

**FACTORS INFLUENCING CUSTOMER'S BUYING
FREQUENCY IN CAFÉ AMAZON LOCATED IN GASOLINE
STATION IN BANGKOK AREA**



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Thematic paper
entitled
**FACTORS INFLUENCING CUSTOMER'S BUYING
FREQUENCY IN CAFÉ AMAZON LOCATED IN GASOLINE
STATION IN BANGKOK AREA**

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.....
Miss Suprangwarn Triyutwatana
Candidate

.....
Asst. Prof. Nareerat Taechapiroontong,
Ph.D.
Advisor

.....
Asst. Prof. Kannika Leelapanyalert,
Ph.D.
Chairperson

.....
Assoc. Prof. Annop Tanlamai,
Ph.D.
Dean
College of Management
Mahidol University

.....
Asst. Prof. Parisa Rungruang,
Ph.D.
Committee member

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Suprangwarn Triyutwatana

FACTORS INFLUENCING CUSTOMER'S BUYING FREQUENCY IN CAFÉ AMAZON LOCATED IN GASOLINE STATION IN BANGKOK AREA

SUPRANGWARN TRIYUTWATANA 5749018

M.M. (ENTREPRENEURSHIP MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. NAREERAT TAECHAPIROONTONG, Ph.D., ASST. PROF. PARISA RUNGRUANG, Ph.D., ASST. PROF. KANNIKA LEELAPANYALERT, Ph.D.

ABSTRACT

The purpose of this study is to understand consumer behavior toward consumption over fresh coffee of Café Amazon coffee stores that located in PTT gasoline station which examined the key influencing factors such as retailing mix, and social influences in order to measure what are the key factors that affect frequency of consumption for fresh brew coffee. This research uses quantitative approach with total of 100 respondents by using paper-based questionnaires and self-administered online survey.

After factor analysis, results present showed four factors; product, price, place, and store atmosphere, that influence consumption over fresh coffee of Café Amazon in PTT gasoline station. Moreover, there are two factors that have significantly positive relationship to consumption frequency; these two factors are cleanliness and neatness (store atmosphere factor), and great coffee scent (store atmosphere factor). The results of this research would help retailers to understand customers better and set marketing strategy, operation plan, or managerial pattern to serve Thai customers.

KEY WORDS: Fresh coffee/ Café Amazon/ Gas station/ Consumer perception/ Retailing mix/ Consumer behavior/ Motivation

52 pages

CONTENTS

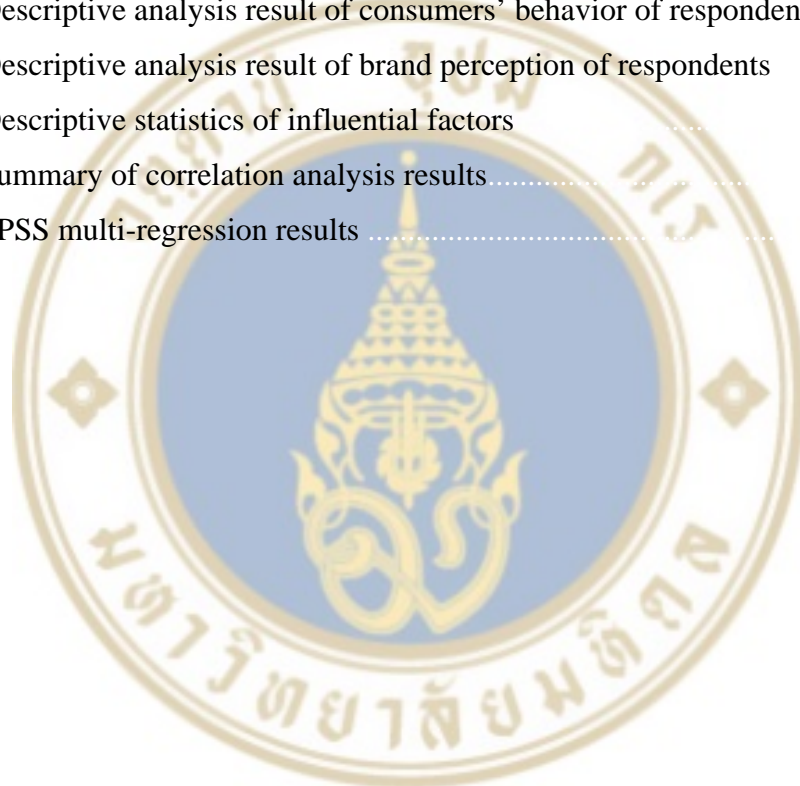
	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER 1 INTRODUCTION	1
1.1 Thailand's coffee market	2
1.2 Questions	4
1.3 Objectives	5
1.4 The scope of study	5
CHAPTER 2 LITERATURE REVIEW	6
2.1 Definition and key concepts	6
2.1.1 Consumer behavior	6
2.1.2 Post purchase behavior	7
2.2 Retailing mix	7
2.2.1 Product or Service	7
2.2.2 Price	7
2.2.3 Place	7
2.2.4 Store atmosphere	8
2.2.5 Promotion	8
2.3 Sociological influences	8
2.3.1 Family	8
2.3.2 Reference groups	8
2.4 Conceptual Framework	9
2.5 Related researches	10
2.6 Hypotheses summary	11

CONTENTS (cont.)

	Page
CHAPTER 3 RESEARCH METHODOLOGY	14
3.1 Sources of Data	14
3.2 Research Design	14
3.2.1 Population	15
3.2.2 Research Tool	15
3.3 Data Analysis	16
CHAPTER 4 RESEARCH FINDINGS	19
4.1 Result and analysis	19
4.1.1 Demographic of respondents	19
4.1.2 Consumers' behavior of respondents	20
4.2 Brand perception	21
4.3 Influential factors	21
4.4 Multi-factor analysis	23
CHAPTER 5 CONCLUSION AND LIMITATION	25
5.1 Conclusion	26
5.2 Contribution of this study	28
5.3 Recommendations	28
5.4 Limitations	29
5.5 Future researches	30
REFERENCES	31
APPENDICES	34
APPENDIX A: Correlation results	35
APPENDIX B: Research questionnaire	47
BIOGRAPHY	52

LIST OF TABLES

Table	Page
3.1 Range of Pearson correlation coefficient	18
4.1 Description analysis result of demographic of respondents	19
4.2 Descriptive analysis result of consumers' behavior of respondents	20
4.3 Descriptive analysis result of brand perception of respondents	21
4.4 Descriptive statistics of influential factors	21
4.5 Summary of correlation analysis results	22
4.6 SPSS multi-regression results	23



LIST OF FIGURES

Figure	Page
1.1 Market share of coffee stores	1
1.2 Total coffee consumption in Thailand from 2002-2004	2
1.3 Overall Thailand coffee market value and growth rate	3
2.1 The conceptual framework of this study	9



CHAPTER I

INTRODUCTION

Nowadays there are many high market competitive industries throughout the world; one of them is beverages industry which one of the most combative fields is a coffee market. In the past of Thai culture, traditional coffee and instant coffee were widely consume and played an important part of culture, (Bangkok Post, 2014); the more modern coffee drinking style started around 20 years ago from emerging of Black Canyon chain then followed by Starbucks, (Bangkok Post, 2014). These coffee shop chains change consumer behavior led to higher coffee consumption in Thailand; a more westernized lifestyle can be observed from the expansion of coffee stalls and coffee stores chains nationwide in different types of coffee shop such as foreign coffee chains, boutique coffee shops, street-side coffee kiosks, or local coffee shop chains, (Bangkok Post, 2014).

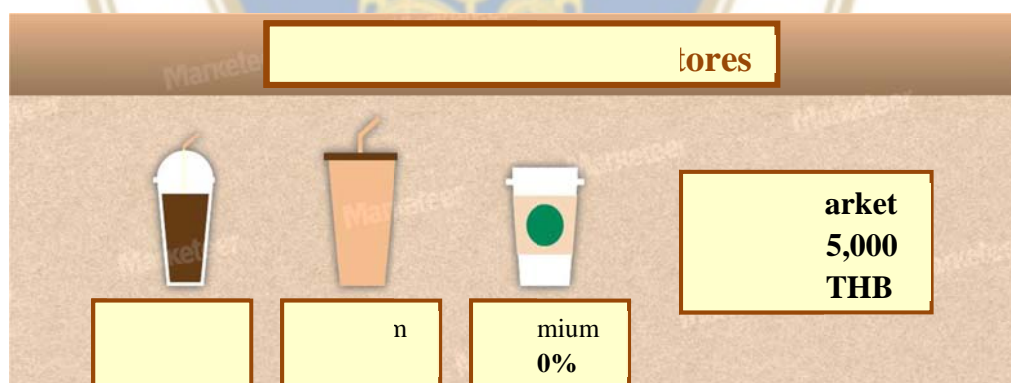


Figure 1.1: Market share of coffee stores, (Crown, 2015) .

Additional supporting evidence is gathered from a market research from Marketer in March 2015 (see Figure 1), the market share of fresh coffee stores had fairly market value at 15,000 million THB presenting an important role among beverages industries; moreover, information in this figure also showed that there are three levels of brand perceptions, low cost, medium, and premium brand; the medium level is the leader.

A large amount of chain coffee shops is expanding by using franchise strategy together with a co-operating strategy the gasoline station as for finding the great location. The combination between a coffee shop and gasoline station was started since 1997 when Bann Rie Coffee opened the first branch that located in the gasoline station in Thailand on December 21th (Banriecoffee.com, 2015); and ever since, opening coffee shops in gas station become increasingly more popular.

According to time limitation and market share leader, this thematic research studies about Café Amazon in PTT gasoline station within Bangkok metropolitan. This research is focusing on the factors that will affect customer's buying behavior via both external factors and cultural factors.

1.1 Thailand's coffee market

According to global trend of fresh ground coffee market, Thai market are expanding rapidly every year (see Figure 1.2).

