

**FACTORS INFLUENCING CONSUMER'S PREFERENCE
IN CHOOSING BUBBLE TEA IN BANGKOK, THAILAND**



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**FACTORS INFLUENCING CONSUMER'S PREFERENCE IN
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ABSTRACT

This study has developed to study factors influencing consumers' preference in choosing bubble tea in Bangkok, Thailand. To aim to explore the impact of the new normal situation after COVID-19 nowadays that might create an impact on the factors behind the reason why consumers choose to consume bubble tea in Bangkok, Thailand. It would generate some in-depth data to understand the bubble tea market and customer target in Bangkok. In order to study the factors influencing consumer preference, this study conducted a questionnaire survey to study all of these factors. This questionnaire survey is used as the data collection method with screening questions, general questions, specific questions, and demographic questions of the respondents. After collecting the results from the online questionnaire, the responses obtained in the online survey phase were utilized for further quantitative analysis with the implementation of SPSS Statistics software to draw T-Test, ANOVA, and factor analysis.

KEY WORDS: product quality/ location convenient/ variety of menu/ service quality/ word of mouth

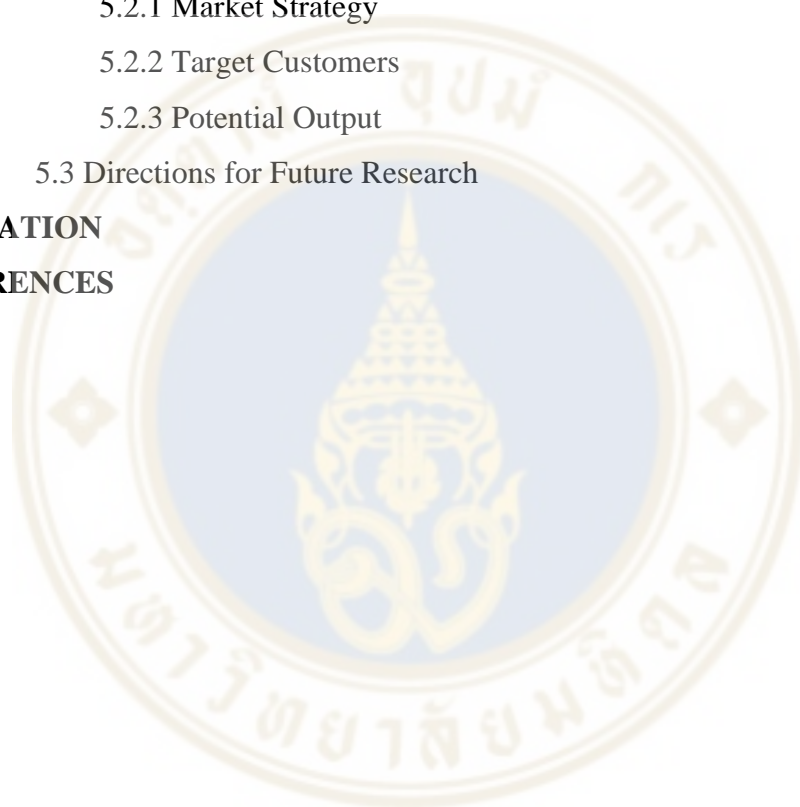
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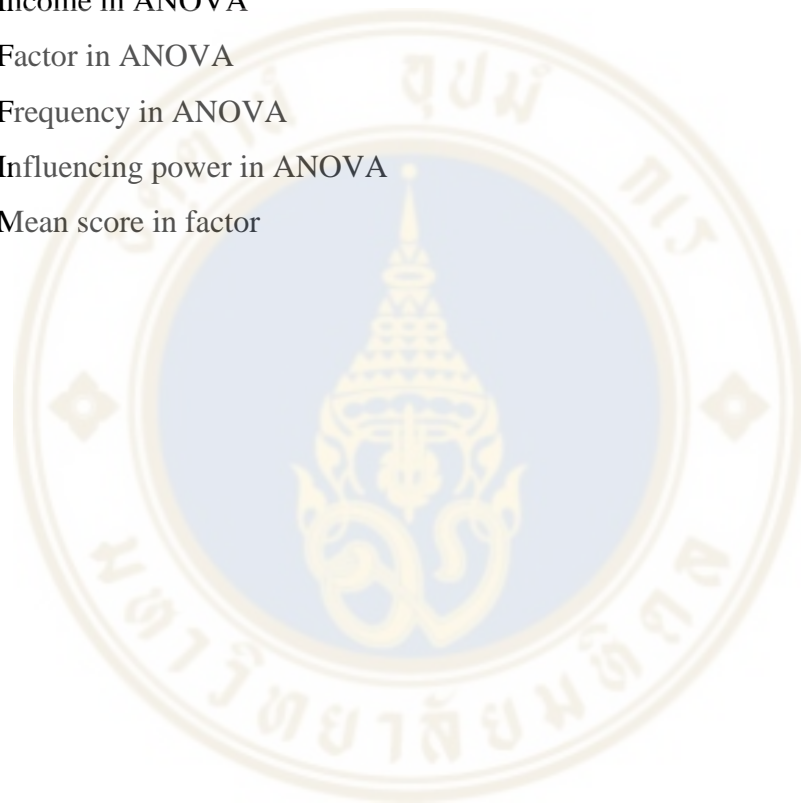
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CHAPTER I

INTRODUCTION

1.1 Background

At first bubble tea is a well-known drink in Asia that many Asian loves to consume it. In nowadays bubble tea is not only popular in Asia but is also globally well-known around the world as well. According to Facts and Factors, the Global Bubble Tea Market size was valued at around USD 2.1 billion in 2020 and is estimated to grow about USD 4.5 billion by 2026, at a CAGR of approximately 8.1% between 2021 and 2026 (Facts & Factors, 2022). Bubble tea market is seemed to be increase every year even after the pandemic or Covid-19.

Bubble tea was founded in the 1980s in Taiwan and become popular around the world. Bubble tea or pearl milk tea or bubble milk tea or boba is a tea-based drink that has origins in Taiwan from the early 1980s. It is a refreshing drink that is a combination of tea accompanied by chewy tapioca balls and a mixture of other components that give the tea a sweet-savory taste (Facts & Factors, 2022). Bubble tea also has various name such as boba tea, pearl milk tea or bubble milk tea. The name mostly came from the main ingredient which is chewy tapioca balls that some people might called boba, pearl, or bubble. So, bubble tea is a milk tea that has sweet chewy tapioca balls.

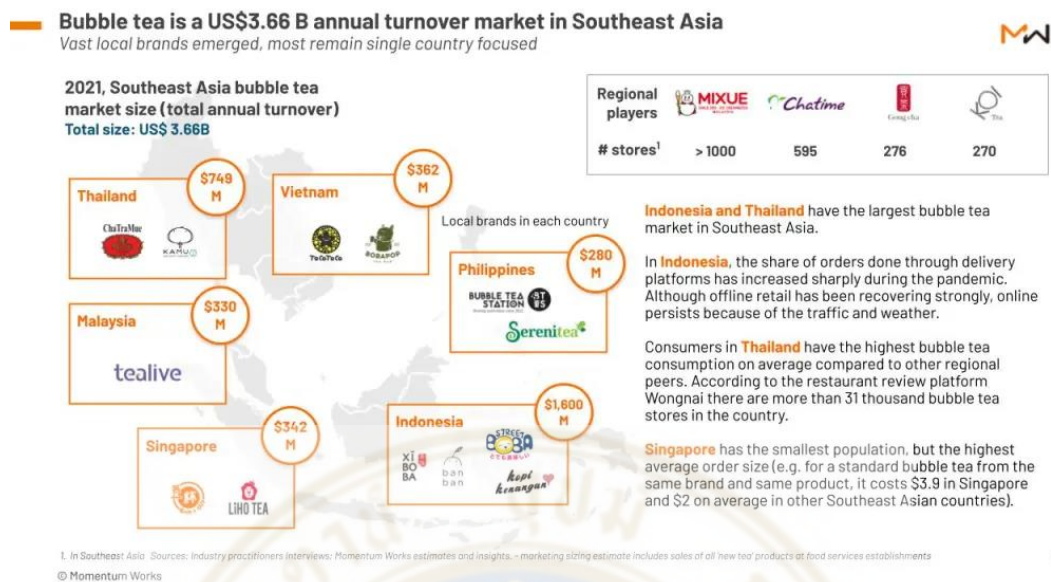


Figure 1.1: Bubble tea market in Southeast Asia

Bubble tea is a well-known drink menu in Asia and many people in Asia love to consume it. When we narrow the scope of the bubble tea market in Southeast Asia, Indonesia and Thailand are the largest bubble tea market Thailand has the second largest market with an annual turnover of \$749 million. In Asia is a biggest market for bubble tea market especially in Southeast Asia.

Countries	Bubble tea growth by percentage in 2018*
Indonesia	>8500% growth from Jan 2018 to Dec 2018
Philippines	>3,500% growth from June 2018 to Dec 2018
Thailand	>3,000% growth from Jan 2018 to Dec 2018
Vietnam	>1,500% growth from May 2018 to Dec 2018
Singapore	>700% growth from May 2018 to Dec 2018
Malaysia	>250% growth from May 2018 to Dec 2018

**Time period: January 2018 to December 2018, or from the time GrabFood was launched.*

Grab website

Figure 1.2: Bubble tea growth by percentage in Southeast Asia in 2018

When looking at bubble tea market in Southeast Asia, Southeast Asia currently spends US\$3.66 billion a year on bubble tea and similar ‘new tea’ drinks, according to a new study jointly conducted by Momentum Works and qlub. In Southeast Asia, Indonesia and Thailand have the largest bubble tea market. Indonesia is the largest market in the region with an estimated \$1.6 billion annual turnover. Thailand, unsurprisingly, has the second largest market with an annual turnover of US\$749 million through its more than 31,000 bubble tea stores and other retail channels (Valliappan, 2022).



