

# ปัจจัยที่มีผลกระทบต่อการตัดสินใจซื้อกาแฟของคนไทยในร้านกาแฟ อเมซอน จังหวัดชลบุรี

## The study of factors that influence Thai people to purchase coffee at Café Amazon in

### Chonburi.

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### Abstract

The purposes of the study were to investigate and analyze the relationship of customer behavior, and seven P's of the marketing mix factors that affect the decision making to purchase coffee from Café Amazon in Chonburi. Moreover, to determine and propose some practical solution that attract more people to visit Café Amazon in Chonburi.

The research instrument was the questionnaire that designed to bring out the consumers' opinions and behaviors. The questionnaire consisted three parts of questions which including the general information of participants, consumers' behavior, seven P's of marketing mix factors and purchasing decisions. The samples comprised of 400 consumers in Chonburi who purchased coffee from Café Amazon coffee shops.

The results of the study presented that the majority of the respondents were female (74.5%), in the age range of 21-25 years old (60.3%) and the average income were in the range of 15,001-30,000 Baht (47.8%). Most of the respondents prefer coffee beans from Asia (81.5%). The majority of respondents drink coffee at Café Amazon coffee shops in Chonburi more than three times a week (75%). They visited Café Amazon coffee shops in Chonburi with an intention to buy coffee (65.3%). The findings also revealed that both of customer behavior and marketing mix factors have a relationship with customers' decision making to purchase coffee at Café Amazon coffee shops in Chonburi.

**Keywords:** Seven P's of Marketing Mix, Consumer Behavior, Purchasing decision, and Café Amazon

## **Introduction**

Coffee shops in Thailand were established in 70's where the processes of making coffee were the old styles. Nowadays, those processes style in coffee shops were decreased due to the innovation of coffee machines influenced more customers. Nevertheless, coffee shops business in Thailand increase rapidly as Thai people lifestyle have changed to often travel to other cities by their own transportations. Therefore, coffee shops business has been extended into gas stations and Thai people have been more involved with coffee. Coffee shops at gas station are discovered to be another important source of revenue due to the investment of coffee shops are not much high while the ROI (return on investment) is worthy. The main target consumers of coffee shops in gas stations are those who stopover at a gas station to fill up the gas, take a break or rest after a long drive (Thomyachati, 2012).

Café Amazon was established in 2002 with the connection of PTT gas station (Café Amazon, 2015). The coffee shops business in gas station is rapidly having more competitors including in Bangkok and other provinces. All of Café Amazon coffee shops were located in PTT gas station in many provinces of Thailand. PPT gas station is the most popular gas station in Thailand and the number of gas stations are available in every province. Therefore, Café amazon could use this advantage of location to compete with the competitors. In 2002-2005, customers perceived the brand values through over 100 coffee shops that located in gas stations. Due to the number of competitors are huge, so coffee shop directors need to keep improving their products and services and business strategies to satisfy the customers' needs. In 2006-2008, Café Amazon had developed and improved its standard quality of coffee and services and changed their image under the idea of "The Amazon's Embrace" which including two methods of Amazonia and Forestry. So, Café Amazon won the award in "Thailand Asian Coffee and Tea Festival 2008" (Café Amazon, 2015) because of its improvement and innovation of coffee shops. In 2012, over 690 branches of Café Amazon coffee shops were established and until now there are more than 1,200 branches of Café Amazon coffee shops in Thailand.

Chonburi is the large province that has many tourists and business investors visited. It is the center of industrial businesses both of domestic companies and international companies (Chonburi Province Government Center, 2015) There are many "Industrial Estates" managed by the Industrial Estate Authority of Thailand (IEAT), "Industrial Zones" managed by the Ministry of Industry (MOI), and "Industrial Parks" managed by The Board of Investment (BOI) that located in Chonburi (Industrial

Estate Authority of Thailand, 2015). For example, Amata Nakorn Industrial Estate, Saha-Group Industrial Park, Leamchabang Industrial Estate, Pinthong Industrial Estate, and Chonburi Industrial Estate are industrial estates that located in Chonburi. Furthermore, there is a port that is the main deep sea port of Thailand named “Laem Chabang Port.” Lam Chabang Port is one of the highest trading growth rates in the world and be entitled as one of the World Class Port. Chonburi also has many attraction places to travel such as Pattaya City, Digital Water Park, beaches, Car Racing Park, Aquarium, and etc (Tourism Authority of Thailand, 2015). In addition, Chonburi is interesting and significant city that attract many people to visit and it is related to Café Amazon brand essence “Stopover place for travelers and tourists” (Café Amazon, 2015).

### **Research Objectives**

The purposes of this research were to investigate and analyze the behavior, characteristics of consumers, and seven P’s of the marketing mix factors affect the decision making to purchase coffee from Café Amazon in Chonburi. Moreover, to study the relationship of customer behavior and marketing mix factors that affect the decision making to purchase coffee and to determine and propose some practical solution that attract more people to visit Café Amazon in Chonburi province.