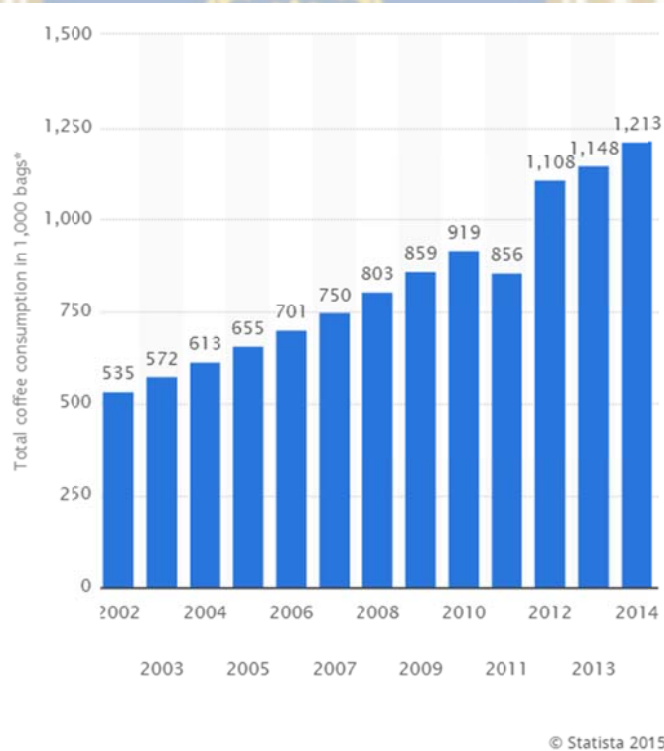


Figure 1.2: Total coffee consumption in Thailand from 2002-2014 (in 1,000 bags unit)

Thai coffee consumption has increased from 535,000 bags in 2002 to 1,213,000 bags in 2014; Thailand's consuming has expanded approximately 11% every year (Statista, 2015).

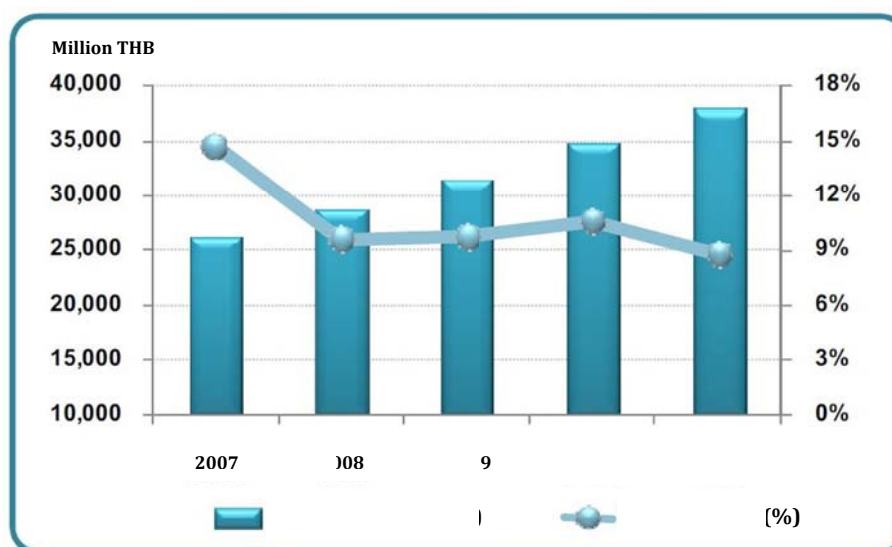


Figure 1.3: Overall Thailand coffee market value and growth rate, (Food Intelligence Center, 2011)

According to Food Intelligence Center's research, Thailand coffee market, for all types of coffee (not only fresh coffee), had gradually increased; even if the growth rate of this industry had dramatically decreased due to changing of consumers' behavior to focus more on health concerning in 2007, value of overall market stably raised up every year as shown in figure 1.3, (Food Intelligence Center, 2011). Stability of added value is generated from the innovative of entrepreneurs to create the new styles of products and service to be more suitable with target customers together with appropriate marketing strategies to maximize sales amount, (Food Intelligence Center, 2011).

Moreover, there are plenty of chain coffee stores in Thailand mostly originated from Thai companies or owners such as Café Amazon from PTT Group since 2002 (Café Amazon, 2015), Ban Rie Coffee from Plantation and Farm Design Co.,Ltd. since 1997 (Banriecoffee.com, 2015), Inthanin Coffee from Bangchak Petroleum Plc.,Ltd. since 2005 (Manager Online, 2015), and Café D'Oro from Golden Cream Ltd.(Caffe' D'Oro) since 1999 (Prachachat Online, 2015); most of these

example brands are currently cooperating with gasoline station which are Amazon and PTT, Inthanin and Bangchak, and D'Oro and Shell.

The combination of coffee stores and gasoline station triggers benefits for both partners; chain coffee brands receive a high opportunity to expand easier due to the great location of those stations and, on the other hand, gasoline stations increase customers' attraction via the popularity of those chain brands. As the trend of Thai coffee consumption behavior transforming from low to high, there are more complexity in marketing strategies using in this field of chain coffee industry in the country; in consequence of ability to operate and to service the stores that will affect directly to both brand reputation and customer satisfaction; which both have magnificent effects on consumer behavior comparing from frequency of consumption per month.

This study would attend to figure out the factors that have effects on consumption frequency of fresh coffee specifically in chain coffee stores that opened in chain gasoline stations in order to understand the market, to develop product and service serving in stores and to monitor for new trends that may occur; for better comprehension, there are some technical terms that identify meaning of marketing topic.

1.2 Questions

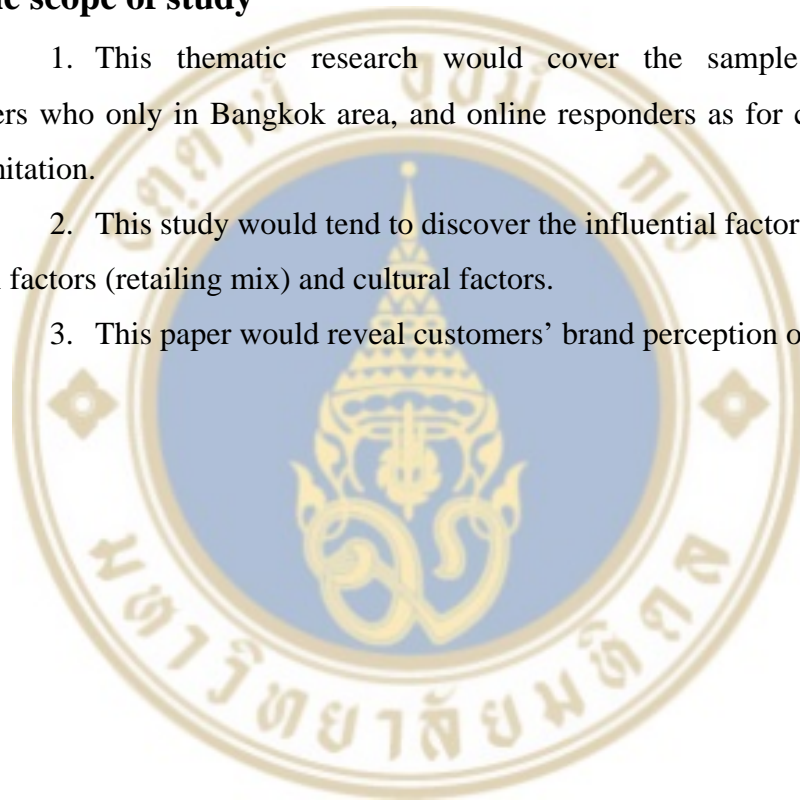
There are two main questions in this research; what are the factors that influencing Thai customers over purchasing behavior in Café Amazon in PTT gasoline station located in Bangkok area?, and what is the brand perception of Café Amazon in PTT gasoline station of former customers?

1.3 Objectives

This thematic research has two objectives. The first objective is determining the factors that influence the consumer's buying frequency in Café Amazon brand in PTT gasoline station. The second goal is investigating consumers' perception in Café Amazon brand in PTT gasoline station.

1.4 The scope of study

1. This thematic research would cover the sample population of customers who only in Bangkok area, and online responders as for convenience and time limitation.
2. This study would tend to discover the influential factors which are external factors (retailing mix) and cultural factors.
3. This paper would reveal customers' brand perception of Café Amazon.



CHAPTER 2

LITERATURE REVIEW

Chained coffee shop in Thailand operated in gasoline station was found in Thailand eighteen years ago, since 1997, the market share of this shop type in coffee shop industry continuously grows every year. As a result of the researcher's interest in consumer's consumption frequency in coffee shop industry located in the gasoline station in Thailand; associated literature, journals, and studies have been explored.

2.1 Definition and key concepts

There are utilizations of studying about consumer behavior which are marketing strategy, social marketing, and attracting better consumers, (Marshall School of Business University of Southern California, 2015). This study will focus on the retailing mixes, product, price, place, promotion, service quality, and brand reputation or called external factors; and another part which is cultural factors, demographic information, and social influence; this thematic paper would spot on influential factors in term of customers' consumption that bring customers back for repurchasing.

2.1.1 Consumer behavior

Consumer behavior, it is the study of people, groups, or organization and the process of their selection, securement, usage, and elimination of products, services, experiences, or ideas of satisfaction; and also the effects that all processes have on society and customers, (Marshall School of Business University of Southern California, 2015). More explanation from consumer behavior theory is that consumer behavior is affecting 3 parts of consumer decision making process; consumer decision, consumption, and function of goods or service, (Hoyer and MacInnis, 2010).

2.1.2 Post purchase behavior

Post purchase behavior occurs as the last process of consumer purchase decision process starting from problem recognition, information search, alternative evaluation, purchase decision, and then post purchase behavior. Consumers would compare their expectations with buying product or service whether they satisfied or not; if expectations are too different from product or service that they get, there will be the lower probability of repurchasing, (Sheth, Mittal and Newman, 1999). For these consumers' dissatisfactions, these may occur from the company's advertising or the salesperson that oversold the product or service features.

2.2 Retailing mix

2.2.1 Product or Service

A bundle of tangible and intangible attributes that make the customer happy and receives money or other units of value in return; physical characteristics such as color or texture are tangible attributes, while, getting healthier or richer are intangible attributes, (Kerin et al., 2009).