Figure 1.3: Bubble tea consumption in Southeast Asia

In Thailand, we have more than 30 bubble milk tea brands, both Thai and international in the market. According to the Asean Post and Grab’s data, on average bubble tea consumption by cups per person per month, people in Thailand consume six cups of bubble tea per month when compared to other countries in Asean.

In 2019, the outbreak started and took part in the worldwide pandemic as coronavirus disease or COVID-19 pandemic which create impacts in many ways including economics both country and regional. As a result of the pandemic, the bubble tea market also got the effect of the COVID-19 pandemic which decrease profits and customers. First from restriction rule for restaurant and café, second is lockdown policy, and lastly is profit decreasing.

1.2 Problem Statements

Nowadays, there are many bubble tea shops are opened in Bangkok, Thailand. Some bubble tea shops still open and create profits during the pandemic while some bubble tea shops have to close their business due to financial fragility. This paper might help to understand factors that influence consumer preference in choosing bubble tea in Bangkok, Thailand. So, it would help us target the right customers in the right direction during the pandemic by understanding the factors why consumers choose to consume bubble tea in Bangkok, Thailand. It would be challenging to understand the factor in the new normal situation after COVID-19 and analyze that bubble tea is still popular in the Thai market.

1.3 Objectives

This thematic paper, this paper aims to study factors that influence consumer preference in choosing bubble tea in Bangkok, Thailand. To explore the factors behind the reason why consumers choose to consume bubble tea in Bangkok, Thailand in the new normal situation after COVID-19. To define some tangible recommendations concerning the potential to understand the factors behind them. Moreover, this study also aims to provide a potential output to owners, marketers, and students who are interested in the bubble tea market. In order to provide some in-depth data to understand the market.

CHAPTER II

LITERATURE REVIEW

2.1 Product Quality

According to Anggraeni et al. mentioned, "product quality is the character of a product. which has the ability to meet customer needs. product quality indicators: form, feature, performance quality, durability, realibility, repairability, style, design (Anggraeni et al., 2021). The perceived product quality is defined as the consumer's judgment about a product's overall excellence or superiority (Chen and Dubinsky, 2003). Following Patterson, he pointed out that the perceived product performance is the most powerful determinant related to satisfaction (Patterson, 1993). Due to Lia Chua, attribute importance is the significance of an attribute for a product/service (Arndt and J.A., 1967) and (MacKenzie, 1986). Customers typically evaluate product/service attributes that are perceived to be important in the purchase decision by assigning weight to each attribute in the product/service evaluation (Martilla et al., 1977). This relative importance of the attributes is decisive criteria often used by customers in comparing the product/service options, thus leading to purchase behavior (Bloch et al., 1983) and (Bettman et al., 1998).

Furthermore, from the research concluded that the quality of product is the dominant factor influencing the customer's attitude toward a product (Aynadis, 2014). In addition to the research of product quality perception on the customer attitude, there is another study that examined the direct relationship between the perception of product quality and the sale volume. (Putra et al., 2017). In Iranita research obtained the result that there is direct relationship between the quality of products and sale volume, either simultaneously or partially. Empirically there are many studies that discuss the quality of the product against both values (Putra et al., 2017).

2.2 Location Convenience

According to the study, this study focusses on location convenience as one of the factors that could influence consumer preference in choosing bubble tea in Bangkok, Thailand. Due to Kadhim et al, hypotheses Development and Research Framework This study is aimed at analyzing the impact that reputation, perceived value, location, convenience, internal environment, and staff have on the satisfaction of customers that lead to customer loyalty for hypermarkets in Kuala Lumpur (Kadhim et al., 2021). As we could see in the previous study, we could imply the factors that might influence or create customer satisfaction and customer loyalty. Both location and convenience have a potential to create an impact to create satisfaction of customers that lead to customer loyalty. It is generally agreed that businesses that fulfilled the convenience criteria set by customers will be able to gain more customers (Brown, 1990). because consumers would prefer to spend minimal effort in order to get the desired outcomes. Convenience is significantly related to customer satisfaction and behavioral intentions (Jiang, Yang, & Jun, 2013; Kadhim et al., 2021). Following Kadhim et al mentioned, convenience could be a factor that could help gain more customers. So, the seamless experience experienced by consumers is part of the convenience aspect provided by the businesses which will further enhance customer satisfaction (Kadhim et al., 2021).

Furthermore, Location has been well-identified as a strategic success factor for a restaurant business to stay competitive in the industry (Prayag et al., 2012; Smith, 1983). A strategic restaurant location can attract more customers to the restaurant, provide convenience to customers, and has a positive effect on customer loyalty (Chen et al., 2016). Restaurants use location strategy to cater to target market/s and enhance the restaurant visibility (Pillsbury, 1987).

2.3 Variety of Menu

In this study, we use variety of menu as one of the factors that might influence consumer preference in choosing bubble tea in Bangkok, Thailand. Referring to the previous research, Menu variety was found as a key factor in attracting and reflecting the need, expectation and satisfaction of customers visiting a cafeteria. It affects performance of food service industry. Through menu variety students are able to have variety of nutrient for the body to function correctly and having choice to choose according to their preference. The fulfilling customers' preference and expectation will make them happy and having possibility for them to repeat purchase through repeat visit. The repeat purchase promises increment in profit (Ismail et al., 2019). Following Raju, it has been reported that employed and educated consumers seem to seek variety in product/service decision-making (Raju, 1980).

Based on the existing empirical studies, this study derived nine restaurant selection factors that are likely to affect customers' decision in choosing a restaurant: word-of-mouth, online customer review, brand reputation, brand popularity, personal (past) experience, menu variety, menu price, sales promotion, and location (Lia Chua et al., 2020). The need for variety is based on individual's prior purchase experiences which affect his/her choice in next purchase decision (McAlister, 1982). According to the theory of optimal stimulation level, consumers' variety seeking behavior is triggered to reduce boredom from repeat purchases as well as to increase stimulation to the desired level (Berlyne, 2014). Past studies suggested that the level of satiation or boredom varies depending on product/service attributes (Inman, 2001; McAlister, 1982). Consumers are likely to satiate on a product/service attribute if they relate the attribute to the primary feature being consumed (Steenkamp and Baumgartner, 1992).

2.4 Service Quality

It is simply that providing superior service quality is crucial in achieving long-term success in the service industry (Shahin and Dabestani, 2010). Service quality refers to consumers' evaluation of the excellence and superiority of the service encountered (Zeithaml and Bitner, 2003). According to Kumari, in his study examines the relationship between customers' perception regarding the quality of service and the customer's attitude obtained the result that the customer's attitude is influenced by the perception of service quality by customers (Kumari, 2013). Customers who experience positive feelings and attitudes toward the services during the service consumption process are more likely to perceive favorably toward the service provider, which subsequently leads to customer loyalty (Ishaq, 2012). In addition to the research on the perception of service quality to the customer attitude, there are other studies that examined the direct relationship between the perception of service quality and sale volume. Empirically, there has been a lot of studies with different object of research that have proven that there is influence of perception of service quality on the customer attitude and sale volume (Putra et al., 2017).

Hence, it is very important to manage the quality in business to ensure the best service quality for consumers. Service quality is the ability implying firstly to anticipate, and secondly to meet the requirements by consumers. This is the reason why providing the service quality has an important role in increasing the customer satisfaction (Khristianto et al., 2012). Accordingly, evaluations regarding service quality are formed by comparing a customer's expectations before purchasing the service with the service experienced following Celik mentioned (Celik, 2021). This is consistent with past studies which have shown that in the hotel industry, customers who are satisfied with the service quality are more likely to become loyal customers (Cheng and Rashid, 2013; Cheng et al., 2014).

2.5 Word of Mouth

In the marketing literature, word-of-mouth refers to person-to-person communication about a product, a service, or a brand between a non-commercial communicator and a message receiver (Arndt, 1967; Harrison-Walker, 2001). As Lia Chua et al mentioned, word-of-mouth communication has been well-recognized as an influential drive in attracting new consumers and shaping customer behavior (Jeong et al., 2011) and (Harrison-Walker, 2001). As a result, word-of-mouth is one of the best ways to advertise the brand or product without investment any cost. It is a communication process that allows people to share information about an offering which could either encourage or discourage potential customers to make a purchase. (Lia Chua et al., 2020).

In fact, personal sources of information, including recommendations from family and friends, are perceived to be more reliable than commercial advertising media, and thus are more likely to induce customer's positive/negative attitude towards a brand (Hoffman et al., 2017; Murray, 2017). It is a communication process that allows people to share information about an offering which could either encourage or discourage potential customers to make a purchase. In fact, personal sources of information, including recommendations from family and friends, are perceived to be more reliable than commercial advertising media, and thus are more likely to induce customer's positive/negative attitude towards a brand (Hoffman et al., 2017; Murray, 1991). Because consumers may not know a restaurant (e.g., the food quality, service, environment, price) before actual consumption, they may seek referrals from an experienced source. For example, when seeking a nice restaurant for a celebration occasion, consumers will often ask friends for recommendations. Consistent with Stokes and Lomax, this present study viewed word-of-mouth as an informal and interpersonal communication of a restaurant between a customer and his/her acquaintance(s), of which such communication is independent of commercial influence (Stokes and Lomax, 2002).

