such as:

1. Live in Thailand
2. Any nationality who understands English
3. Able to consume coffee
4. Have previous experience with Café Amazon

### 3.4 Data Analysis

Before launching real survey questionnaire, the pilot survey was conducted to check the validity of instrument. The total of 15 Café Amazon consumers were surveyed and asked to review the questionnaire and suggested about questions to improve its clarity and content validity. Some statements were rewritten and some statements were create based on comments in order to enhance readability of the survey questionnaires. In this research paper, after launching real and revised survey by forwarding the survey link and dropping QR code 100 codes, the total of sample size was collected at 238 respondents.

Data collected will consist only of primary data and analysis will mainly be done on these data. Moreover, the Statistical Package for the Social Science (SPSS), Cronbach's alpha was used to study the internal consistency of factors. Moreover, descriptive analysis, correlation and linear regression will be used to test the hypothesis as mentioned above.

## CHAPTER IV

### RESEARCH FINDING AND DISCUSSION

#### 4.1 Research Findings

The research studies the impact of marketing mix and service factors on claimed purchase intention of café amazon in Thailand. The main analyses were conducted by using correlation and linear regression, and the statistical tests were performed at 95% confidence level.

This chapter will illustrate the results of survey from 238 Thai respondents who have done the questionnaire. In order to obviously understand, tables are used together with the descriptions.

**Table 4.1 Demographic profile of the respondents**

Demographic	Frequency	Percentage (%)
<b>Gender</b>		
Male	65	27.3
Female	173	72.7
<b>Age</b>		
15-20 Years	17	7.1
21-25 Years	103	43.3
26-30 Years	63	26.5
31-35 Years	55	23.1
<b>Monthly personal income</b>		
Below 15,000 baht	6	2.5
Between 15,000 – 25,000 baht	40	16.8
25,001-35,000 baht	51	21.4
35,001-45,000 baht	32	13.4
45,001 baht and above	109	45.8

**Table 4.1 Demographic profile of the respondents (cont.)**

Demographic	Frequency	Percentage (%)
<b>Education level</b>		
Below bachelor	3	1.3
Bachelor	88	37.0
Master of Higher	147	61.8
<b>Occupation</b>		
Students	5	2.1
Employee	167	70.2
Government officer	18	7.6
Business owner	45	18.9
Unemployed	3	1.3
<b>Total</b>	<b>238</b>	<b>100.0</b>

According to Table 4.1, it reports the demographic profile of the respondents in this survey. Total sample size was n=238. The majority of the participants were female (72.7%), aged between 21-25 years (43.3%), had monthly personal income 45,001 baht or above (45.8%), studied or finished master degree or above (61.8%), and most of them worked as office employees (70.2%)

**Table 4.2 General behaviours**

General behaviours	Frequency	Percentage (%)
<b>Visiting Frequency</b>		
Less than once a week	148	62.2
Once a week	36	15.1
2-3 times a week	21	8.8
More than 3 times a week	33	13.9
<b>Claimed important factors</b>		
Product	27	11.3
Price	54	22.7
Place	145	60.9
Promotion	11	4.6
Service	1	0.4

**Table 4.2 General behaviours (cont.)**

General behaviours	Frequency	Percentage (%)
<b>Usual Behaviours</b>		
Take away	217	91.2
Have it in store	21	8.8
<b>Total</b>	<b>238</b>	<b>100.0</b>

Table 4.2 shows general behaviours of Café Amazon consumers. The majority of them claimed to visit amazon less than once a week (62.2%). Only 13.9% claimed to visit the café more than 3 times a week i.e. moderately frequent users. Moreover, “Place” was mostly claimed as the most important factor for Café Amazon as more than half of the respondents claimed so (60.9%), followed by price (22.7%), and product (11.3%) respectively. The real impact of these factors will be assessed again in later part of this chapter by using statistical methods including correlation and linear regression model. As for usual behaviours, more than 90% of the Café Amazon’s consumers ordered and take away their coffee & snack rather than sitting and consuming in store.

After asking about general information, however, seeing how important of each factor including Product, Price, Place, Promotion and Service, will be shown in the tables below.