2.2.2 Price

Price plays an important role; to influence consumers' perception, and to be utilized in capacity management, (Kerin et al., 2009). Moreover, the price can be an indicator of the quality of the product and service; consumers use price in order to judge a product or service, (Monroe, 1973).

2.2.3 Place

As mentioned by Kerin (2009), there are five locations that more stores are opened in the recent year; the central business area, the regional center, community shopping center, strip location, or the power center.

2.2.4 Store atmosphere

It is important for the stores to create positive psychological attributes; they are the intangible attributes. Many retailers think that layout, color, lighting, scent, and music within the stores can influence consumer and increasing sales, (Carol et al., 2004).

2.2.5 Promotion

The value of promotion is to present the benefits of purchasing which related to the advertising strategy of the brand or stores, (Kerin et al., 2009). The frequency of promotions can maximize the ability to remember the normal price of the product or service from consumers, however, the sellers must consider the timing plan to be the most effective to avoid effects over future sales, (Vanhuele and Drèze, 2002).

2.3 Sociological influences

2.3.1 Family

Consumer behavior can be influenced by family via three sources; firstly, consumer socialization or the process of learning from interaction with other people and their real experiences; secondly, family life cycle because different actions and purchasing through consumers life are different from formation to retirement, (Hawkins, Best and Coney, 2004), for young adult may focus on entertainment and life experiences while elder may focus on safety and peaceful; and lastly, family decision making because most of all decisions are made by both husband and wife or by family members deciding together, resulting that the decision makers may not significantly be the purchaser, (Kerin et al., 2009).

2.3.2 Reference groups

An individual mostly looks at people who are a basis for self-appraisal or a basis of personal standards, these reference groups can affect consumption because their information, attitudes, and aspiration can influence others, (Kerin et al., 2009).

Additionally, people can be influenced by the information received from social forces, group forces, and marketing environment, (Michael et al., 1997).

2.4 Conceptual Framework

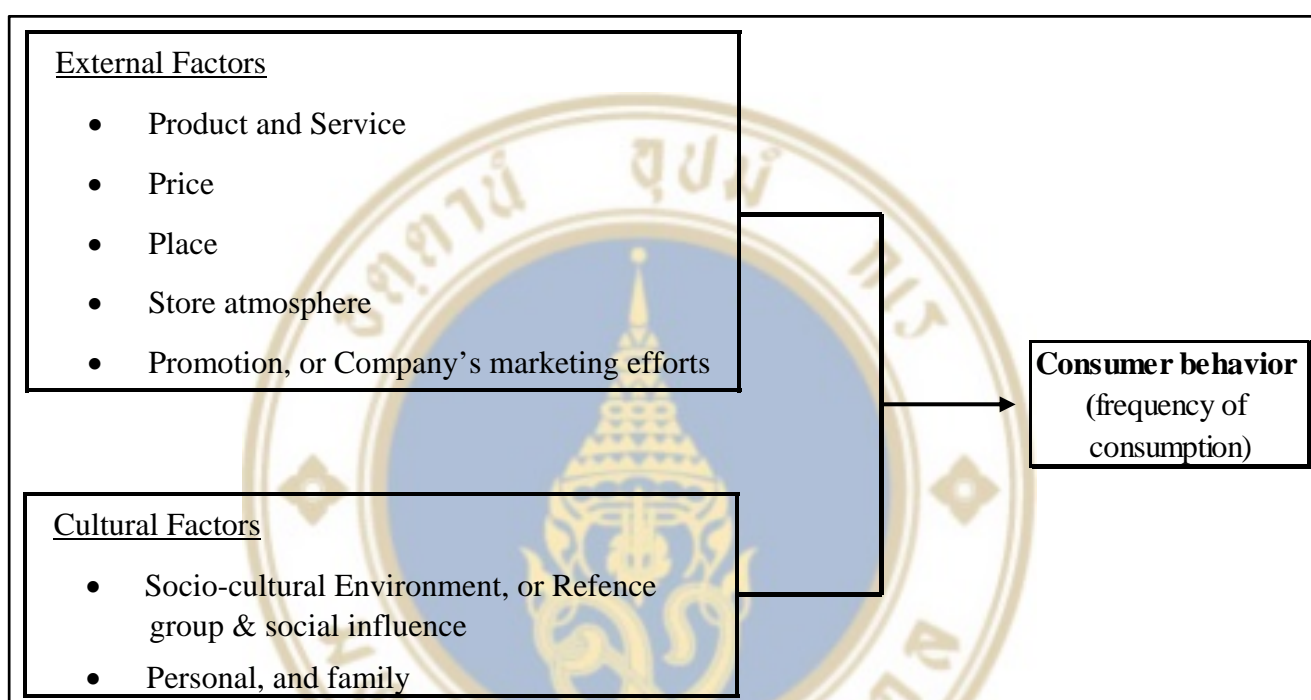


Figure 2.1: The conceptual framework of this study.

Source: this framework was adapted from two models which are Del I. conducted by Hawkins, Roger J. Best and Kenneth A. Covey, 2001, p.26, and the model of decision-making process conducted by Hoter and MacInnis, 1997.

External factors

The external factors in this research are the marketing activities of the company, and retailing mix elements.

Cultural factors

Non-marketing via socio-cultural environment and cultural factors from both models are adopted together.

2.5 Related researches

There is several related researches regard to consumption behavior, retailing mix, social cultural factors of Bangkok citizen that researcher has studied and adapted some connections to explain and improve this thematic study.

The first studies investigating the behavior of the customers in fast food industry which partially connecting with this topic, (Patcharanukulkit et al, 2002). This related research studies about the influential factors over consumer decision which concludes of both internal factors and external factors; demographic factor, marketing factor, socio-cultural environment factor, variety of food, and variety of location. The result shows that there are 3 most influencing factors that affect Thai consumer's behavior; convenience, product taste, and place for socializing. Thai people focus on convenience for saving time as well as for easiness to purchase too. For taste, the second influential factor, consumers consider taste as one of the core factors for fast food consumption. The last factor is place for socializing (social meeting); many customers are going to fast food restaurants as a meeting point or a place to read a book where they can have a snack or beverage during their social meeting or waiting. Moreover, this connected study also mentions about internal factors from the restaurants themselves; variety of food and variety of restaurants' location. From this related paper, there are interesting factors that are adapted to for this research which are product taste, product type, and store location. This thematic paper does not consider variety of food to be one of the influential factors because there is nearly the same pattern of core product in coffee shop industry.

While the second studies investigating the factors influencing purchasing decision of customers, (Vangvoravanich, 2002), which also linked with some objectives of this studies. This related research has mentioned about the cultural factors that are social trend, reference group, or social influence; these factors can affect the consumer behavior in term of consumer decision making process. According to this prior research, this thematic paper focuses on the consumer behavior in term of frequency of consumption and the influential factors about the social trend, reference group, and social influence.

The researcher also studies on influential factors over Thai customers purchasing behavior, (Chaisuriyathavikun, 2014) for guideline and gathering useful

information. This related study has informed about the influential factors toward consumer's intention to purchase which is retailing mix; product, price, place, promotion, personal, and store atmosphere. Accordingly, this research considers the retailing mix to be a part of influential factors over consumption frequency.

Not only explores those indirect studies, the direct research is also investigated; the behavior of Pathum Thani citizens over Café Amazon coffee, (Suejamsil, 2012). According to this related research, there are several factors from retailing mix that influencing consumer behavior in Café Amazon; product and service, price, place, promotion and marketing advertising, and store atmosphere. The product taste stability, convenience location, store atmosphere, and marketing channels are playing the significant roles toward decision making and consumer behavior, (Phanhun, 2008). Service from the staffs is considered as a high influential factor toward consumer choosing, (Nirundornchai, 2011); moreover, consumers also concern about the fast and accurate services from the staffs (Prathombud, 2010). From this direct existing study, the researcher had focused on factors that influencing consumer behavior and marketing mix of Café Amazon for PTT gas stations that located in Pathum Thani only; thus, this thematic paper would concentrate on factors that influencing only to consumer behavior of customers of Café Amazon in PTT gasoline stations by gathering data from customers in Café Amazon stores and from online respondents.

2.6 Hypotheses summary

Hypotheses of this research can be assumed from the literature review and framework as follow;

Product and service factors;

- H1:** Product taste stability has a highly positive relationship on consumption frequency.
- H2:** Product design has a moderate positive relationship on consumption frequency.
- H3:** Service from staffs has a highly positive relationship on consumption frequency.

Price factors;

H4: Price of fresh coffee has a highly positive relationship on consumption frequency.

H5: Price of bakery and snacks has a moderate positive relationship on consumption frequency.

Place factors;

H6: Place where there are parking lots and restrooms have a highly positive relationship on consumption frequency.

H7: Place that easy transportation is provided has a low positive relationship on consumption frequency.

H8: Place that located in a convenience area has a low positive relationship on consumption frequency.

Store atmosphere factors;

H9: Place where are clean and neat has a highly positive relationship on consumption frequency.

H10: Place where a really good view or garden are surrounded has a highly positive relationship on consumption frequency.

H11: Place where great scent or coffee aroma are diffused has a moderate positive relationship on consumption frequency.

Promotion factors;

H12: Promotion launching frequency has a moderate positive relationship on consumption frequency.

H13: Advertising via normal advertising channels has a highly positive relationship on consumption frequency.

Brand factor;

H14: Advertising via celebrity endorsement has a moderate positive relationship on consumption frequency.

Personal and family factors;

H15: Friends' consumption or behavior has a highly positive relationship on consumption frequency.

H16: Family's consumption or behavior has a highly positive relationship on consumption frequency.

Social connection factor;

H17: Social trends have a highly positive relationship on consumption frequency.



CHAPTER 3

RESEARCH METHODOLOGY

The research methodology of this topic, research design, population, sample size, sampling method, research instrument, data collection, and data analysis are included in this chapter.