2.6 Theoretical Framework

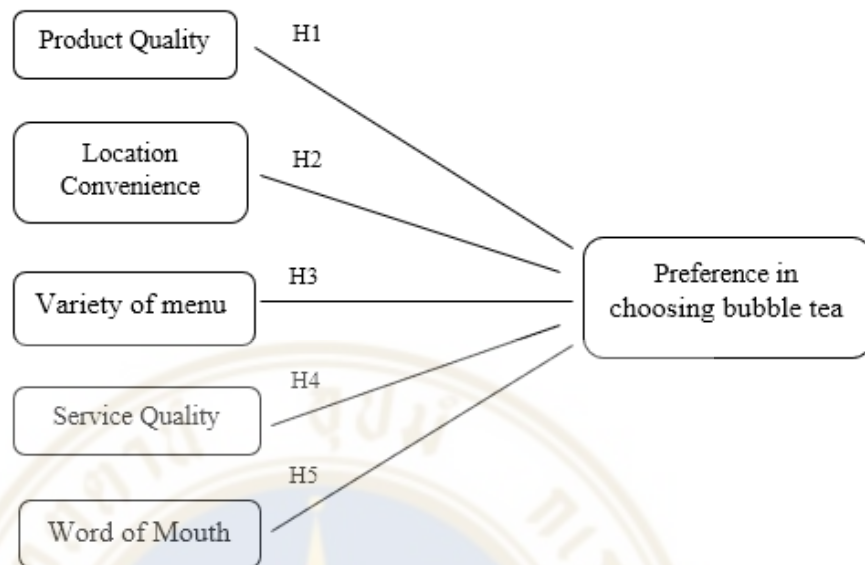


Figure 2.4: Theoretical Framework

H1: Product quality is the factor that influencing consumer preference in choosing bubble tea in Bangkok, Thailand

H2: Location convenience is the factor that influencing consumer preference in choosing bubble tea in Bangkok, Thailand

H3: Variety in menu is the factor that influencing consumer preference in choosing bubble tea in Bangkok, Thailand

H4: Service quality is the factor that influencing consumer preference in choosing bubble tea in Bangkok, Thailand

H5: Word of mouth is the factor that influencing consumer preference in choosing bubble tea in Bangkok, Thailand

CHAPTER III

METHODOLOGY

3.1 Data Collection

3.1.1 Quantitative Method

As we made assumptions about the factors that influence consumer preference in choosing bubble tea in Bangkok, Thailand, we designed a questionnaire to study all of these factors. This questionnaire survey is used as the data collection method. The purpose of this questionnaire is to study the factors behind the reason why consumers choose to consume bubble tea in Bangkok, Thailand in the new normal situation after COVID-19. The questionnaire survey is divided into four main parts: screening questions, general questions, specific questions, and demographic questions of the respondents. The first part is screening questions. Screening questions are designed to filter out the responses that do not fit in the sampling plan. It helps screen for people who have experience and have tried the same or similar kind of product. The second part is general questions. General questions would help to generate interest and lead people to know more about our product. The third part is factors that are divided into five factors: product quality, location convenience, variety of menu, service quality, and word of mouth. The last part is the demographics of the respondents which are designed to get the demographic information of the respondents. The questionnaire survey helps to understand customers' factors in choosing bubble tea in Bangkok, Thailand. Furthermore, it also helps to explore the factors behind the reason why consumers choose to consume bubble tea in Bangkok, Thailand in the new normal situation after COVID-19.

3.1.2 Sampling Plan

The sample selected for answering our survey consists of both females and males who live in Bangkok, Thailand. We also selected the sample that has consumed bubble tea before answering the survey. This could screen our sample or people who are our direct target for collecting the data. As this research aims to study factors that influence consumer preference in choosing bubble tea in Bangkok, Thailand. We want to identify what are the factors that influence consumers' preference in choosing bubble tea for our further analytic purposes. Thus, it is essential to receive the answers from this target group as they are the actual group of users who are likely to be relevant to consume bubble tea in Bangkok, Thailand

3.2 Analysis Methods

After collecting the results from the quantitative or the online questionnaire, the masses of the collected data were equipped with a broad spectrum of responses that allowed us to garner high-quality insights into the factor behind the reason why consumers choose to consume bubble tea in Bangkok, Thailand in the new normal situation after COVID-19. The responses obtained in the online survey phase were utilized for further quantitative analysis with the implementation of SPSS Statistics software to draw correlations and regressions, T-Test, ANOVA, and factor analysis. Comparing and contrasting the information gathered in quantitative data enabled to conclude. These ultimately helped define some tangible recommendations concerning the potential to understand the factors that influence consumer preference in choosing bubble tea in Bangkok, Thailand. Furthermore, it would help develop the products that position and target the right customer following their wants and needs.

CHAPTER IV

DATA ANALYSIS

4.1. Respondents

According to the survey, I conducted the survey to understand the factors that influence consumer preference in choosing bubble tea in Bangkok, Thailand. In total, 111 online respondents answer the questionnaire. In the screening questionnaire, there are 11 respondents who are unlikely related and do not fit in the sampling plan. In the first screening question, we designed to screen only respondents who live in Bangkok to fit in our objective in this research. According to the first screening question, there are 92.8% (103 respondents) who live in Bangkok from 111 respondents and 7.2% (8 respondents) who do not live in Bangkok. In the second screening question, we designed to screen the respondents who used to consume bubble tea before to screen matching target group of respondents for this research. According to the second screening question, there are 97.1% (100 respondents) who have ever consumed bubble tea and 2.9% (3 respondents) who never consume bubble tea before which is not unlikely related to our target respondents. Consequently, the total valid respondent data remain 100 respondents that could use as valid data to analyze in the next step.

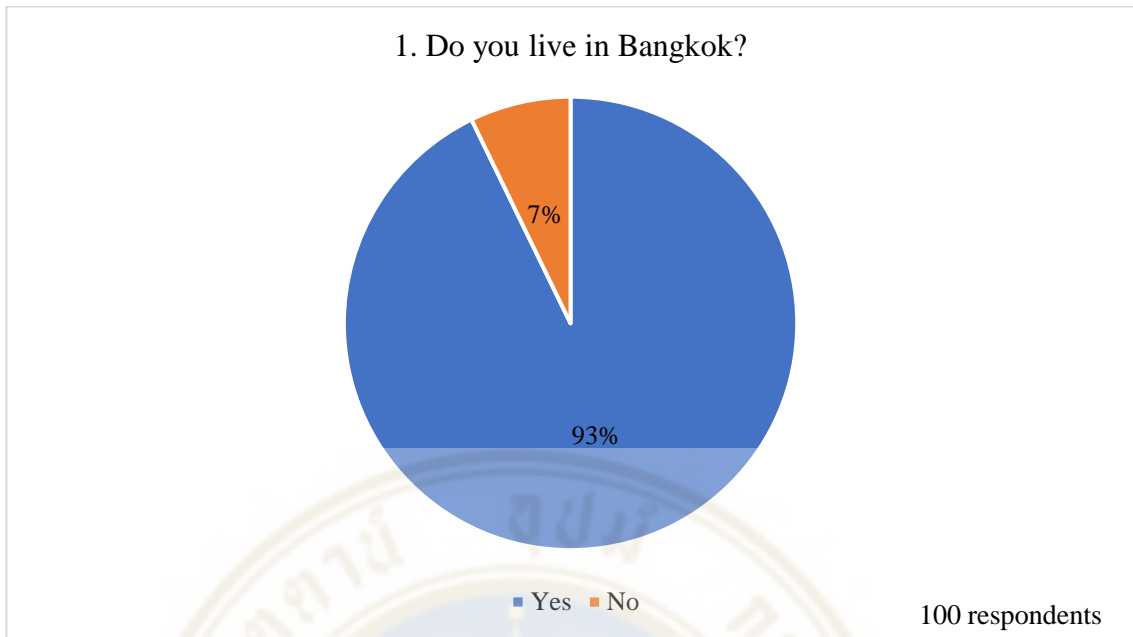


Figure 4.5: Screening question; living area

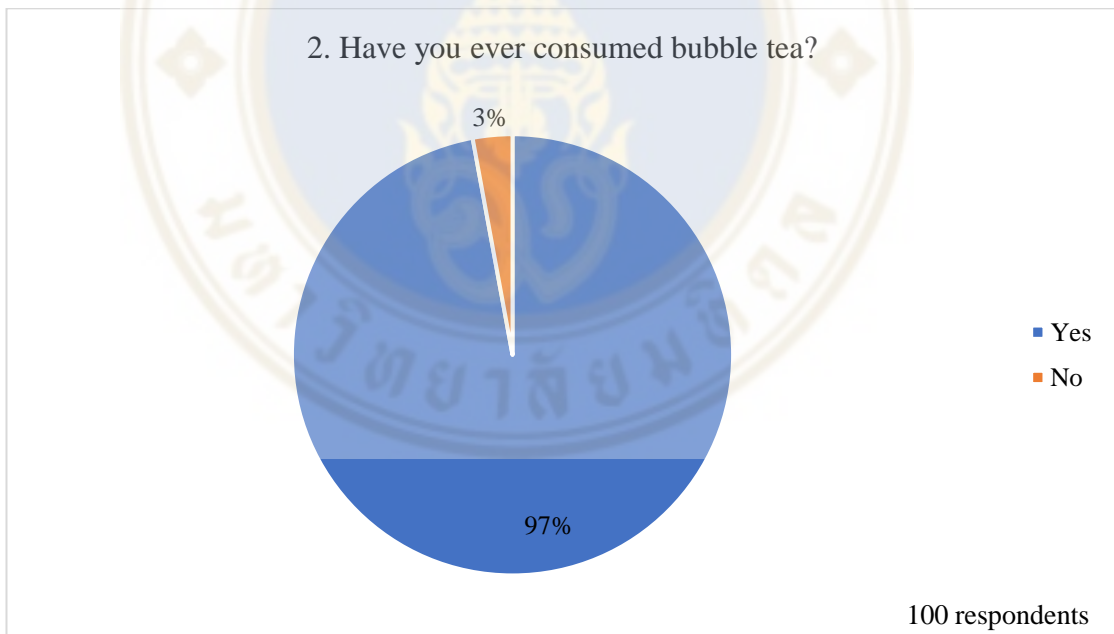


Figure 4.6: Screening question; bubble tea consuming

After screening respondents with the screening questions, I provided general questions in the survey to generate interest and lead respondents to know more about our product in the survey. This question could help to understand respondents' perspectives toward bubble tea in general which could use as a support analysis to

understand more after running the SPSS analysis. In the survey, I questioned factors, frequency, influencers, number of cups, and stores that customers visit the most.

In the first question, the factors that people choose to consume bubble tea. The answer of most of the respondents is product quality which is counted by 47% (47 respondents). Other factors for respondents are location convenience which is counted by 22% (22 respondents), variety of menu which is counted by 19% (19 respondents), recommendation from others which is counted by 11% (11 respondents), and good service which is counted by 1% (1 respondent).