**Table 4.3 Mean responses of Product element**

Product	Mean	S.D.
Drinks from Café Amazon always meet my expectation	3.42	0.89
I can feel that Café Amazon’s beverage has high quality	3.41	0.87
I buy because of the taste of drinks	3.28	1.02
I go to Café Amazon because the beverages’ making process is always right that standardize in drink taste	3.17	0.94
I visit Café Amazon because there are some desserts selling together	2.44	1.12
<b>Grand Mean</b>	<b>3.14</b>	<b>0.75</b>

Regarding table 4.3, beverages of Café Amazon were asked about quality, standard, taste and variety. It indicates mean scores for each of the product elements and also the grand mean (3.14). In terms of product, “Drinks from Café Amazon meet my expectation” received highest mean responses (3.42), followed by high quality (3.41), tasty (3.28), standardized taste (3.17), and availability of desserts (2.44) respectively.

**Table 4.4 Mean responses of Pricing element**

<b>Pricing</b>	<b>Mean</b>	<b>S.D.</b>
I like to come and visit Café Amazon because the price for its beverages is not expensive.	3.84	0.90
I feel that the value and quality of Cafe Amazon's drink is higher than the price I pay for	3.55	0.95
Price of its drink is the main reason that I come to buy from them	3.50	1.09
Even the price of Amazon's drink is more expensive than this, I will still come back and purchase it	2.83	1.00
<b>Grand Mean</b>	<b>3.43</b>	<b>0.70</b>

Table 4.4 illustrates mean scores for each of the pricing elements and its corresponding grand mean (3.43). In terms of pricing, not expensive received highest mean responses (3.84), followed by value and quality (3.55), price was key trigger (3.50), and price inelasticity (2.83) respectively. It implies from the result that price of Café Amazon is now reasonable and consumers love to pay with this price.

**Table 4.5 Mean responses of Place element**

<b>Place</b>	<b>Mean</b>	<b>S.D.</b>
It is really convenient for me to visit Café Amazon to get beverages	4.30	0.72
I go to Café Amazon because of a number of branches they provided	4.23	0.72
The decorated theme like “Amazon Jungle” invites me to visit Café Amazon	3.19	1.12
<b>Grand Mean</b>	<b>3.91</b>	<b>0.64</b>

Considering table 4.5, after calculating mean scores for each of the place elements, its corresponding grand mean is 3.91. In terms of place, respondents rate “Café Amazon is convenient to visit” the highest mean score (4.30), followed by number of amazon branches (4.23), and the Jungle environment (Store Ambiance) (3.19) respectively.

**Table 4.6 Mean responses of Promotion element**

Promotion	Mean	S.D.
I like to visit Café Amazon because of its promotion	2.83	1.10
I buy because I can use some promotion there	2.66	1.25
Without a good promotion, ex. PTT blue card or AIS promotion, I will not buy beverages here	2.33	1.16
<b>Grand Mean</b>	<b>2.61</b>	<b>1.01</b>

Table 4.6 shows mean scores for each of the promotion elements and its corresponding grand mean (2.61) which was relatively low, compared to other marketing mix elements in this study. It can be seen that promotion attractiveness was ranked the highest score (2.83), followed by the use of promotion (2.66), and lack of promotions (2.33) respectively.

**Table 4.7 Mean responses of service element**

Service	Mean	S.D.
Amazon’s staffs have a friendly attitude, good service mind, good courtesy and provide warming welcome	3.31	0.88
I like to visit Café Amazon because its service is very nice	3.11	0.90
I prefer to buy a drink from Café Amazon, because of its staffs’ services	2.84	0.96
<b>Grand Mean</b>	<b>3.09</b>	<b>0.82</b>

In term of Service, table 4.7 illustrates mean scores for each of the service elements and its corresponding grand mean of 3.09. Friendly attitude received highest mean score (3.31), followed by nice service (3.11), and friendly staff (2.84) respectively.

**Table 4.8 Grand Mean of all factors**

<b>Grand Mean of all factors</b>	<b>Mean</b>
Place	3.91
Price	3.43
Product	3.14
Service	3.09
Promotion	2.61

**Table 4.9 Cronbach's alpha**

<b>Cronbach's alpha</b>	<b>Mean</b>	<b>Alpha</b>
Product	3.14	.776
Price	3.43	.834
Place	3.91	.758
Promotion	2.61	.831
Service	3.09	.873

Table 4.8 shows the total grand mean of all factors and the Cronbach's alpha was shown in table 4.9 in order to show the internal consistency of factors. Overall, it can be seen that "Place" was the best area that Café Amazon performed (3.91), followed by price (3.43), product (3.14), service (3.09), and promotion (2.61) respectively. The Cronbach's alpha passed the criterion, and all factors had alpha greater than 0.700.