3.1 Sources of Data

There are two main sources of data; both collected via primary data and secondary data. Primary source is collected when the researcher goes directly to the initiator of the evidence, for example, questionnaires done by consumers about the organization; while secondary source is information that already published or available indirectly, for instance, obtaining essentially information that are available in intermediate form, such as available research and studies on the internet or databases, (Remenyi, D., Williams, B., Money, A. and Swartz, E., 1998).

As for secondary data, this study would focus only relevant information to the coffee industry in Thailand, customers' satisfaction, brands' perception, and marketing strategies in this industry.

3.2 Research Design

According to the framework, gathering of information in this research study is done by the questionnaires to determine factors effect on customers' purchasing decision both external factors and cultural factors from sampling customers over Café Amazon's brand, products, and service. All research design basis is identified in this part; including population, questionnaire design, sampling method, and data collection.

3.2.1 Population

The focus groups of this research survey are formed via customer groups in Bangkok Metropolis in order to collect different viewpoints about Café Amazon.

According to Bangkok official information, total population of Bangkok is 5,686,252 citizens in Bangkok area in year 2013, (Strategy and Evaluation Department, 2015); and sample size of this study is followed the method of Yamane (1973) as following:

$$n = \frac{N}{1+N(e)^2}$$

n = the sample size

N = the population size

e = the acceptable sampling error

This research study's sample size is calculated from the following number:

$$\begin{aligned} n &= \frac{5,686,252}{1+5,686,252(0.1)^2} \\ &= 99.99824 \text{ sampling units} \end{aligned}$$

As a result, the minimum sample size of this study is 100 samples. Researcher conducts this research with limitation of time; therefore, the convenience sampling is used. Sample customers of this study are equally generated to customers who are currently the customers of Café Amazon in gasoline station that located in Bangkok area and online respondents who live in Bangkok.

3.2.2 Research Tool

Questionnaire is the research tool for this study consisting of three main parts which are demographic, consumption and influential factors. Starting with the first part, questions are set to gather basic information of respondents about their

genders, age, occupations, and monthly income; in order to support the related factors as mentioned in framework, cultural factors. Next part concentrates on consumption behavior of sampling groups inquiring over their coffee consuming frequency, reasons, participants, estimated expense per visit, and favorite brands. For the last part, all related factors is separated to more detail inquiry by introducing participants to insert tick mark in the table to represent the level of influenced over each factor. The degree of influenced are divided into 5 ranks;

- 1 means "Totally disagree" (หมายถึง "ไม่มีผลต่อท่านแม้แต่น้อย")
- 2 means "Disagree" (หมายถึง "ไม่มีผลต่อท่าน")
- 3 means "Neutral" (หมายถึง "เฉยๆ")
- 4 means "Agree" (หมายถึง "มีผลต่อท่าน")
- 5 means "Totally agree" (หมายถึง "มีผลต่อท่านอย่างมาก")

3.3 Data Analysis

Questions 1 to 4, the first part of this questionnaire, are collecting demographical information of participants including gender, age ranges, occupations, and also their income per month. Gender data is nominal data collecting from two-way question; as well as occupation data, it is nominal data but gathering from multiple choices question. While, age ranges and income per month are ordinal data that receiving from multiple choices question.

For the second part, starting from question 5 to 8, these inquiries are related to consumers' behavior by focusing on people that consumers mostly go with, way of transportation to go to the coffee shops, frequency of fresh coffee consumption per month, and average spending per visit of each consumer. All of these questions are multiple choice questions provided in range answer for customers to choose.

Another beneficial result from one of this questionnaire is brand perception, question number 9; there are three choices for this question, low cost, average, and premium brand. In this research, the levels of Likert's scale measurement are separated into three levels by the following formula;

$$\begin{aligned}
 \text{Range} &= \frac{\text{Maximum score level} - \text{Minimum score level}}{\text{Number of score level}} \\
 &= \frac{3-1}{3} \\
 &= 0.6667
 \end{aligned}$$

As a result, the meaning of each range can be displayed as;

1.00 – 1.66 is considered as “Low cost brand”

1.67 – 2.33 is considered as “Average brand”

2.37 – 3.00 is considered as “Premium brand”

Next are questions about influential factors to frequency of consumption per month which are product, service, price, place, promotion, store atmosphere and brand; all are considered as external factors and there are 17 questions in this part. In this research, retailing mixes (product, price, place, promotion, and store atmosphere) and brand are the main factors for this observation; while, cultural factors are another field of interest that will generate useful information for Café Amazon owners to improve their shops in the future. All of these questions are prepared for respondents to choose the most reasonable effect level for them; differentiated into 5 levels as prior mention.

Statistical Package for Social Sciences or SPSS is utilized for all gathered data from questionnaires of all 100 customers. For the first and second parts of the questionnaire, demographic data and consumption data, scoring method (descriptive statistic) are used to count the frequency and summarized the results. While, the third part is concluded by using the analysis of variance (linear regression) together with Pearson correlation coefficient in order to clearly indicate to differences. The Likert’s scale measurement of the degree of influencing can be categorized into five levels by the following formula;

$$\text{Range} = \frac{\text{Maximum score level} - \text{Minimum score level}}{\text{Number of score level}}$$

$$= \frac{5-1}{5}$$

$$= 0.8$$

As a result, the meaning of each range can be displayed as;

1.00 – 1.80 is considered as “Totally disagree”

1.81 – 2.60 is considered as “Disagree”

2.61 – 3.40 is considered as “Neutral”

3.41 – 4.20 is considered as “Agree”

4.21 – 5.00 is considered as “Totally agree”

The range of Pearson correlation coefficient can be interpreted by the rule of thumb, (Hinkle, Wiersma and Jurs, 1988), as following;

Table 3.1: Range of Pearson correlation coefficient, (Hinkle, Wiersma and Jurs, 1988).

Size of Correlation	Interpretation
0.90 to 1.00 (-0.90 to -1.00)	Very high correlation
0.70 to 0.90 (-0.70 to -0.90)	High correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate correlation
0.30 to 0.50 (-0.30 to -0.50)	Low correlation
0.00 to 0.30 (0.00 to -0.30)	Little if any correlation

CHAPTER 4

RESEARCH FINDINGS

The data analysis shows the result from the 100 sample respondents, random customers, who use to consumed products in Café Amazon that located in gas station within Bangkok area.

4.1 Result and analysis

4.1.1 Demographic of respondents

The results of personal information of respondents are as followed;

Table 4.1: Descriptive analysis result of demographic of respondents

Demographic	No. of respondents	Percentage
Gen der		
Male	32	32%
Female	68	68%
Total	100	100%
Age		
Less than 26 years old	20	20%
26-35 Years old	48	48%
36-45 Years old	21	21%
46-55 Years old	9	9%
More than 55 years old	2	2%
Total	100	100%
Occupation		
Civil servant/State enterprise officer	17	17%
Officer worker	46	46%
Temporarily employed officer	2	2%
Self-employed/Entrepreneur	28	28%
Student	4	4%
Housewife	3	3%
Total	100	100%
Income per month		
Less than 5,000 THB	3	3%
5,000-10,000 THB	4	4%
10,001-20,000 THB	17	17%
20,001-30,000 THB	28	28%
30,001-40,000 THB	17	17%
40,001-50,000 THB	5	5%
More than 50,000 THB	26	26%
Total	100	100%

After running descriptive analysis, it presents that there are 68 female respondents considering as a majority ratio. Out of 100 randomly sample units, nearly half of all answerers is between 26-35 years old, early working age; relates with the result of occupation analysis, 46 people from all respondents are officer workers. For their income range per month, it shows that 28% had 20,001-30,000 THB and 26% of them have income more than 50,000 THB per month.

4.1.2 Consumers' behavior of respondents

Table 4.2: Descriptive analysis result of consumers' behavior of respondents

Consumers' behavior	No. of respondents	Percentage
How often do you drink fresh coffee?		
Seldom (1 times/month)	22	22%
1-2 times/month (2 times/month)	19	19%
1-3 times/week (8 times/month)	16	16%
4-6 times/week (20 times/month)	15	15%
Every day (30 times/month)	25	25%
More than 1 time/day (45 times/month)	3	3%
Total	100	100%
Whom do you drink fresh coffee with most frequently?		
Alone	33	33%
Boyfriend/Girlfriend	7	7%
Colleagues	21	21%
Family	16	16%
Friend	23	23%
Total	100	100%
How do you normally go to coffee shop?		
by walk	15	15%
by bus	2	2%
by motorcycle	6	6%
by car	77	77%
Total	100	100%
How much do you spend per visit?		
Less than 50 THB	5	5%
50-100 THB	67	67%
101-300 THB	26	26%
301-500 THB	2	2%
Total	100	100%

In this table (Table 4.2), it offers statistic results of consumer behavior of respondents. Starting from frequency of consumption per month, there is 25% that drink fresh coffee every day and 22% who has fresh coffee only once a month. 33% out of total consumes alone and the most used transportation is private car. This table

also informed about spending per visit of sampling consumers, they normally spend 50-100 THB per visit, 67% of them.

4.2 Brand perception

Table 4.3: Descriptive analysis result of brand perception of respondents

Brand perception	No. of respondents	Percentage
Level of Café Amazon brand in your opinion; 3, 2 or 1		
Low cost brand	3	3%
Average	90	90%
Premium	7	7%
Total	100	100%

This thematic research also gathers Café Amazon's brand perception from all respondents, the above table show that 90% of total units had Café Amazon brand as an average brand level.

4.3 Influential factors

This below table shows the descriptive analysis of influential factors and frequency of consumption, set as dependent variable, according to the prior assumption of hypotheses in chapter 2.

Table 4.4: Descriptive statistics of influential factors

Descriptive Statistics			
	Mean	Std. Deviation	N
Frequency of consumption	13.73	13.044	100
Product taste stability	3.45	1.520	100
Product design	3.62	.850	100
Service of staffs	3.30	1.446	100
Price of fresh coffee menu	3.09	1.379	100
Price of bakery and snacks	2.90	1.010	100
Place about parking lot and restrooms	3.40	1.518	100
Place about easy transportation	3.74	.917	100
Place in convenience area	3.41	1.280	100

Table 4.4: Descriptive statistics of influential factors (cont.)