The second question is about the frequency of consuming bubble tea. It was nearly close to the answer's result that respondents purchased bubble tea Once a week and less than 2 times per month. The largest group is purchasing Once a week group which is counted by 32% (32 respondents) while the less than 2 times per month group is counted by 31% (31 respondents). The group purchasing 1-2 times per month is counted by 26% (26 respondents) and the group purchasing every day is counted by 11% (11 respondents).

The third question is about the person who influences consuming bubble tea. The largest group that no one influences them to purchase is counted by 36% (36 respondents) while the second largest group that has an influencing power is friends which are counted by 34% (34 respondents). The reviewer in the social platform group is counted by 17% (17 respondents), family is counted by 12% (12 respondents), and the smallest group that has less influencing power is influencers is counted by 1% (1 respondent).

The fourth question is about the number of bubble tea that customer purchases. Most people in the survey purchase 1 cup of bubble tea in a time which is counted by 89% (89 respondents) and the other people in the survey purchase 2-3 cups in a time which is counted by 11% (11 respondents).

Lastly, the last question is about the bubble tea stores that customers visit the most. The top five ranks of bubble tea stores that customers visit the most are KOI Thé which is counted by 31.3% (30 respondents), Kamu Tea and Ochaya which is counted by 12.5% (12 respondents), Dakasi which is counted by 10.4% (10 respondents), Bear house which is counted by 8.5% (8 respondents), and MR.Shake which is counted by 7.3% (7 respondents).

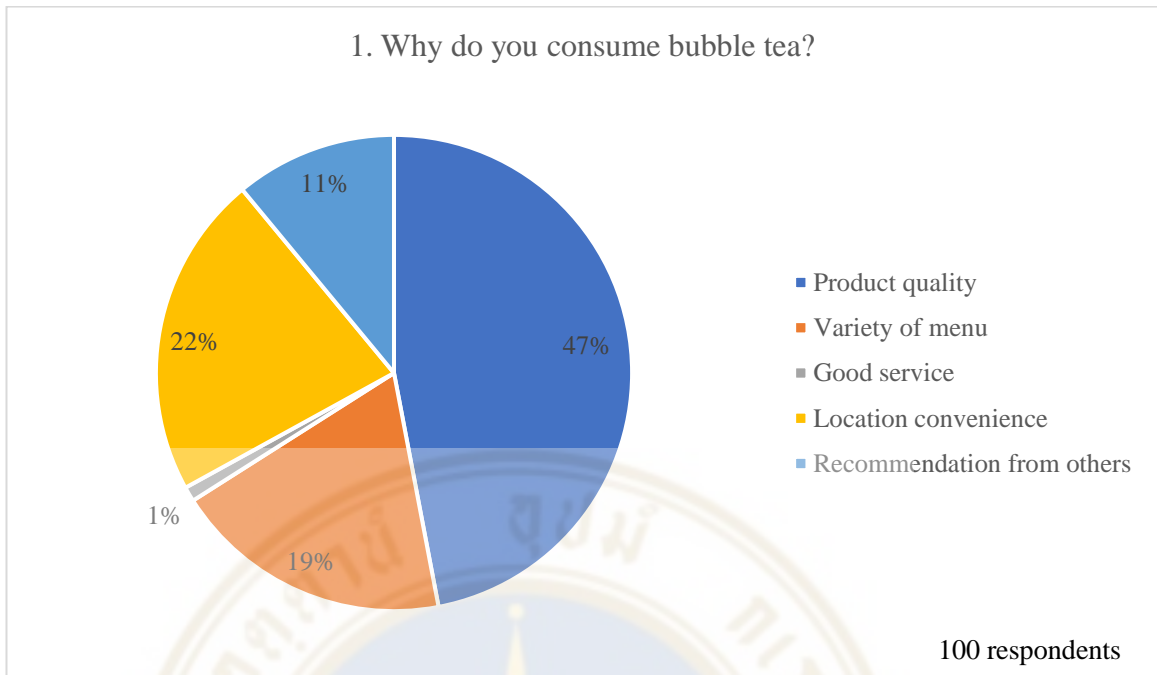


Figure 4.7: General question; the factors that people choose to consume bubble tea