Furthermore, the correlation and linear regression results will be presented in table 4.10 to table 4.14. The aim of this method is to assess the impact of marketing mix and service quality on claimed purchase intention.



**Table 4.10 Correlation analysis**

Correlations		Purchase intention	Product	Price	Place	Promotion	Service
Purchase intention	Pearson Correlation	1	.638**	.585**	.488**	.139*	.525**
	Sig. (2-tailed)		.000	.000	.000	.032	.000
	N	238	238	238	238	238	238
Product	Pearson Correlation	.638**	1	.614**	.426**	.142*	.516**
	Sig. (2-tailed)	.000		.000	.000	.029	.000
	N	238	238	238	238	238	238
Price	Pearson Correlation	.585**	.614**	1	.309**	.103	.353**
	Sig. (2-tailed)	.000	.000		.000	.113	.000
	N	238	238	238	238	238	238
Place	Pearson Correlation	.488**	.426**	.309**	1	.086	.451**
	Sig. (2-tailed)	.000	.000	.000		.188	.000
	N	238	238	238	238	238	238
Promotion	Pearson Correlation	.139*	.142*	.103	.086	1	.220**
	Sig. (2-tailed)	.032	.029	.113	.188		.001
	N	238	238	238	238	238	238
Service	Pearson Correlation	.525**	.516**	.353**	.451**	.220**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.001	
	N	238	238	238	238	238	238

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

**Table 4.11 Claimed Purchase Intention**

Claimed Purchase Intention	r	p-value
Product	.638	.000
Price	.585	.000
Place	.488	.000
Promotion	.139	.032
Service	.525	.000

As seen in the table 4.10 and 4.11, the correlation coefficients are reported. The coefficients (r) were all statistically significant at 5% significance level as p-values were lower than 0.05. Considering the results, “Product” (r = 0.638), “Price” (r = 0.585)

and “Service” ( $r = 0.525$ ) elements were highly and positively correlated with claimed purchase intention score. “Place” ( $r = 0.488$ ) was moderately correlated with claimed PI. However, “Promotion” seemed to have least correlation ( $r = 0.139$ ). From this result, the hypothesized model can be written as follow in linear regression function.

$$\text{Claimed purchase intention (PI)} = f(\text{product, price, place, promotion, service})$$

**Table 4.12 Linear regression analysis (1) model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736	.542	.532	.63504

Table 4.12 reports the key statistics from linear regression model. R square was .542 which was reasonably high and this means the model can be used to explain the variances in claimed purchase intention score up to 54.2%. The variance leftover was attributable to other variables not included in the model. The overall significance of the model was tested by ANOVA,  $F = 54.839$ ,  $p\text{-value} = 0.000$ , and the result suggested that the model was significant and can be used in predicting the intention score i.e. at least one predictor is statistically significant in the regression model.

**Table 4.13 Linear regression analysis (1) coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.889	.297		-2.994	.003	-1.474	-.304
	Product	.347	.077	.282	4.495	.000	.195	.499
	Price	.375	.075	.284	5.033	.000	.228	.522
	Place	.283	.075	.194	3.759	.000	.134	.431
	Promotion	.011	.042	.012	.257	.797	-.072	.093
	Service	.214	.063	.189	3.419	.001	.091	.338

Table 4.13 reports the regression coefficients from the original regression model. All predictors were statistically significant at 95% confidence level except

“Promotion”. By looking at the standardized beta, however, price had the greatest impact on claimed purchase intention, followed by product, place, and service respectively. To get a refined final model, it was highly recommended that promotion should be deleted from the analysis, then re-ran the regression model. The model can be written as follow.

$$\text{Claimed purchase intention (PI)} = f(\text{product, price, place, service})$$

**Table 4.14 Linear regression analysis (final) model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	.736	.542	.534	.63377

Once promotion was removed from the model, the R square was still the same, R square = .542, but adjusted R square was slightly increased to .534 compared to the original model. This means it was a good decision to remove promotion from the analysis as it penalized the R square in the original model.