Descriptive Statistics			
	Mean	Std. Deviation	N
Place about cleanliness and neatness	3.37	1.535	100
Place about view	3.76	.818	100
Place about pleasing scent or coffee aroma	3.28	1.596	100
Frequency of promotions	2.91	1.074	100
Advertising via presenters or celebrity endorsement	2.32	.984	100
Cultural factor from friends' lifestyles or behaviors	2.92	1.051	100
Cultural factor from social trends	2.55	1.067	100
Cultural factor from family's lifestyle or behavior	3.10	1.087	100

Frequency of consumption per month has mean at 13.73 representing the average fresh coffee consumption per month to be around 13-14 times. While other factors, the average value, are ranged between 2 (disagree) and 4 (agree) which shows the influential level of each factors to their consumption; view is considered to be a agree influencing factor due to the highest 3.76 mean, while advertising via presenters and celebrity endorsement is determined to be a disagree influencing factor because of the mean of 2.32. In order to testify the assumption, researcher suggests showing the summary result of SPSS analysis according to each hypothesis; more detail for each hypothesis in Appendix A (Correlation results).

Table 4.5: Summary of correlation analysis results

Factors	Assumption	Result	Conclusion
Product and service			
Taste stability	Highly effect	71.8% Highly effect	Accepted
Packaging design	Moderate effect	45.2% Low effect	Denied
Staffs' service	High effect	67.1% Moderate effect	Denied
Price			
Fresh coffee menus' price	Highly effect	73.3% Highly effect	Accepted
Bakery & snacks' price	Moderate effect	50.6% Moderate effect	Accepted
Place			
Parking lots & restrooms	Highly effect	70.9% Highly effect	Accepted
Easy transportation	Low effect	36.0% Low effect	Accepted

Table 4.5: Summary of correlation analysis results (cont.)

Factors	Assumption	Result	Conclusion
Convenience area (office area, village area, or main road area)	Highly effect	70.7% Highly effect	Accepted
Store atmosphere			
Cleanliness and neatness	Highly effect	77.4% Highly effect	Accepted
Good view and gardening	High effect	50.7% Moderate effect	Denied
Store atmosphere			
Great scent or coffee aroma	Moderate effect	76.2% High effect	Denied
Promotion			
Promotion launching	Moderate effect	52.7% Moderate effect	Accepted
Advertising via normal advertising channels	High effect	26.7% Low effect	Denied
Advertising via presenter or celebrity endorsement	Moderate effect	26.0% Low effect	Denied
Personal & Family			
Friends' consumption or behavior	High effect	26.7% Low effect	Denied
Family's consumption or behavior	High effect	36.7% Low effect	Denied
Sociocultural & reference groups			
Social trends	High effect	36.6% Low effect	Denied

4.4 Multi-factor analysis

After running SPSS separately for each hypothesis, this paper also using multi-regression analysis to summarize the most significant factors that could influence consumer behavior; and the result is as following;

Table 4.6: SPSS multi-regression results

Model Summary ^c				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774 ^a	0.599	0.595	8.297
2	.790 ^b	0.624	0.616	8.08

a. Predictors: (Constant), Place about cleanliness and neatness

b. Predictors: (Constant), Place about cleanliness and neatness,
Place about pleasing scent or coffee aroma

c. Dependent Variable: Frequency of consumption

Outcome from SPSS program shows that there are two main factors that significantly affect the frequency of fresh coffee consumption per month; cleanliness and neatness has 77.4% of correlation and 59.5% of association in consumption frequency. For pleasing scent or coffee aroma, it has a bit higher percentage than cleanliness and neatness at 77.4% of correlation association, and 61.6% of association in consumption frequency. Both factors are distinctly associated with store atmosphere and place in retailing mix.



CHAPTER 5

CONCLUSION AND LIMITATION

This thematic paper mainly focuses on the factors influencing Bangkok customers' consumption behavior, measured by using frequency of consumption, toward products in Café Amazon that located in PTT gasoline station; this study has been expanded from the existent researches.

Total respondents of this research are 100 customers; there were 32 males and 68 females with the average age of 26 to 35 years old. Most of all respondents are officer worker; there are a quarter of them who have incomes per month between 20,000 to 30,000 THB and another quarter of them have incomes higher than 50,000 THB per month.

For the result of respondents' consumer behavior, 25% of total answerers are drinking fresh coffee every day and 22% of them rarely drink (considered as drinking 1 time per month). They frequently drink coffee by themselves (33%) and drinking with friends and colleagues are followed (23% and 21%). Mentioning about transportation to Café Amazon, it is clearly understand that the way people choose to go to Café Amazon is travelling by car, this information is supported by the result of 77% choosing. For the last information about consumer behavior, spending per visit, the outcome shows that 67% of them pay approximately 50 to 100 THB; at this range of price is equal to the average price of total beverages within overall Café Amazon menu.

There are one question asking about consumers' perception about brand image of Café Amazon; the result is most of all respondents think about Café Amazon as an average level brand, 90% of all answers. This reflexes mindset of customers toward brand Café Amazon and also accomplishes one of this research's objectives about brand perception in consumers' mind.

5.1 Conclusion

After running the data collection via SPSS program, the results of this thematic paper show some connections of factors and frequency of consumption; additionally, these outcomes also testify the hypotheses that the researcher has set.

There are 8 main factors effecting frequency of consumption that this paper focusing on; product or service, price, place, store atmosphere, promotion or advertising, brand, personal or family, and social connection.

Product and service are concluded of product taste, packaging design, and staff service. Product taste is one of the key factors that conduct more consumers' frequency of consumption; so that it has high influence over consumption of overall respondents, this result is as the research of Phanhun (2008). Unlike packaging design, the researcher assume that the greenish and jungle packaging of Café Amazon would have some effect over consumer behavior but it turns out to have low relation with consumer behavior; consumers do not focus much on the product design, they normally consider the brand logo on packaging. Another interesting result for product and service is the staff service which most of strong brands are highly focus on the service serving to customer, as mentioned in the research of Phanhun (2008), so this paper assume that staffs' service performing in the stores would have high effect; it plays an important role toward consumer decision process as mentioned in the prior related research. However, the result shows that this study's answerers are not giving focus much on staff service as prior study; this is considerably because of consumers' perception about the average service that they believe they supposed to receive.

In term of price factor, there are 2 points which are the price of the coffee and beverages, and price of bakeries and snacks. It is normal for all consumers to consider about the price of the product they are about to purchase; the price of main product of the brand would definitely have high effect over consumption behavior. While most of consumers, from our respondents' results, it shows that they normally take some bakeries or snacks to consume with their favorite drinks as the secondary products so the price of bakeries and snacks are not as important as core product.

For place factor, there are 3 sub topics which are parking lots and restrooms, easy transportation, and location in the convenience areas; all 3 of them can be linked with prior study of Phanhun (2008). Most of all respondents are highly

enjoyed purchasing products of Café Amazon, where they have plenty of parking lots and clean restrooms for them. There is supportive evidence from consumer behavior part of this study's questionnaire because most of respondents are traveling by car so easy transportation does not affect their consumption rate. Coffee stores' location is significantly matter for consumers; so as that Café Amazon in PTT gas station located near their office, village, or along the way to their work highly increase the frequency of their consumption.

Next important factor is store atmosphere, there are 3 sub factors in this part; cleanliness and neatness, view and gardening, and great scent or aroma. Most of this study's respondents highly focus on the cleanliness and neatness of the coffee stores. Not only that, they also partly consider about the view and gardening of the stores but not as high as the researcher assume; which is related to the brand image as Café Amazon claims and advertises about their brand to be a very unique jungle and green café. Surprisingly, most of consumers give high attention toward the aroma and scent within the stores more than expected; this show that Café Amazon should continuously focus on their controlling over store atmosphere.

The results from respondents of this paper are showing that consumers are normally considering about the current promotion of Café Amazon, but not highly related to the promotion enough to significantly change their consumption behavior. Amazingly, the normal advertising channels that Café Amazon currently use are not as effective as marketing team expecting, Café Amazon presently advertises via TV (promotion commercial mostly about giving prize to customers), printing media, and signs or boards (both within and outside of the station). As well as advertising via presenter, there is a little over estimated assumption, this is due to not enough advertisement about the presenter or not completely clear picture about celebrity endorsement as well. There is no specific about the brand ambassador of Café Amazon but only some celebrity guest in special events; the most well-known ambassador is God-Ji, the PTT blue dinosaur character.

Influential factors from friends and family are not as high as assumption; the result shows that there is minimally effect from friends' consumer behavior toward individual frequency of consumption. As well as family's consumer behavior, it has

low influence over consumption frequency which related to the 33% of demographic result of respondents who normally go to Café Amazon alone.

Lastly, because the overall brand perception of Café Amazon is an average or medium level brand and the brand's presenter is not attractive and clear enough, there is no specifically influence from social trends toward consumer behavior as this paper assumed.

5.2 Contribution of this study

After gaining the result and analyzing the conclusion, this thematic research results can be linked with prior mentioned objectives. The first objective is determining the factors that influence the consumer's buying frequency in Café Amazon, two most influencing factors are revealed from this research, cleanliness, neatness and great aroma of store are significantly influence.

The second goal of this research, investigating consumers' perception in Café Amazon brand in PTT gasoline station, is summarized from all respondents and the result is that Café Amazon is a medium level brand.

This study can be used as a supportive guideline for coffee company to improve marketing plan to increase the brand perception in consumers' mind and also to increase socio-cultural influent over consumer behavior.

There is another contribution of this study, it shows that taste stability, fresh coffee menus' price, parking lots & restrooms, convenience area, cleanliness and neatness, and great scent or coffee aroma are highly affected to consumer behaviors which can be linked with retailing mix in marketing strategy. This can be concluded that retailing mix is significantly important for retailed business.

5.3 Recommendations

According to the result of main influential factors to frequency of consumption, Café Amazon supposed to maintain their strength of two factors, cleanliness and neatness, and great coffee aroma within the store. Not only focus on

two of the most highly correlated with consumer behavior, but Café Amazon should also focus on other strengths as well; which are product taste, coffee price, parking lots and restrooms, and location in convenience area.