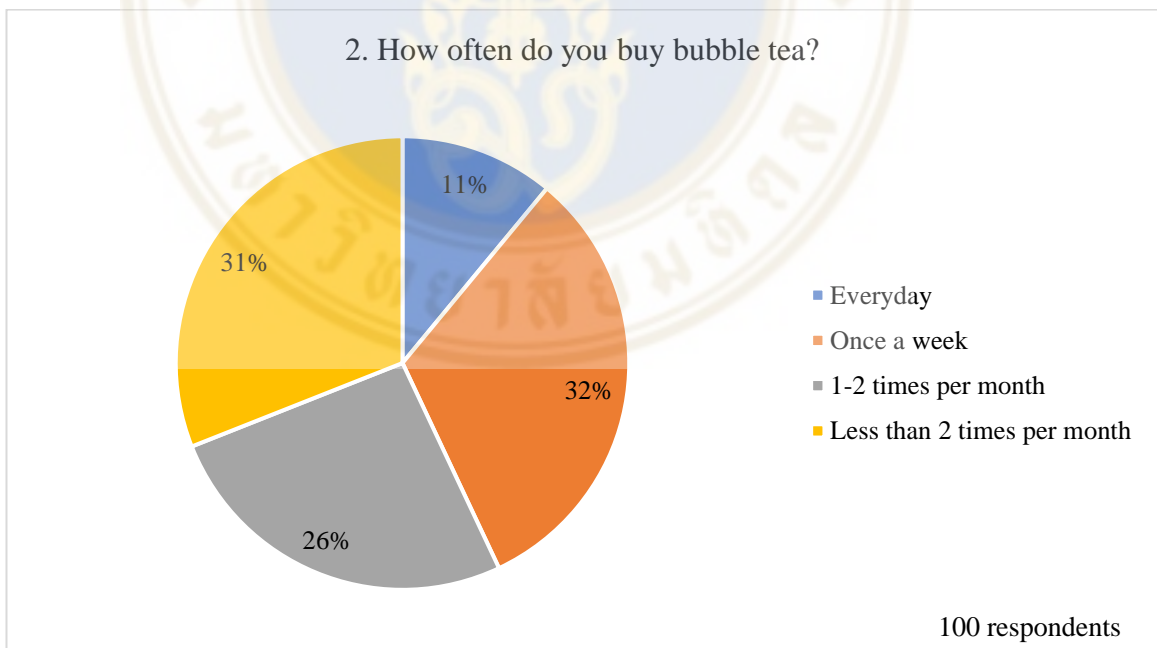


Figure 4.8: General question; the frequency in consuming bubble tea

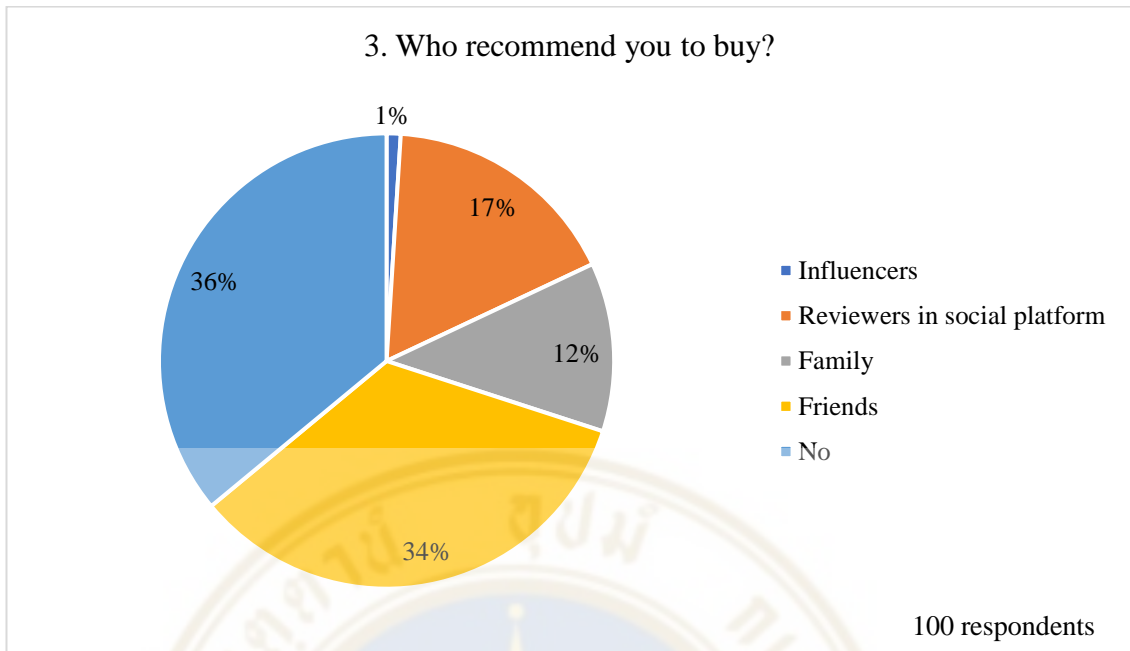


Figure 4.9: General question; the person who influence in consuming bubble tea

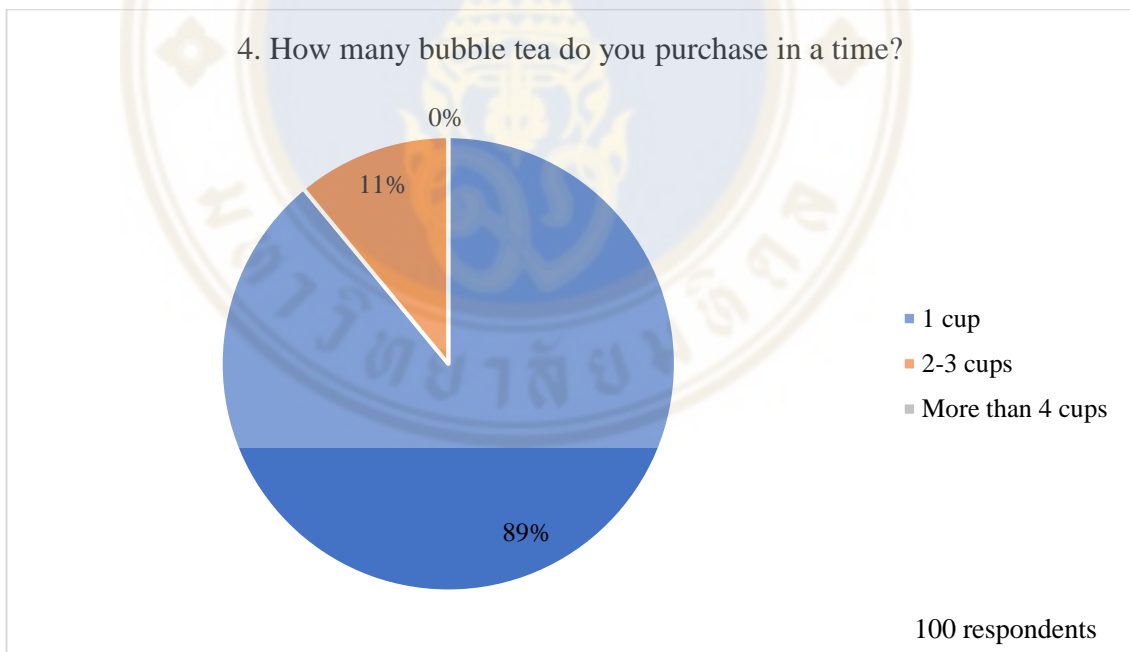


Figure 4.10: General question; the number of customers purchases in a time

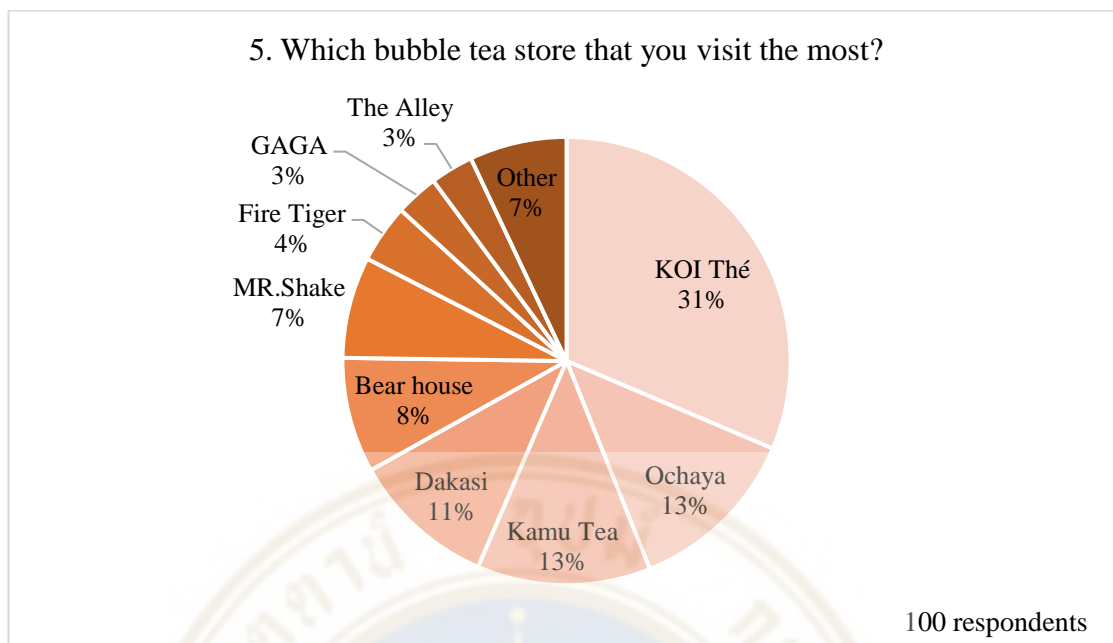


Figure 4.11: General question; the stores that customer visit the most

From 100 respondents, I use the demographic question to help identify the respondents' demographic information through all five demographic questions designed to get the demographic information of the respondents. For the first question is a physical gender question to separate males and females, the male group is counted by 19% (19 respondents) and the female group is counted by 81% (81 respondents). In the physical gender question, we could see that the majority of respondents are female in respondents' data.

In the aspect of age question, we have four main groups which are less than 15 years, 15-25 years, 15-25 years, 26-35 years, 36-45 years, and more than 45 years. In the survey, there are no respondents who are less than 15 years. The group of 15-25 years is counted by 49% (49 respondents). The group of 26-35 years is counted by 32% (32 respondents). The group of 36-45 years is counted by 4% (4 respondents) and the group of more than 45 years is counted by 14% (14 respondents). The largest group in the aspect of age is the group of 15-25 years, the second largest group is the group of 26-35 years, and the third largest group is the group of more than 45 years.

In the status question in the demographic part, we divided into two groups which are single and married. The majority group of status in the survey is the single group. The single group had the most respondents in this part at 87% (87 respondents) while the married group counted by 13% (13 respondents).

In the education level question, we categorized into three main groups which are high school or below, bachelor's degree, and master's degree or higher. In the survey, since there is only one respondent in the high school or below group, so I changed the group to as bachelor's degree or below group and a master's degree or higher group instead. As a result, there are two groups in the aspect of education level which are the bachelor's degree or below group is counted by 70% (70 respondents) and the master's degree or higher group is counted by 30% (30 respondents). Following the number and the percentage of the respondents, the bachelor's degree or below group is the majority group in this part of the aspect of education level.

Lastly, the aspect of income. In the demographic part, the last question is the income which we categorized into four main groups which are below 15,000 baht, 15,001 - 30,000 baht, 30,001 - 45,000 baht, and more than 45,000 baht. The group having income below 15,000 baht is counted by 36% (36 respondents). The group having an income of 15,001 - 30,000 baht is counted by 30% (30 respondents). The group with an income of 30,001 - 45,000 baht is counted by 13% (13 respondents) and the group with an income of more than 45,000 baht is counted by 21% (21 respondents). The largest group is the group with having income below 15,000 baht, the second group with an income of 15,001 - 30,000 baht, and the group with an income of more than 45,000 baht in order. On other hand, the smallest group is the group with an income of 30,001 - 45,000 baht.