**Table 4.15 Linear regression analysis (final) coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
2	(Constant)	-.870	.287		-3.030	.003	-1.436	-.304
	Product	.347	.077	.282	4.513	.000	.196	.499
	Price	.376	.074	.285	5.046	.000	.229	.522
	Place	.282	.075	.193	3.761	.000	.134	.430
	Service	.217	.062	.191	3.523	.001	.096	.339

Then, new regression coefficients are presented in table 4.15. All explanatory variables in the model were statistically significant at 95% confidence level, p-values were lower than 0.05. Price was still the most impactful factor whether we considered unstandardized or standardized columns, followed by product, place and service respectively. The full regression model can be written as follow.

$$\begin{aligned} \text{Claimed purchase intention} &= -.870 + .347 \text{ Product} + .376 \text{ Price} + .282 \text{ Place} \\ &+ .217 \text{ Service} \end{aligned}$$

The coefficient can be interpreted as a change in dependent variable when that independent variable changes one unit, other variables held constant. For example, when attitude towards price increases by one point, claimed purchase intention increases .376 point. The same interpretation applied to the remaining independent variables in the model.

## 4.2 Research Discussion

According to the research findings, five factors have been investigated whether they are the important factors that influence Thai customers to visit and buy beverages from Café Amazon. Regarding the result from the table 4.14, Price is considered the most significant factors, followed by product, place and service, respectively.

Consumers perceive that price at Café Amazon is now reasonable and affordable to buy beverages there. In my view, price is considered the most vital factor because it is cheaper than an international brand of coffee selling in Thailand such as Starbuck. Referring from the result, the majority of respondent are students and salary man who are between 21-30 years old. (see table 4.1) This evidence can confirm that these customers have average incomes and are willing to pay at affordable price like Café Amazon. In comparison with the previous study of Thomyachati (2012) studying about the satisfaction level of customers at coffee shops in Bangkok gas stations, the result of this research is almost the same as the previous research. The previous study shows that consumers were very satisfied with “price” of coffee café in Bangkok’s gas station, followed by place and product which are related to the consumers’ purchasing intention.

As for product aspect, people perceived that products of Café Amazon meet their expectation and it was ranked the second important factor inducing consumers’ purchasing decision. In terms of product perspective, quality, packaging design, cleanliness, taste and standard of product are involved to be measured for Café Amazon. Selling beverages at this reasonable price with quality product, in my view, this can reach customer

expectation. The result is consistent with the study of Mitchell (2003) that when comparing two factors, quality of product and service, people always concern about the quality before considering customer service.

Place is the third significant factor, next to price and product. People are likely to pay for Café Amazon's beverage as of its convenient location that are generally located in PTT gas station. The more convenient, the more compelling force people to purchase beverages. Considering policy of PTT Public Company Limited, Café Amazon must be built in every PTT gas station which comprises around 1,500 branches in Thailand. Additionally, not only Café Amazon that must be constructed in gas station, but also convenience store, like 7-11 or Jiffy and restroom that customers can easily to access. Thus, this imply that the convenient location has a positive effect on purchasing intention. This is linked with the research of Nasruddin et al. (2015) that product accessibility is very critical aspect that company should address.

Regarding service perspective which is significant factor and was ranked the 4<sup>th</sup> important factor, next to price, product and place. In my viewpoint, service also plays an important role in competition today as customers nowadays expect not only the product quality but also high service quality. When two products were compared and they are almost the same, getting better service from restaurant or café can be competed. This is consistent with the previous studies that interaction between staffs and customers has an impact on customers' buying decision (Grace and O'Cass, 2004). The result is also consistent with the research of Sathish and Venkatesakumar (2011) which indicated that quality of product and staff play enormous role in building customers' experience.

From four significant mentioned above, these are consistent with the research of Musikapart (2013), studying about the relationship between brand experience and customer satisfaction, that once customers are satisfied with the brand, the satisfaction will lead to the brand experience and finally lead to brand loyalty. Thus, this loyalty is totally associated with consumers' purchasing decision.

As for "Promotion", however, it is not the significant factor that influence on consumers' purchasing on Café Amazon. This research is not consistent with the previous study of Huang et al. (2013) which reported that price-related to promotion such as discount or collect or redeem points has a positive effect on behavioral intentions

to purchase coffee chain stores. Without promotion, in researcher's view, if the product and service meet my expectation, the location is easy to grab a cup of coffee and the price is affordable, I will still pay for those beverages. Café Amazon can still gain high rate of consumption. Even promotion can induce and increase more people buying decision, it take only short time, Café Amazon can prove itself with others four vital factors mentioned earlier.