One of the most beneficial of Café Amazon would be the strong brand image of convenience, stability of stores' pattern, and the affordable price of its products; maintaining the strong brand images; which have convenience place, great stores' pattern, and with affordable price.

The cleanliness and store atmosphere of restaurants or dining places where people taking rest or consuming food or drink are considered as a very important factor; it reflexes the hygiene of that place. As a result of that, ability to maintain the management over each Café Amazon shop is significant; Café Amazon has claimed that they provide and focus on their store atmosphere and store location a lot, (Café Amazon, 2015). According to the results of this research, these hypotheses are directly influencing consumer behavior.

5.4 Limitations

This research questionnaire creation did not use a pilot testing in order to prove that it was easy to understand and to reach the potential sampling consumers, according to the time limitation when conducting this research.

There is only a big picture of Bangkok customers' behavior which the researcher did not investigate in depth to find the behind reasons of what they had answered.

Translation of English to Thai language may create some misunderstanding about the meaning of this thematic research questionnaire.

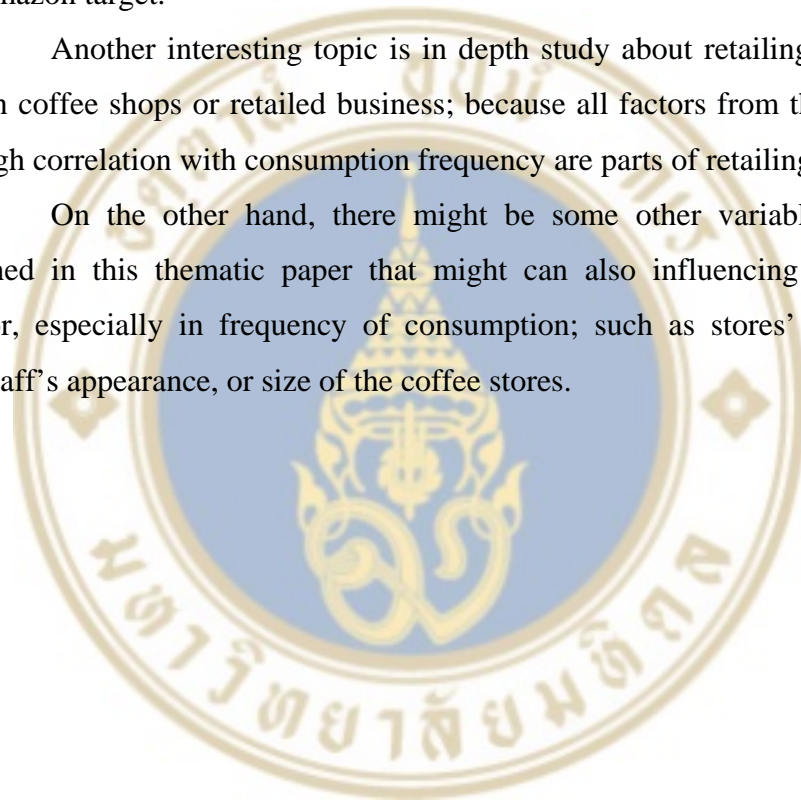
Finally, this research could not include all factors that have influences over consumers' frequency of consumption due to the limitation of time and limitation of reaching respondents.

5.5 Future researches

For the next researcher, he can conclude different perspective of factors toward other factors that have effect over frequency of consumption. They can also study about the important of social trends, celebrity endorsement, or presenters, and marketing channels that Café Amazon can use and make it practical; so that it can create more crystal clear brand image and perception of the brand. Moreover, it hopefully can suggest some better solution for brand advertisement plan that suits with Café Amazon target.

Another interesting topic is in depth study about retailing mix over Café Amazon coffee shops or retailed business; because all factors from this research that have high correlation with consumption frequency are parts of retailing mix.

On the other hand, there might be some other variables that are not mentioned in this thematic paper that might can also influencing over consumer behavior, especially in frequency of consumption; such as stores' internal factors about staff's appearance, or size of the coffee stores.



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APPENDIX A: CORRELATION RESULTS

Product taste stability

Table A.1: Correlation analysis of product taste stability

Correlations				
		Frequency of consumption	Product taste stability	
Pearson Correlation	Frequency of consumption	1.000	.718	
	Product taste stability	.718	1.000	
Sig. (1-tailed)	Frequency of consumption	.	.000	
	Product taste stability	.000	.	
N	Frequency of consumption	100	100	
	Product taste stability	100	100	
Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718	.515	.510	9.128

H1: Product taste stability has a highly positive relationship on consumption frequency.

Pearson correlation of this factor is 71.8% which is in a high correlation according to rule of thumb for interpreting the size of a correlation coefficient and this factor can also explain the dependent variable as informed from adjusted r square of 51%. As a result, this hypothesis is **accepted**.

Product design

Table A.2: Correlation analysis of product design

Correlations			
		Frequency of consumption	Product design
Pearson Correlation	Frequency of consumption	1.000	.452
	Product design	.452	1.000
Sig. (1-tailed)	Frequency of consumption	.	.000
	Product design	.000	.
N	Frequency of consumption	100	100
	Product design	100	100

Table A.2: Correlation analysis of product design (cont.)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.452	.204	.196	11.698

H2: Product design has a moderate positive relationship on consumption frequency.

Pearson correlation of this factor is 45.2% which is in a low correlation according to rule of thumb for interpreting the size of a correlation coefficient and this factor can lowly explain the dependent variable as informed from adjusted r square of 19.6%. As a result, this hypothesis is **denied**.

Service of staffs

Table A.3: Correlation analysis of service of staffs

Correlations			
		Frequency of consumption	Service of staffs
Pearson Correlation	Frequency of consumption	1.000	.671
	Service of staffs	.671	1.000
Sig. (1-tailed)	Frequency of consumption	.	.000
	Service of staffs	.000	.
N	Frequency of consumption	100	100
	Service of staffs	100	100

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.671	.450	.445	9.721

H3: Service from staffs has a highly positive relationship on consumption frequency.

Pearson correlation of this factor is 67.1% which is in a moderate correlation according to rule of thumb for interpreting the size of a correlation coefficient and this factor can reasonably explain the dependent variable as informed from adjusted r square of 44.5%. As a result, this hypothesis is **denied**.

Price of fresh coffee menu

Table A.4: Correlation analysis of price of fresh coffee menu

Correlations			
		Frequency of consumption	Price of fresh coffee menu
Pearson Correlation	Frequency of consumption	1.000	.733
	Price of fresh coffee menu	.733	1.000
Sig. (1-tailed)	Frequency of consumption	.	.000
	Price of fresh coffee menu	.000	.
N	Frequency of consumption	100	100
	Price of fresh coffee menu	100	100

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733	.538	.533	8.916

H4: Price of fresh coffee has a highly positive relationship on consumption frequency.

Pearson correlation of this factor is 73.3% which is in a high correlation according to rule of thumb for interpreting the size of a correlation coefficient and this factor can reasonably explain the dependent variable as informed from adjusted r square of 53.3%. As a result, this hypothesis is **accepted**.

Price of bakery and snacks

Table A.5: Correlation analysis of price of bakery and snacks

Correlations			
		Frequency of consumption	Price of bakery and snacks
Pearson Correlation	Frequency of consumption	1.000	.506
	Price of bakery and snacks	.506	1.000
Sig. (1-tailed)	Frequency of consumption	.	.000
	Price of bakery and snacks	.000	.
N	Frequency of consumption	100	100
	Price of bakery and snacks	100	100

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.506	.256	.249	11.307

H5: Price of bakery and snacks has a moderate positive relationship on consumption frequency.

Pearson correlation of this factor is 50.6% which is in a moderate correlation according to rule of thumb for interpreting the size of a correlation coefficient and this factor can partially explain the dependent variable as informed from adjusted r square of 24.9%. As a result, this hypothesis is **accepted**.

Place about parking lot and restrooms

Table A.6: Correlation analysis of place about parking lot and restrooms

		Correlations		
		Frequency of consumption	Place about parking lot and restrooms	
Pearson Correlation	Frequency of consumption	1.000	.709	
	Place about parking lot and restrooms	.709	1.000	
Sig. (1-tailed)	Frequency of consumption	.	.000	
	Place about parking lot and restrooms	.000	.	
N	Frequency of consumption	100	100	
	Place about parking lot and restrooms	100	100	
Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709	.502	.497	9.251

H6: Place where there are parking lots and restrooms have a highly positive relationship on consumption frequency.

Pearson correlation of this factor is 70.9% which is in a high correlation according to rule of thumb for interpreting the size of a correlation coefficient and this factor can reasonably explain the dependent variable as informed from adjusted r square of 49.7%. As a result, this hypothesis is **accepted**.

Place about easy transportation

Table A.7: Correlation analysis of place about easy transportation

Correlations			
		Frequency of consumption	Place about easy transportation
Pearson Correlation	Frequency of consumption	1.000	.360
	Place about easy transportation	.360	1.000
Sig. (1-tailed)	Frequency of consumption	.	.000
	Place about easy transportation	.000	.
N	Frequency of consumption	100	100
	Place about easy transportation	100	100

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.360	.129	.121	12.233

H7: Place that easy transportation is provided will have a low positive relationship on consumption frequency.

Pearson correlation of this factor is 36% which is in a low correlation according to rule of thumb for interpreting the size of a correlation coefficient and this factor can lowly explain the dependent variable as informed from adjusted r square of 12.1%. As a result, this hypothesis is **accepted**.

Place in convenience area

Table A.8: Correlation analysis of place in convenience area

Correlations			
		Frequency of consumption	Place in convenience area
Pearson Correlation	Frequency of consumption	1.000	.707
	Place in convenience area	.707	1.000
Sig. (1-tailed)	Frequency of consumption	.	.000
	Place in convenience area	.000	.
N	Frequency of consumption	100	100
	Place in convenience area	100	100

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707	.500	.495	9.269

H8: Place that located in a convenience area has a low positive relationship on consumption frequency.