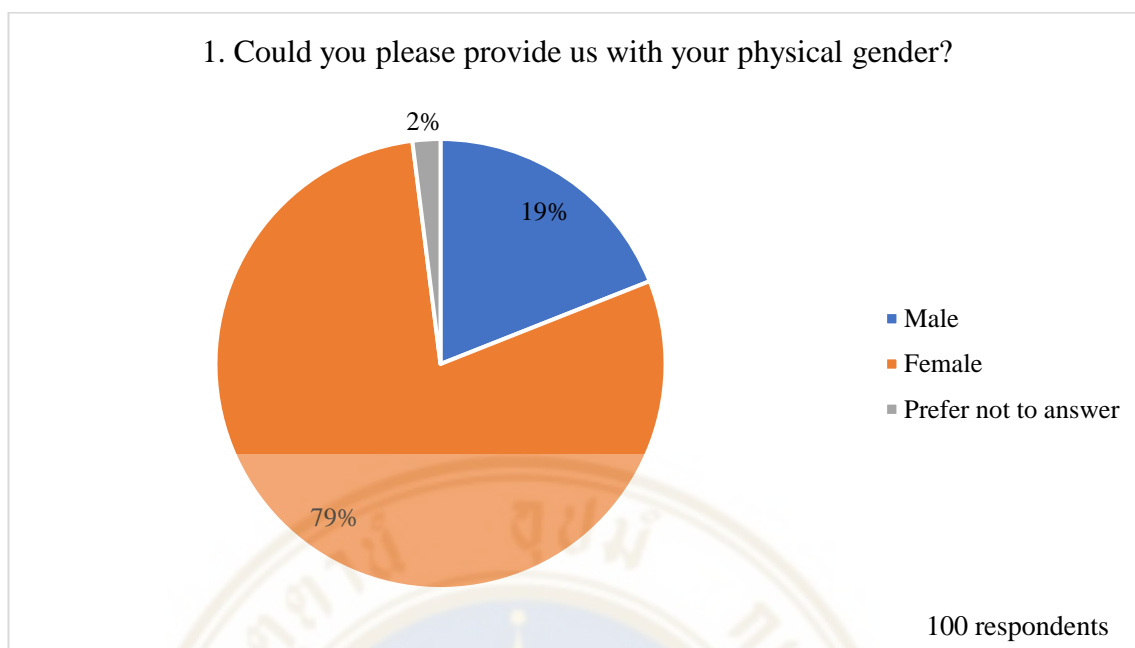


Figure 4.12: Demographic Question; the physical gender group

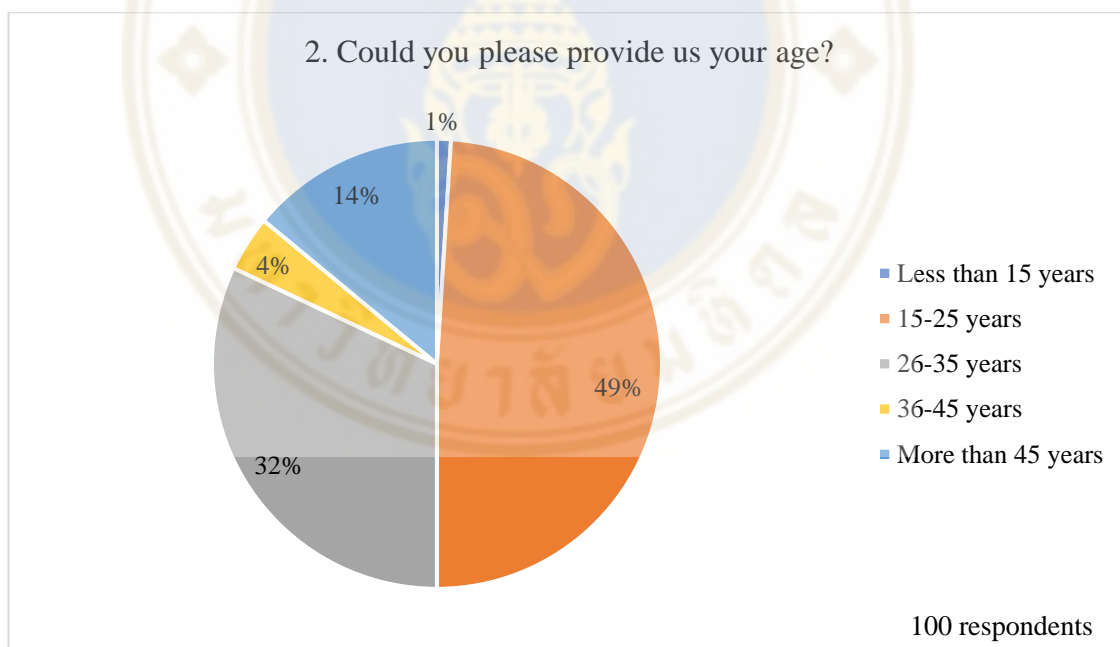


Figure 4.13: Demographic Question; the age group

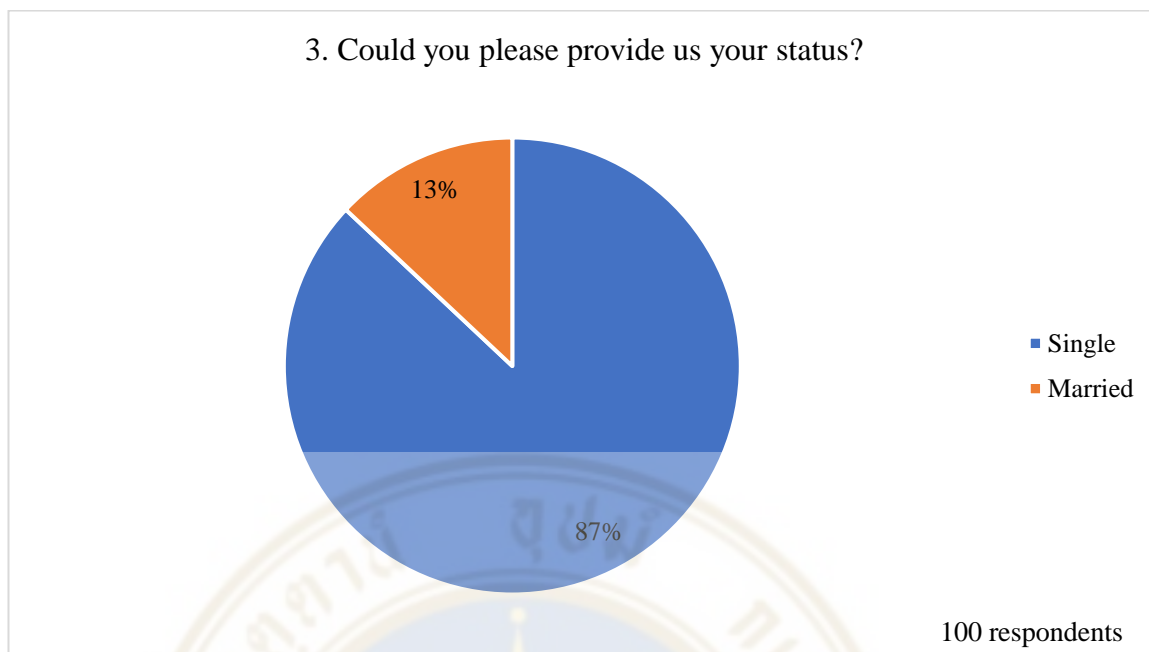


Figure 4.14: Demographic Question; the status group

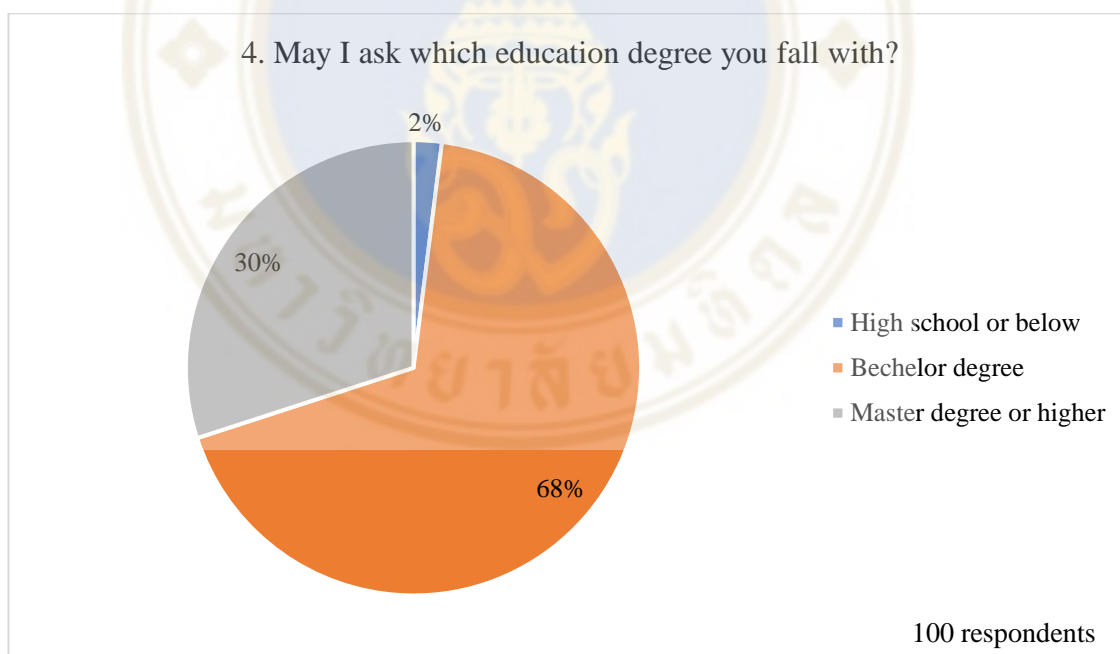


Figure 4.15: Demographic Question; the education level group

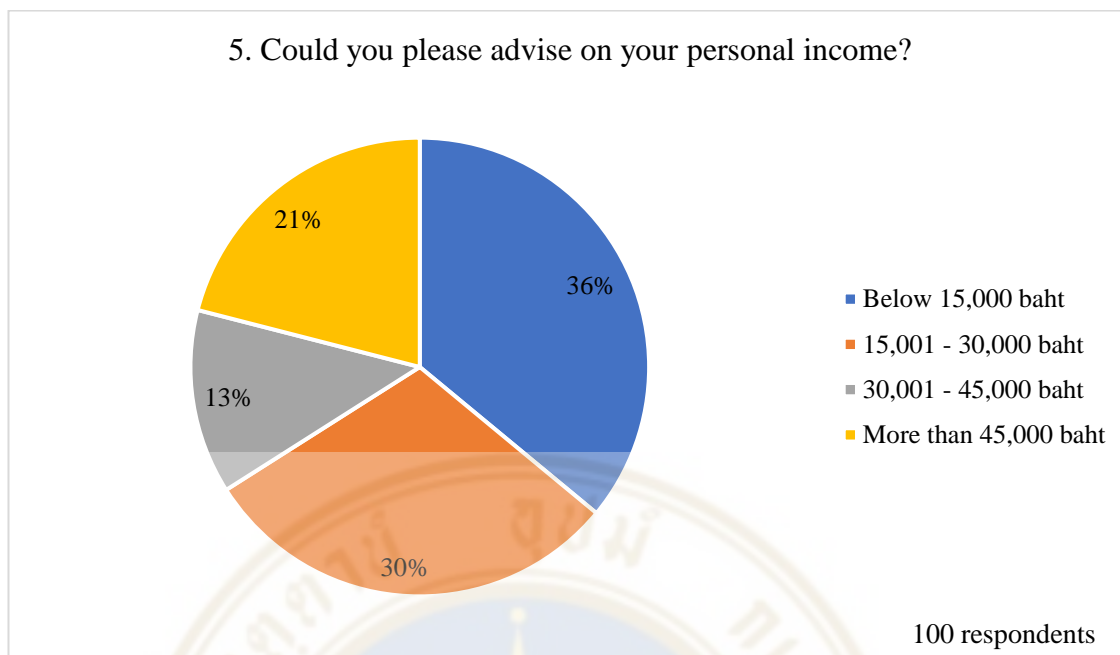


Figure 4.16: Demographic Question; the income range group

4.2 Test of Difference

After running the SPSS analysis with the data from 100 respondents, I analyzed the test of difference with T-Test and ANOVA methods based on the number of groups that we allocate from our 100 respondents. Following the SPSS calculation, I found 3 groups from general questions and 3 groups from our demographic questions that could use to analyze the test of difference. To generate, I found 2 groups of our demographic questions which are marital status and education status in the T-Test method. For the ANOVA method, I found 1 group from our demographic questions which are income group and I found 3 groups from general questions which are a factor, frequency, and influencing power. In this part, I am going to discuss the information that I obtained from each group after running the test of difference in the SPSS program.

4.2.1 T-Test

- Marital status

Table 4.1: Marital status in T-Test

Construct	Marital status	Descriptive		T-Test for Equity of Means	
		Could you please provide us your status?	Mean	t	Significance
					Two-Sided p
Product Quality	I often consider the quality of the raw material when I go to buy bubble tea.	Single	3.3908	-4.994	0.000
		Married	3.9231		
Product Quality	I look at quality of bubble tea before buying.	Single	3.3793	-3.574	0.001
		Married	3.8462		

According to table 1, this table shows the test of differences in marital status. This T-Test's result demonstrates marital status between single and married. It shows that the group of married are likely to consider the quality of both raw material and the quality of the product before buying. Following table 1, the married group tends to consider the quality of the raw material when they go to buy bubble tea more than the single group with a mean score of 3.9231.

Moreover, the married group also look at the quality of bubble tea before buying with a mean score of 3.8462. So, it indicates significance in the marital group that they are more concerned about product quality than the single group.