## CHAPTER V

### CONCLUSION AND RECOMMENDATIONS

#### 5.1 Conclusion

As our world becomes more globalized, an increase in competition and also the intensity of consumer demand, each company seems to learn more and more and also adopt themselves to the environmental changes (Ginevicius and Gudaciauskas, 2004). Café Amazon operated by PTT Public Company Limited, has now been facing with this changes. To adapt themselves with this situation, Café Amazon has to find out the potential factors inducing people to buy beverages from them in order to continuously gain highest market share of coffee shop dimension.

**Table 5.1 Summary of hypothesis testing**

<b>Item</b>	<b>Accepted/Rejected</b>	<b>Reason</b>
Hypothesis 1 (Product)	Accepted	Respondents agree that they come to purchase beverages here, because they perceive that it has high quality
Hypothesis 2 (Price)	Accepted	Respondents stated that price is important for them. By increasing it, they might reluctant to come to purchase
Hypothesis 3 (Place)	Accepted	Respondents stated that location of Amazon Café is very convenient for them to visit and purchase
Hypothesis 4 (Promotion)	Rejected	Even without promotion, it does not discourage customers to come to purchase much
Hypothesis 5 (Service)	Accepted	Service also helps encouraging customers to come to purchase beverages but not very much important

From data gathered for this paper, five potential factors were analyzed but there are only four factors can be answered the research questions. Table 5.1 shows the conclusion of hypothesis testing of this research. Product, price, place and service are considered as the potential factors that influence Thai consumers' decision to buy coffee.

Considering four potential factors, "Price" seem to be the most significant factors, following by product, place and service, respectively. As for price, consumers perceive that price of Café Amazon is now reasonable and this is the reason that they visit and buy beverage there. In addition, the second potential factor is "Product", people perceived that products of Café Amazon meet their expectation when considering taste, standard and quality. Moreover, people are likely to pay for Café Amazon's beverage as of its convenient location that are generally located in PTT gas station. Service element including employees' service mind and overall service aspect at the shop is ranked the 4<sup>th</sup> significant factor that people consider before making decision. "Promotion" factor, however, is not the potential factors that influence Thai residents' coffee purchasing decision. Considering the research results, these are the potential factors that Café Amazon can be ranked as the no.1 favorite coffee brand in Thailand.

Whilst undertaking this research, I found that I have learned various things. Taking class gave a beneficial way to do to the research. On contrary, learning by myself has enabled me to be face with problems together with finding solution from both predictable and unpredictable circumstance, for instance, when designing and conducting survey and also when analyzing the results. Furthermore, this is my first time to use SPSS application which can help students get 360 degree of analysis views.

## **5.2 Recommendations**

In order to attract more customers and to gain the highest proportion in coffee market share in Thailand, the researcher would suggest Café Amazon by focusing on three aspects based on the results. First of all, price aspect, customers are now satisfied with the price of Café Amazon. Therefore, Café Amazon should maintain selling at this price which offers cheaper price than the international competitors' brand such as Starbuck two times but company should focus more on product strategy as it was ranked the second important factor influencing customers to buy. For product, company should



generate more revenues by expanding business both vertical and horizontal. As for vertical, researcher suggests that company should increase production capacity of coffee roast factory from 150 tons to 300 tons as Café Amazon nowadays can produce only half of all roasted coffee beans and another half is bought from others. Also, company should conduct their own business about coffee mug and glass in order to reduce cost of production. Moreover, horizontal aspect, researcher would suggest Café Amazon to do “Ready to drink coffee bottle” and sell them at Café Amazon shop, department store, supermarket and also convenience store as stated in result that product accessibility is critical for customers’ buying decision. Even company should not markup higher price, suggestion for product would also help company generating more revenues and can also maintain more standard of product. Finally, as there is an enormous increase in customer expectation today, customers not only expect the right products to serve their basic need, but also expect from the premium and better customer service from company. Company, therefore, should concentrate more on ability of employees’ skills. Researcher would recommend Café Amazon creating service mind training session for barista and also retrain both service mind and making standard coffee once a year in order to serve customer the best product together with the best service. To induce barista and employees doing good job, company should give an incentive for one who has high performance with no complaint or who works with Café Amazon more than two years, for example. These can increase staffs’ motivation, morale and loyalty and enhance their quality of working life. When staffs have good performance and service skill, customers will satisfy, experience, re-purchase and they will be also Café Amazon’s brand loyalty. It will help increasing Café Amazon’s brand image as well.