Pearson correlation of this factor is 70.7% which is in a high correlation according to rule of thumb for interpreting the size of a correlation coefficient and this factor can reasonably explain the dependent variable as informed from adjusted r square of 49.5%. As a result, this hypothesis is **denied**.

Place about cleanliness and neatness

Table A.9: Correlation analysis of place about cleanliness and neatness

Correlations				
		Frequency of consumption	Place about cleanliness and neatness	
Pearson Correlation	Frequency of consumption Place about cleanliness and neatness	1.000 .774	.774 1.000	
Sig. (1-tailed)	Frequency of consumption Place about cleanliness and neatness	. .000	.000 .	
N	Frequency of consumption Place about cleanliness and neatness	100 100	100 100	
Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774	.599	.595	8.297

H9: Place where are clean and neat has a highly positive relationship on consumption frequency.

Pearson correlation of this factor is 77.4% which is in a high correlation according to rule of thumb for interpreting the size of a correlation coefficient and this factor can reasonably explain the dependent variable as informed from adjusted r square of 59.5%. As a result, this hypothesis is **accepted**.

Place about view

Table A10: Correlation analysis of place about view

Correlations			
		Frequency of consumption	Place about view
Pearson Correlation	Frequency of consumption	1.000	.507
	Place about view	.507	1.000
Sig. (1-tailed)	Frequency of consumption	.	.000
	Place about view	.000	.
N	Frequency of consumption	100	100
	Place about view	100	100

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.507	.257	.249	11.301

H10: Place where a really good view or surrounded garden have a highly positive relationship on consumption frequency.

Pearson correlation of this factor is 50.7% which is in a moderate correlation according to rule of thumb for interpreting the size of a correlation coefficient and this factor can partly explain the dependent variable as informed from adjusted r square of 24.9%. As a result, this hypothesis is **denied**.

Place about pleasing scent or coffee aroma

Table A.11: Correlation analysis of place about pleasing scent or coffee aroma

Correlations			
		Frequency of consumption	Place about pleasing scent or coffee aroma
Pearson Correlation	Frequency of consumption	1.000	.762
	Place about pleasing scent or coffee aroma	.762	1.000
Sig. (1-tailed)	Frequency of consumption	.	.000
	Place about pleasing scent or coffee aroma	.000	.
N	Frequency of consumption	100	100
	Place about pleasing scent or coffee aroma	100	100

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762	.581	.576	8.490

H11: Place where great scent or coffee aroma are diffused have a moderate positive relationship on consumption frequency.

Pearson correlation of this factor is 76.2% which is in a high correlation according to rule of thumb for interpreting the size of a correlation coefficient and this factor can reasonably explain the dependent variable as informed from adjusted r square of 57.6%. As a result, this hypothesis is **denied**.

Frequency of promotions

Table A.12: Correlation analysis of frequency of promotion launching

Correlations				
		Frequency of consumption	Frequency of promotions	
Pearson Correlation	Frequency of consumption	1.000	.527	
	Frequency of promotions	.527	1.000	
Sig. (1-tailed)	Frequency of consumption	.	.000	
	Frequency of promotions	.000	.	
N	Frequency of consumption	100	100	
	Frequency of promotions	100	100	
Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527	.277	.270	11.145

H12: Promotion launching frequency has a moderate positive relationship on consumption frequency.

Pearson correlation of this factor is 52.7% which is in a moderate correlation according to rule of thumb for interpreting the size of a correlation coefficient and this factor can partly explain the dependent variable as informed from adjusted r square of 27%. As a result, this hypothesis is **accepted**.

Advertising via TV/internet/message/sign

Table A.13: Correlation analysis of advertising via TV, internet, message, or sign

Correlations				
		Frequency of consumption	Advertising via TV/internet/message/sign	
Pearson Correlation	Frequency of consumption Advertising via TV/internet/message/sign	1.000 .267	.267 1.000	
Sig. (1-tailed)	Frequency of consumption Advertising via TV/internet/message/sign	. .004	.004 .	
N	Frequency of consumption Advertising via TV/internet/message/sign	100 100	100 100	
Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.267	.071	.062	12.636

H13: Advertising via normal advertising channels has a highly positive relationship on consumption frequency.

Pearson correlation of this factor is 26.7% which is in a low correlation according to rule of thumb for interpreting the size of a correlation coefficient and this factor can lowly explain the dependent variable as informed from adjusted r square of 6.2%. As a result, this hypothesis is **denied**.

Advertising via presenters or celebrity endorsement

Table A.14: Correlation about advertising via presenters or celebrity endorsement

Correlations			
		Frequency of consumption	Advertising via presenters or celebrity endorsement
Pearson Correlation	Frequency of consumption Advertising via presenters or celebrity endorsement	1.000 .260	.260 1.000
Sig. (1-tailed)	Frequency of consumption Advertising via presenters or celebrity endorsement	. .005	.005 .
N	Frequency of consumption Advertising via presenters or celebrity endorsement	100 100	100 100

Table A.14: Correlation about advertising via presenters or celebrity endorsement (cont.)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.260	.067	.058	12.662

H14: Advertising via celebrity endorsement has a moderate positive relationship on consumption frequency.

Pearson correlation of this factor is 26% which is in a low correlation according to rule of thumb for interpreting the size of a correlation coefficient and this factor can lowly explain the dependent variable as informed from adjusted r square of 5.8%. As a result, this hypothesis is **denied**.

Cultural factor from friends' lifestyles or behaviors

Table A.15: Correlation about cultural factor from friends' lifestyles or behaviors

Correlations			
		Frequency of consumption	Cultural factor from friends' lifestyles or behaviors
Pearson Correlation	Frequency of consumption	1.000	.267
	Cultural factor from friends' lifestyles or behaviors	.267	1.000
Sig. (1-tailed)	Frequency of consumption	.	.004
	Cultural factor from friends' lifestyles or behaviors	.004	.
N	Frequency of consumption	100	100
	Cultural factor from friends' lifestyles or behaviors	100	100

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.267	.071	.062	12.636

H15: Friends' consumption or behavior has a highly positive relationship on consumption frequency.

Pearson correlation of this factor is 26.7% which is in a low correlation according to rule of thumb for interpreting the size of a correlation coefficient and this

factor can lowly explain the dependent variable as informed from adjusted r square of 6.2%. As a result, this hypothesis is **denied**.

Cultural factor from family's lifestyle or behavior

Table A.16: Correlation analysis of cultural factor from family's lifestyle or behavior

Correlations				
		Frequency of consumption	Cultural factor from family's lifestyle or behavior	
Pearson Correlation	Frequency of consumption	1.000	.367	
	Cultural factor from family's lifestyle or behavior	.367	1.000	
Sig. (1-tailed)	Frequency of consumption	.	.000	
	Cultural factor from family's lifestyle or behavior	.000	.	
N	Frequency of consumption	100	100	
	Cultural factor from family's lifestyle or behavior	100	100	
Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.367	.134	.126	12.198

H16: Family's consumption or behavior has a highly positive relationship on consumption frequency.

Pearson correlation of this factor is 36.7% which is in a low correlation according to rule of thumb for interpreting the size of a correlation coefficient and this factor can lowly explain the dependent variable as informed from adjusted r square of 12.6%. As a result, this hypothesis is **denied**.

Cultural factor from social trends

Table A.17: Correlation analysis about cultural factor from social trends

Correlations				
		Frequency of consumption	Cultural factor from social trends	
Pearson Correlation	Frequency of consumption	1.000	.366	
	Cultural factor from social trends	.366	1.000	
Sig. (1-tailed)	Frequency of consumption	.	.000	
	Cultural factor from social trends	.000	.	
N	Frequency of consumption	100	100	
	Cultural factor from social trends	100	100	
Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.366	.134	.125	12.200

H17: Social trends have a highly positive relationship on consumption frequency.

Pearson correlation of this factor is 36.6% which is in a low correlation according to rule of thumb for interpreting the size of a correlation coefficient and this factor can lowly explain the dependent variable as informed from adjusted r square of 12.5%. As a result, this hypothesis is **denied**.

APPENDIX B: RESEARCH QUESTIONNAIRE

Questionnaire

(แบบสอบถาม)

Thematic topic; Factors Influencing Customer's Buying Decision in Café Amazon Located in Gasoline Station in Bangkok Area

หัวข้อศึกษา; ปัจจัยที่ส่งผลกระทบต่อการตัดสินใจซื้อของลูกค้าในร้านกาแฟอะเมซอนที่ตั้งอยู่ในสถานีบริการน้ำมันใน

กรุงเทพมหานคร

Explanation (คำอธิบาย)

This questionnaire is a part of thematic paper of master degree student, in entrepreneur management major, from College of Management Mahidol University; student identification number is 5749018, Ms.Suprangwarn Triyutwatana. The results from your answer will be used and analyzed to study about customer's buying decision and related influential factors in Café Amazon stores that located in gasoline station in capital area.

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของหัวข้อการศึกษาของนักศึกษาระดับปริญญาโท สาขาการจัดการเจ้าของกิจการ จากวิทยาลัยการจัดการ มหาวิทยาลัยมหิดล รหัสนักศึกษาเลขที่ 5749018 น.ส.สุปรางวรรณ ตริยุตวัฒนา ผลของการตอบแบบสอบถามจะนำไปใช้ประโยชน์และวิเคราะห์เกี่ยวกับการตัดสินใจซื้อของลูกค้าและสิ่งเกี่ยวข้องที่ส่งผลกระทบต่อการซื้อขายสินค้าในร้านกาแฟอะเมซอนที่อยู่ในสถานีบริการน้ำมันในเขตเมืองหลวง

Objectives (วัตถุประสงค์)

1. Determining the factors influencing the consumer's decisions of coffee choice or other beverages in chain coffee shops, Café Amazon.