- Education status

Table 4.2: Education status in T-Test

Construct	Education status	Descriptive		T-Test for Equity of Means	
		May I ask which education degree you fall with?	Mean	t	Significance Two-Sided p
Product Quality	I think quality is an important criterion.	Bachelor's degree or below	3.6286	-2.566	0.012
		Master's degree or higher	3.8667		
Location Convenience	I mostly buy bubble tea that has many branches	Bachelor's degree or below	3.3714	2.038	0.044
		Master's degree or higher	3.0000		

According to the table 2, this table shows the test of differences in education status between the bachelor's degree or below group and the master's degree or higher group. The result shows that the master's degree or higher group is interested in product quality with a mean score of 3.8667 higher than the bachelor's degree or below group. It seems that the master's degree or higher group thinks quality is an important criterion.

Meanwhile, the bachelor's degree or below group is interested in location convenience with a mean score of 3.3714 higher than the master's degree or higher group. It refers that the bachelor's degree or below group mostly buys bubble tea that has many branches. So, it indicates that product quality is significant in the master's degree or higher group while location convenience is significant in the bachelor's degree or below group.

4.2.2 ANOVA

- Income

Table 4.3: Income in ANOVA

Construct	Income		Descriptive	ANOVA		Multiple Comparison (Post Hoc)	
			Mean	F	Sig.	Mean Difference (I-J)	Sig.
Variety of Menu	I choose to consume bubble tea that offers a variety of menu options.	Below 15,000 baht	3.5833	3.375	0.022	.67857*	0.026
		15,001 - 30,000 baht	3.4333				
		30,001 - 45,000 baht	3.0769				
		More than 45,000 baht	2.9048				

According to the table 3, this table shows the test of differences in the income group. This ANOVA's result demonstrates the income group that has the most significantly agreed on a variety of menus which is the below 15,000 baht group when compared to the mean score with other groups. It shows that the below 15,000 baht group seems to choose to consume bubble tea that offers a variety of menu options. As in the table, the below 15,000 baht group is likely to be interested in a variety of menus with a mean score of 3.5833. As a result, it indicates that the variety of the menu is the most significant in the below 15,000 baht group.

- Factor

Table 4.4: Factor in ANOVA

Construct	Factor	Descriptive	ANOVA		Multiple Comparison (Post Hoc)		
			Mean	F	Sig.	Mean Difference (I-J)	Sig.
Product Quality	I will buy bubble tea that has less quality.	Product Quality	3.5417	2.979	0.035	.59091*	0.040
		Variety of Menu	3.3684				
		Good Service	3.3182				
		Location Convenience	3.9091				
Variety of Menu	I choose to consume bubble tea that offers a variety of menu options.	Product Quality	3.1042	3.043	0.033	.68531*	0.022
		Variety of Menu	3.7895				
		Good Service	3.4091				
		Location Convenience	3.3636				

According to the table 4, this table shows the test of differences in factors which are product quality, variety of menu, good service (service quality), and location convenience. Following the ANOVA's result in the table, it shows that people who are interested in location convenience are likely to would not buy bubble tea that has less quality with a mean score of 3.9091. It might refer that people who are interested in location convenience and also interested in product quality as the main factor to consider while buying bubble tea.

Furthermore, people who are interested in a variety of menus are likely to choose to consume bubble tea that offers a variety of menu options as usual with a mean

score of 3.7895. As a result, it indicates that product quality is the most significant in people who are interested in location convenience while a variety of the menu is the most significant in people who are interested in a variety of menus.

- Frequency

Table 4.5: Frequency in ANOVA

Construct	Frequency		Descriptive	ANOVA		Multiple Comparison (Post Hoc)	
			Mean	F	Sig.	Mean Difference (I-J)	Sig.
Location Convenience	I often buy bubble tea that has the store located in the convenience spot.	Everyday	3.6364	2.893	0.039	.49395*	0.042
		Once a week	3.6875				
		1-2 times per month	3.5769				
		Less than 2 times per month	3.1935				
Location Convenience	I choose to consume bubble tea that locate near where I live.	Everyday	4.0000	5.257	0.002	.80645*	0.006
		Once a week	3.7188				
		1-2 times per month	3.4615				
		Less than 2 times per month	3.1935				

According to the table 5, this table shows the test of differences in the frequency of consuming bubble tea. As in the table from the SPSS, the ANOVA's result shows that people who consume bubble tea once a week often buy bubble tea that has a store located in a convenience spot. The result indicates that they agreed on the location convenience with a mean score of 3.6875.

Moreover, the result also shows that people who consume bubble tea every day choose to consume bubble tea that locates near where I live. As in the table, people who consume bubble tea every day agreed on the location convenience with a mean score of 4.0000. As a result, people who consume bubble tea every day and once a week tend to agree on location convenience more than other groups.

• Influencing power

Table 4.6: Influencing power in ANOVA

Construct	Influencing power		Descriptive	ANOVA		Multiple Comparison (Post Hoc)	
			Mean	F	Sig.	Mean Difference (I-J)	Sig.
Word of Mouth	Referrals and reviews are inevitably important to purchase the product.	Influencers	3.7222	5.124	0.002	.80556*	0.001
		Family	3.1667				
		Friends	3.3235				
		No	2.9167				
Word of Mouth	The recommendation is important to me to make a decision to purchase.	Influencers	3.5556	4.737	0.004	.66667*	0.027
		Family	3.2500				
		Friends	3.5294				
		No	2.8889				
Word of Mouth	Friends or family's recommendations affect the decision to purchase bubble tea.	Influencers	3.5556	7.509	0.000	.75490*	0.000
		Family	3.3333				
		Friends	3.5882				
		No	2.8333				
Word of Mouth	I trust referrals and reviews.	Influencers	3.6111	5.372	0.002	1.00000*	0.001
		Family	2.9167				
		Friends	3.0882				
		No	2.6111				

According to the table 6, this table shows the test of differences in the influencing power or the person who influences in consuming bubble tea. Following the ANOVA's result in the table, it demonstrates that people who think influencers have influenced them in consuming bubble tea agree that referrals and reviews are inevitably important to purchase the product with a mean score of 3.7222.

In the second row on the table, people who think influencers have influenced them in consuming bubble tea agree that the recommendation is important to them to decide to purchase with a mean score of 3.5556.

In the third row on the table, people who think friends have influenced them in consuming bubble tea agree that friends' or family's recommendations affect the decision to purchase bubble tea with a mean score of 3.5882.

In the last row on the table, people who think influencers have influenced them in consuming bubble tea trust referrals and reviews with a mean score of 3.6111.

As a result, it indicates that word of mouth has the most significant among the influencers and friends. Most people who think influencers and friends have influenced them in consuming bubble tea have significant results on word of mouth.

4.3. Mean Score

Table 4.7: Mean score in factor

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Mean of Location Convenience	100	2.00	4.00	3.5180	0.52884
Mean of Product Quality	100	2.00	4.00	3.5080	0.42108
Mean of Service Quality	100	1.80	4.00	3.4400	0.50050
Mean of Word of Mouth	100	1.20	4.00	3.2520	0.64173
Mean of Variety of Menu	100	1.00	4.00	2.9620	0.82226

According to the table 7, the factor that has the highest mean score is location convenience with a mean score of 3.5180 after running the SPSS program. The highest mean score in location convenience shows that location convenience might be a factor that could influence people's preference in choosing bubble tea in Bangkok, Thailand the most.

When looking at the mean score table from the SPSS, the second factor that might influence people's preference in choosing bubble tea in Bangkok, Thailand is product quality with a mean score of 3.5080.

The third factor that might influence people's preference in choosing bubble tea in Bangkok, Thailand is service quality with a mean score of 3.4400.

The fourth factor that might influence people's preference in choosing bubble tea in Bangkok, Thailand is word of mouth with a mean score of 3.2520.

The last factor that might influence people's preference in choosing bubble tea in Bangkok, Thailand is the variety of menu with a mean score of 2.9620.

Following the table, the result demonstrates the overall factors that could influence people's preference in choosing bubble tea in Bangkok, Thailand the most in order through the mean score. The SPSS program analyzes and calculates the mean score of each factor that people in the survey agreed to location convenience as the most significant factor. With the highest mean score, location convenience could be considered as the factor that most people agreed as the factor that influence them in choosing bubble tea.

4.4 Discussion

According to the data in the analysis from SPSS, location convenience, product quality, word of mouth, and variety of menus are significant results in the test of differences. On the other hand, location convenience, product quality, and service quality are the top three with high scores of mean in the descriptive statistics. When looking at the similarity between the test of differences and the mean score, the location convenience is the most significant factor that has the potential to influence people's preference in choosing bubble tea in Bangkok, Thailand the most when compared to other factors.

After the COVID-19 pandemic, the new normal situation might create some impact on customers to change their purchasing behavior. Following the study, the most influential factor that influences customers purchasing bubble tea in Bangkok is location convenience. Since customers often order food and beverages on delivery platforms more and more according to the lockdown period mostly people could not go out, so they decided to use delivery platforms instead. The growth in using delivery platforms such as grab, lineman, food panda, and robin hood is increasing significantly after the pandemic. People change their behavior to order food and beverages on delivery platforms that locate near their living area or workplace to avoid going out to the store and having a high risk of COVID-19. It changes their behavior to order food and beverages from the most convenient store that locates near them so they could save time and money from the delivery fee.

To summarize, the most significant factor that has the potential to influence people's preference in choosing bubble tea in Bangkok, Thailand is the location convenience. Most people purchase bubble tea based on the convenience of the store location which includes locating near their living area, having many branches, and being located in a convenient spot. All these are the factors that could gather into the main factor that influences people to purchase bubble tea which is the location convenience. The most convenient location for customers to easily reach the product.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

In this part, I would clarify the conclusions from the analysis and findings after we collected all the data and analyze all the data in the SPSS program. The finding in chapter 4 demonstrates a clear result to help us clearly understand the market direction, customer preference, and the influenced factors in purchasing bubble tea in Bangkok, Thailand. In general, this research helps to understand the objectives we expected which are exploring the factors behind customer preference, defining some tangible recommendations, and providing a potential output to those who are interested in the bubble tea market.