### **5.3 Limitations and Suggestion for Future Research**

Even this paper reveals some interesting findings, there are some limitations that future research should be noted. A major limitation of this Thematic paper is the sampling frame and amount of time involved. As for the time, the period of conducting survey may not have been enough to gain significant results. If there is more time, the researcher would gain more samples and that may generate the different or accurate results. Also, another limitation related to conducting an online survey is that respondents

who did the survey are people who can use internet or social network, therefore, this may not cover a genuine reflection of all types of Thai coffee's consumers. For future studies, more potential factors should be considered such as branding, as some researches show that people tend to visit café as of the brand in order to show their status and make them look better and that branding may involve.

To sum up, this paper not only offers a further understanding of the factors influencing Thai consumers' purchasing decision, but also provide an encouragement to future research



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## Appendix A: Questionnaire

### Exploring the Marketing mix and service factors of Café- Amazon in Thailand

This questionnaire has been developed by Mahidol University's International Student to be used for Thematic Study. All of the information given by respondents will be treated with high confidentiality and the given information will be used for education purpose only. Please complete all questions truthfully by selecting the answers you prefer or fit with your opinion.

#### Part 1: Perception and Consumption data

1. How often do you visit Amazon Café each week?
  - a) Less than once a week
  - b) Once a week
  - c) 2-3 times a week
  - d) More than 3 times a week
2. What is the main reason you decide to come and to purchase drinks at Amazon Cafe? (Choose the most important factor)
  - a) Price – not too expensive
  - b) Place – convenience and store ambiance
  - c) Product – great coffee
  - d) Promotion – PTT blue card and etc.
  - e.) Service – Staffs' service mind and etc.
3. In most cases, when you buy a drink at Amazon, you usually \_\_\_\_\_.
  - a) Take away
  - b) Have it in a store

### Product

Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

<b>Product</b>	<b>Strongly agree (5)</b>	<b>Agree (4)</b>	<b>Neutral (3)</b>	<b>Disagree (2)</b>	<b>Strongly disagree (1)</b>
I can feel that Café Amazon's beverage has high quality					
Drinks from Café Amazon always meet my expectation					
I buy because of the taste of drinks					
I go to Café Amazon because the beverages' making process is always right that standardize in drink taste					
I visit Café Amazon because there are some desserts selling together					

### Price

Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

<b>Price</b>	<b>Strongly agree (5)</b>	<b>Agree (4)</b>	<b>Neutral (3)</b>	<b>Disagree (2)</b>	<b>Strongly disagree (1)</b>
I like to come and visit Café Amazon because the price for its beverage is not expensive.					
Price of its drink is the main reason I come to buy from them					
I feel that the value and quality of Café Amazon's drink is higher than the price I pay for					
Even the price of Amazon's drink is more expensive than this, I will still come back and purchase it					



### Place

Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

<b>Place</b>	<b>Strongly agree (5)</b>	<b>Agree (4)</b>	<b>Neutral (3)</b>	<b>Disagree (2)</b>	<b>Strongly disagree (1)</b>
It's really convenient for me to visit Café Amazon to get beverages					
I go to Café Amazon because of a number of branches they provided					
The decorated theme like "Amazon Jungle" invites me to visit Café Amazon					

### Promotion

Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

<b>Promotion</b>	<b>Strongly agree (5)</b>	<b>Agree (4)</b>	<b>Neutral (3)</b>	<b>Disagree (2)</b>	<b>Strongly disagree (1)</b>
I like to visit Café Amazon because of its promotion					
Without a good promotion, ex. PTT blue card or AIS promotion, I will not buy beverages here					
I buy because I can use some promotion there					

### Service

Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

Service	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
I like to visit Café Amazon because its service is very nice					
Amazon's staffs have a friendly attitude, good service mind, good courtesy and provide warming welcome					
I prefer to buy a drink from Café Amazon, because of its staffs' services					

The next time when I need to get a cup of drink, I will go and get it from Café Amazon.

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

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### Part 2: Demographic

1. What is your gender?

- a) Male
- b) Female

2. Age

- a) 15-20 Years
- b) 21-25 Years
- c) 26-30 Years
- d) 31-35 Years
- e) More than 35 Years

3. What is your monthly income in Baht?

- a) Below 15,000
- b) Between 15,000 – 25,000
- c) 25,001-35,000
- d) 35,001-45,000
- e) 45,001and above

4. What is your level of education?

- a) High School
- b) Vocaltional Certificate
- c) Bachelor's Degree
- d) Master's Degree
- e) PhD

5. What is your occupation?

- a) Employees
- b) Business owners
- c) Government employees
- d) Students
- e) Unemployed