(พิจารณาปัจจัยที่ส่งผลกระทบต่อการตัดสินใจของผู้บริโภคเกี่ยวกับการเลือกซื้อกาแฟหรือเครื่องดื่มอื่นๆ ในร้านกาแฟอะเมซอน)

2. Investigating consumers' perception in Café Amazon that located in gasoline station.

(รวบรวมแนวความคิดของผู้บริโภคเกี่ยวกับร้านกาแฟอะเมซอนที่ตั้งอยู่ในสถานีบริการน้ำมัน)

There are 3 parts in this questionnaire. (แบบสอบถามนี้มีทั้งหมด 3 ส่วน)

1. Demographic Data (ข้อมูลพื้นฐาน)
2. Consumption Data (ข้อมูลการบริโภค)
3. Influential factors in consumer behavior (ปัจจัยที่ส่งผลกระทบต่อพฤติกรรมผู้บริโภค)

Questionnaire

(แบบสอบถาม)

Part I: Demographic Data (ส่วนที่ 1: ข้อมูลพื้นฐาน)	
Introduction: Please check <input checked="" type="checkbox"/> into <input type="checkbox"/> and answer in the gaps. (คำชี้แจง: โปรดทำเครื่องหมาย <input checked="" type="checkbox"/> ลงใน <input type="checkbox"/> และตอบคำถามในช่องว่าง)	
1. Gender (เพศ)	
<input type="checkbox"/> Male (ชาย)	<input type="checkbox"/> Female (หญิง)
2. Age (อายุ)	
<input type="checkbox"/> Less than 15 years old (ต่ำกว่า 15 ปี)	<input type="checkbox"/> 36-45 years old (35-45 ปี)
<input type="checkbox"/> 15-26 years old (15-25 ปี)	<input type="checkbox"/> 46-55 years old (45-55 ปี)
<input type="checkbox"/> 26-35 years old (25-35 ปี)	<input type="checkbox"/> More than 65 years old (มากกว่า 65 ปี)
3. Occupation (อาชีพ)	
<input type="checkbox"/> Civil servant/State enterprise officer (ข้าราชการ, พนักงานรัฐวิสาหกิจ)	
<input type="checkbox"/> Temporarily employed officer (พนักงานชั่วคราว)	
<input type="checkbox"/> Self-employed/Entrepreneur (เจ้าของกิจการ)	
<input type="checkbox"/> Officer worker (พนักงานบริษัท)	
<input type="checkbox"/> Student (นักเรียน, นักศึกษา)	
<input type="checkbox"/> Housewife (แม่บ้าน, พ่อบ้าน)	
4. Total income per month (รายได้ต่อเดือนโดยประมาณ)	
<input type="checkbox"/> Less than 5,000 THB (ต่ำกว่า 5,000 บาท)	<input type="checkbox"/> 5,000-10,000 THB (5,000-10,000 บาท)
<input type="checkbox"/> 10,001-20,000 THB (10,001-20,000 บาท)	<input type="checkbox"/> 20,001-30,000 THB (20,001-30,000 บาท)
<input type="checkbox"/> 30,001-40,000 THB (30,001-40,000 บาท)	<input type="checkbox"/> 40,001-50,000 THB (40,001-50,000 บาท)
<input type="checkbox"/> More than 50,000 THB (สูงกว่า 50,000 บาท)	

Part II: Consumption Data (ส่วนที่ 2: ข้อมูลการบริโภค)		
Introduction: Please check <input checked="" type="checkbox"/> into <input type="checkbox"/> and answer in the gaps. (คำชี้แจง: โปรดทำเครื่องหมาย <input checked="" type="checkbox"/> ลงใน <input type="checkbox"/> และตอบคำถามในช่องว่าง)		
1. How often do you drink fresh coffee? (คุณดื่มกาแฟสดบ่อยแค่ไหน?)		
<input type="checkbox"/> Seldom (ไม่ค่อยดื่ม)	<input type="checkbox"/> 1-2 times/month (1-2 ครั้ง/เดือน)	
<input type="checkbox"/> 1-3 times/week (1-3 ครั้ง/สัปดาห์)	<input type="checkbox"/> 4-6 times/week (4-6 ครั้ง/สัปดาห์)	
<input type="checkbox"/> Everyday (ทุกวัน)	<input type="checkbox"/> More than 1 time/day (มากกว่า 1 ครั้ง/วัน)	
2. Normally, whom do you drink fresh coffee with most frequently? (โดยปกติแล้วคุณดื่มกาแฟสดกับใครเป็นประจำ?)		
<input type="checkbox"/> Friend (เพื่อน)	<input type="checkbox"/> Family (ครอบครัว)	<input type="checkbox"/> Alone (คนเดียว)
<input type="checkbox"/> Colleagues (เพื่อนร่วมงาน)		<input type="checkbox"/> Boyfriend/Girlfriend (แฟน)
3. How do you normally go to coffee shop? (โดยปกติคุณเดินทางไปร้านกาแฟอย่างไร?)		
<input type="checkbox"/> by bike (รถจักรยาน)	<input type="checkbox"/> by bus (รถเมล์)	
<input type="checkbox"/> by walk (เดิน)	<input type="checkbox"/> by car (รถยนต์)	
<input type="checkbox"/> by motorcycle (รถจักรยานยนต์)		
4. How much do you spend per visit? (คุณจ่ายค่าใช้จ่ายในการเข้าร้านกาแฟต่อครั้งประมาณเท่าไร?)		
<input type="checkbox"/> Less than 50 THB (ต่ำกว่า 50 บาท)	<input type="checkbox"/> 50-100 THB (50-100 บาท)	
<input type="checkbox"/> 101-300 THB (101-300 บาท)	<input type="checkbox"/> 301-500 THB (301-500 บาท)	
<input type="checkbox"/> More than 500 THB (มากกว่า 500 บาท)		
5. Please identify the level of Café Amazon brand in your opinion; Premium, Average or Low cost brand (โปรดระบุระดับของแบรนด์ Café Amazon ในความคิดของคุณ; ระดับสูง, ระดับกลาง หรือ ราคาประหยัด)		
<input type="checkbox"/> Low cost (ราคาประหยัด)	<input type="checkbox"/> Medium (ระดับกลาง)	<input type="checkbox"/> Premium (ระดับสูง)

Part III: Influential factors in buying decision in Café Amazon in gasoline station (ส่วนที่ 3: ปัจจัยที่ส่งผลต่อการตัดสินใจซื้อสินค้าในร้านกาแฟอะเมซอนที่ตั้งอยู่ในสถานีบริการน้ำมัน)					
Introduction: Please check ✓ to the given statement that related to your behavior the most and answer in the gaps.					
(คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับลักษณะของท่านมากที่สุดและตอบคำถามในช่องว่าง)					
1 means “Totally disagree” (หมายถึง “ไม่มีผลต่อคุณแม้แต่น้อย”)					
2 means “Disagree” (หมายถึง “ไม่มีผลต่อคุณ”)					
3 means “Neutral” (หมายถึง “เฉยๆ”)					
4 means “Agree” (หมายถึง “มีผลต่อคุณ”)					
5 means “Totally agree” (หมายถึง “มีผลต่อคุณอย่างมาก”)					
Related factors (ปัจจัยที่เกี่ยวข้อง)	Degree of influenced (ระดับความมีอิทธิพล)				
	1	2	3	4	5
Product (สินค้า)					
6. Quality of products; taste stability (คุณภาพสินค้า; ความคงที่ของรสชาติ)					
7. Quality of packaging; design and convenience (คุณภาพบรรจุภัณฑ์; แบบของบรรจุภัณฑ์ และ ความสะดวก)					
Service (บริการ)					
8. Staff’s service mind; greeting, smiley face and gentle performance (ความมีใจรักบริการของพนักงาน; ทักทาย, ยิ้มแย้ม และ สุภาพเรียบร้อย)					
Price (ราคา)					
9. Price of products; fresh coffee menu (ราคาสินค้า; เมนูกาแฟสด)					
10. Price of products; bakery menu and snacks (ราคาสินค้า; เมนูขนมและของว่าง)					
Place (สถานที่)					
11. Convenience; parking lot and restrooms (ความสะดวก; ที่จอดรถและห้องน้ำ)					
12. Easy transportation; public or private transportation (การเดินทางที่สะดวก; โดยขนส่งสาธารณะ หรือ ส่วนบุคคล)					
13. Location; office area, living area or passing by area/main road area (สถานที่ตั้งร้าน; แถวสำนักงาน/บริษัท, แถวที่พัก, ทางผ่าน/ถนนใหญ่)					
Store atmosphere (บรรยากาศของร้าน)					
14. Quality of café store; cleanliness and neatness (คุณภาพของร้านกาแฟ; ความสะอาด และความเรียบร้อย)					

Related factors (ปัจจัยที่เกี่ยวข้อง)	Degree of influenced (ระดับความมีอิทธิพล)				
	1	2	3	4	5
15. Quality of café store; view (คุณภาพของร้านกาแฟ; วิวหรือทิวทัศน์)					
16. Quality of café store; pleasing scent or coffee aroma (คุณภาพของร้านกาแฟ; กลิ่นหอม, กลิ่นกาแฟ)					
Promotion (การส่งเสริมการตลาด)					
17. Frequency of launching new promotions (ความถี่ของการออกโปรโมชั่นใหม่ ๆ)					
18. Channels of advertising; TV, internet, message, sign, etc. (ช่องทางการโฆษณา; โทรทัศน์, อินเทอร์เน็ต, ข้อความ, ป้าย, อื่น ๆ)					
Brand (แบรนด์)					
19. Presenters or celebrity endorsement (พรีเซ็นเตอร์ หรือ คนดังที่น่าใช้สินค้า)					
Personal and Family (ครอบครัวและตนเอง)					
20. Friends and colleagues' lifestyles or behaviors (อุปนิสัยหรือการใช้ชีวิตของเพื่อน และเพื่อนร่วมงาน)					
21. Family's lifestyle or behavior (อุปนิสัยหรือการใช้ชีวิตของคนในครอบครัว)					
Social Connection (สัมพันธ์ทางสังคม)					
22. Social trends (กระแสนิยมในปัจจุบัน)					

Thank you very much for your time and kindness.

ขอขอบพระคุณสำหรับการสละเวลาและความช่วยเหลือค่ะ 😊😊😊