Firstly, exploring the factors behind customer preference. Since the main purpose of this research is to study the factors behind the reason why consumers choose to consume bubble tea in Bangkok, Thailand in the new normal situation after COVID-19. So, I collected the data from 100 respondents who live in the new normal situation after COVID-19 to explore the influence factor. Since the new normal situation after COVID-19 might create some impact on customers to change their purchasing behavior. Following the study, I found that the most influential factor that influences customers purchasing bubble tea in Bangkok is location convenience which I discussed in the discussion part.

Secondly, defining some tangible recommendations concerning the potential to understand the factors. Following the finding analysis, it provides some tangible recommendations that have the potential to help understand customers' preferences in choosing bubble tea in Bangkok, Thailand. It would help in order to understand the market direction after the covid situation, understand customers' targets, understand customers' wants and needs, and the factors that influence them to purchase bubble tea. Moreover, the study would also provide the potential data to analyze so we

would know the market opportunities and brand positioning to serve the right customer's wants and needs.

Lastly, providing a potential output to owners, marketers, and students who are interested in the bubble tea market. In order to provide some in-depth data to understand the market. According to the study, it would provide an opportunity for all stakeholders such as owners, marketers, and also students who are interested in the bubble tea market to understand the market direction after the covid situation, market opportunity, customer target, and the factor that influences customer in purchasing bubble tea. A potential output would be recommendations on the next part that would provide market strategy and target customers to recommend for further development. As a result, it would help owners, marketers, and students who are interested in the bubble tea market to position and target the right customer following their wants and needs.

5.2 Recommendations

In this part, I would clarify the recommendation for further development in order to position and target the right customer following their wants and needs in bubble tea. It would help provide a potential output to owners, marketers, and students who are interested in the bubble tea market for further study as well. Following the SPSS analysis in chapter 4, the finding analysis shows results that could help to understand customers' preferences in choosing bubble tea in Bangkok, Thailand. It would help in order to understand the market direction after the covid situation, target customers, customers' wants and needs, and the factors that influence them to purchase bubble tea. As a result, I would use all data from the finding to provide recommendations such as market strategy and target customers to recommend for further development.

5.2.1 Market Strategy

Following the finding, the result from the SPSS analysis would help to use as data for further study or development in the bubble tea market in Bangkok, Thailand. It also could help to create a market strategy by using the understanding of customers' preferences in choosing bubble tea in Bangkok, Thailand from the analysis in chapter 4.

So, I would recommend four main issues as a potential strategy suggestion for people who are interested in the bubble tea market for further development which is convenience spot, quality checked, delivery to you, and friendly reviews.

Firstly, convenient spot. According to the analysis, the highest mean of location convenience and the significance of location convenience in the test of difference shows the importance of location convenience as the main factor that influences people in choosing bubble tea in Bangkok, Thailand. As a result, I would recommend a convenient spot for everyone that everyone could easily reach and order bubble tea from everywhere. The convenient spot would be a spot that is easy to access, easy to come, and easy to order from everywhere. The location of the bubble tea store should be a convenient place or spot for everyone both people who come onsite and people who order from another place. For the bubble tea business that has potential and would like to open a store, a convenient spot would also mean to place near living areas, universities, or offices that easily reach customers and are convenient for them to purchase.

Secondly, quality checked. With the second highest score in the mean of product quality with a mean score of 3.5080, product quality should be a concern as an important factor that influences people in choosing bubble tea in Bangkok, Thailand as well as the location convenience factor. Not only is the second highest score in mean score but also a significant factor in the test of difference. As a result, I would recommend promoting and communicating the quality of the product with the campaign “quality checked”. This campaign would use to show a detail of the product’s quality and raw materials for customers to realize that bubble tea has good quality. As the business, they could promote a quality check by communicating with customers via social media platforms or their platforms through many contents or infographics.

Thirdly, delivery to you. Following the third highest score in the mean of service quality with a mean score of 3.4400. With a mean score of 3.4400, service quality could be considered an important factor that influences people in choosing bubble tea in Bangkok, Thailand. Furthermore, in my point of view, the service quality factor could go along with the location convenience factor by developing the delivery service which is the collaboration of both factors. As a result, I would recommend a delivery campaign that provides easily delivery service and payment for customers. The

campaign “delivery to you” is a campaign for providing a delivery service that offers a variety of delivery service options. Customers could easily order bubble tea from anytime and anywhere with any delivery platform or even order directly from the shops.

Lastly, friendly reviews. According to the test of difference, the word-of-mouth factor shows their significance in the ANOVA analysis that influencers and friends have the potential to influence people in choosing bubble tea in Bangkok, Thailand. As a result, I would recommend creating a market strategy as a “friendly review”. A “friendly review” is a combination of influencers and friends by promoting the product with an atmosphere of friendliness. The concept of friendly reviews would have a concept of a review from your friends. The influencers would review the products as a friend and review one product with one friend in order to influence customers to make a decision to purchase.

5.2.2 Target Customers

In this part, I would show the target customers that related to the finding from the analysis and the demographic data. I would suggest the two groups of target customers which are teenage girls or first jobbers and single office women. For the first target customer, a teenage girl or first jobber. Following the data, I would recommend targeting teenage girls or first jobbers who are 15-25 years old and have an education status as bachelor’s degree. She would be a university student or new grad who likes to consume bubble tea and has a lifestyle as likely using social media like Instagram, Twitter, TikTok, and Facebook. She lives in Bangkok and would like to hang out with her friends in the department store and often order food and beverages from delivery platforms.

The second target customer is a single office woman. Following the data, I would recommend targeting a single office woman who is 26-35 years old and has an education status of a bachelor’s degree. She works in the office and might have a high salary which is higher than 30,000 bath. She is a working woman who works and lives in Bangkok. This target customer would have a lifestyle as a working woman who loves to order drinks or bubble tea from a delivery platform during her work time and after work time.

To conclude, I would recommend the first target customer which is a teenage girl or first jobber first since the demographic data shows the majority of this group of respondents. In the demographic data, the group of 15-25 years is counted by 49% (49 respondents) of the 100 respondents. So, the most potential target customer that should be targeted is the first target customer.

5.2.3 Potential Output

- **Bubble tea's Owners**

In this part, I would clarify the recommendation for bubble tea owners. This paper could help bubble tea owners to understand the market direction after the covid situation. The bubble tea owners would understand the factor that influences people in choosing bubble tea in Bangkok, Thailand which is related to the new normal situation after the covid situation. They would understand the factor that drives customers' preference in purchasing bubble tea which is the location convenient. Since customers often order food and beverages on delivery platforms more and more according to the lockdown period. With the increase in using delivery platforms and the customer's new behavior, customers change to ordering food and beverages on delivery platforms near their living place more and more. The location convenience becomes a potential factor that could help increase sales of bubble tea. The bubble tea owners would use this paper as data to consider in developing in terms of location convenience to invest in new branches or join more delivery platforms to provide several options to customers.

- **Marketers**

For the marketers, I would clarify the recommendation for marketers to use this study as information to support a decision in creating a marketing strategy. This report would help to understand the market direction after the covid situation and the factor that influence customers' preference in purchasing bubble tea in Bangkok. With the data, it would help marketers know the customers target that have an interest in bubble tea and their wants and needs to target the right group of consumers and target exactly their wants and needs. Likewise, With the significance in the test of

difference, marketers could use this data to consider using influencers to increase product awareness to be word of mouth among customers. Since influencers and friends have the potential to influence customers in consuming bubble tea.

- Students

For the student, I would clarify the recommendation for a student in terms of further study and understanding in the context of the bubble tea market in Bangkok, Thailand. This report would help students could understand the market direction in, the factor that influences customers' preference in purchasing bubble tea in Bangkok, and the demographic of consumers. The demographic data in the survey would have the potential to analyze the target customer who might be interested in purchasing bubble tea. Furthermore, this study could use as an example or reference for a student who study a similar topic about the bubble tea market. They could use this study to support their research or use it as support data in terms of the finding from 100 respondents of people who have consumed bubble tea and live in Bangkok, Thailand.

5.2 Directions for Future Research

Following the research, this research would use in many ways for future research. So, this part would clarify the directions for future research. Firstly, researching the different aspects. This research could use for further research in different aspects by changing the product in the research. The new product should be in the same market which is the drinks and beverages market such as tea, juice, milk, soft drink, or coffee. Future research could build upon these findings from this research that was collected and analyzed in the SPSS program to explore another product's aspect. Secondly, addressing another objective or framework. Future research could research in another objective or framework to explore in different objective or framework. As a result, it could expand a theoretical framework to be broader in the different points of view that this research could not explore. Lastly, constructing a new aspect with a different context, location, or culture. Since this research explores only Bangkok, Thailand which could be a small-scale bubble tea market and specific market only in

Bangkok, Thailand. It would create bias in a different context or culture. So, future research could explore the future research by expanding the scale of the sample size or exploring a different location. It could expand new aspects of context, location, or culture. Furthermore, these in-depth data and findings would help to address unanswered aspects of this research problem as well.



Limitation

In this study, 79 responses from 100 samples are females, which accounted for 79% of the total responses, so the result of the analysis would be asymmetry because females tend to have more influence on the analysis than males. Moreover, the sample size is relatively small as we collected only 100 samples. According to the small size of the data, the data is limited and not sufficient to represent the population. Not only the physical gender that is imbalanced but also the status group as well. From the survey, 87 responses from 100 samples are the single group, which accounted for 87% of the total responses more than the married group. As a result, the analysis might lack of equivalence between the single group and the married group which means the single group tends to have more influence on the analysis. Lastly, this result of the analysis would lack of equivalence in the education status. As in the survey, 68 responses from 100 samples are from the bachelor's degree group, which accounted for 68% of the total responses. So, the result of the analysis would be asymmetry because the bachelor's degree group tends to have more influence on the analysis than other groups. Furthermore, this survey was sent out in an online version as a google form to collect the survey which might be uncontrollable in terms of the in-depth and valid data.

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