### **Research hypotheses**

Hypothesis 1: The customer behavior factors have a relationship with the decision making to purchase coffee from Café Amazon in Chonburi with the following components: Hypothesis 1.1: Cultural, Hypothesis 1.2: Social, Hypothesis 1.3: Personal, and Hypothesis 1.4: Psychological factors that have a relationship with the decision making to purchase coffee from Café Amazon in Chonburi.

Hypothesis 2: The seven P’s of marketing mix factors have a relationship with the decision making to purchase coffee from Café Amazon in Chonburi with the following components: Hypothesis 2.1: Product, Hypothesis 2.2: Price, Hypothesis 2.3: Place, Hypothesis 2.4: Promotion, Hypothesis 2.5: Process, Hypothesis 2.6: People, and Hypothesis 2.7: Physical Evidence factors that have a relationship with the decision making to purchase coffee from Café Amazon in Chonburi.

### **Research Methodology**

The research was gathered on customer behavior factors and marketing mix factors that influence Thai people to purchase coffee at Café Amazon in Chonburi by using questionnaire to gather data. The population that used for studying in this research were consumers from Cafe Amazon in Chonburi. The samples were 400 people that purchased coffee from Cafe Amazon through different branches in Chonburi by nonprobability sampling method. Since the population size of consumers of Café Amazon in Chonburi were unknown, the sample size was measured by the estimate proportion based on William Gemmill

Cochran's formula (Cochran, 1953). The research's proportion is 0.5 as unknown population size with the confidence coefficient of 95% or 1.96 and an error of 5% or 0.05. The sample size were 385 respondents in order to avoid any mistake that might occur from the response, additional of 15 respondents will be added into the sample size. Therefore, the total number of sample size will be 400 respondents. In Chonburi province, there are 11 sub districts which are Muang, Sriracha, Banglamung, Sattahip, Banbueng, Panthong, Panatnikhom, Bhothong, Nongyai, Khochan, and Kho Srichang. However, Café Amazon coffee shops are located in only five sub districts which are Muang, Sriracha, Banglamung, Sattahip, and Banbueng. They are located in the central of Chonburi province, nearby the tourists' attraction, highways, community places, and industrial businesses. There are totally 37 branches of Café Amazon coffee shop in gas stations. The locations are both own by PTT Co., Ltd and franchisees in Chonburi. The research's locations were chosen by the quota sampling method into five groups for five locations, which are located on Sukhumvit Road or Main Street and nearby the attraction areas, industrial estates, or significant places. The chosen locations were as follows: Sirivilai Service Co., Ltd., Sabsompit Petroleum Co., Ltd., Chonburi-BanBueng3 PTT Gas Station, Chonburi-Nongmon PTT Gas Station, and Chonburi-Bangsaen(Angsila) PTT Gas Station (Café Amazon, 2015). The results of the research will be presented as descriptive statistics analysis. The analyzing data procedures of the study were applied SPSS program to evaluate the results in the form of mean score, standard deviation, number of scale, and percentage. Inferential Statistics are techniques that use to estimate the parameter and test the research's statistical hypotheses. The data will be analyzed by SPSS program as multiple regression analysis at significant level of 0.05.

## **Results and Discussion**

The results of the respondents' personal data presented that the majority of the respondents were female (74.5%) in the age range of 21-25 years old (60.3%), and the average income of respondents was in the range of 15,001-30,000 Baht (47.8%). Most of the respondents prefer coffee beans from Asia (81.5%) and the person who influences their buying decisions are themselves (57.5%). The majority of respondents drink coffee at Café Amazon coffee shops in Chonburi more than three times a week (75%). They visited Café Amazon coffee shops in Chonburi with an intention to buy coffee (65.3%). The majority of findings presented the customer behavior data of the respondents into four categories: cultural, social, personal, and psychological factors. Most of the respondents strongly agreed that the nationality of the brand and ownerships have an effect

to their purchasing decisions by the mean level at 4.66. Their community and reference groups such as friends, family, and colleagues have an effect to their purchasing decisions by the mean of 4.63. Besides, they visited coffee shops with an intention to drink coffee from Café Amazon rather than other coffee shops with mean of 4.61, and they responded that the characteristics and the design features of natural atmosphere make them feel relaxed also influences their purchasing decision with mean of 4.45.

The result of findings analyzed marketing mix factors into seven categories: Product: the flavor of the coffee and other beverages affected most with mean of 4.19 and followed by the quality of the coffee beans with mean of 4.15. The total mean of product factors was 4.17 with the standard deviation of .409. Price: the analysis presented that respondents strongly agree about the price factors have an effect to their purchasing decisions. Most respondents strongly agreed on the product with reasonable price for the quality and quantity or size with 4.70 of mean level and .402 of the standard deviation. Place: the respondents strongly agreed that place factors affected to their purchasing decisions with the total mean of 4.55 and the standard deviation of .374. They gave a high level of important factors with the convenient locations by 4.69 of mean and followed by the coffee shops' designed and decorated with mean analysis of 4.43. Promotion: the total results presented that most respondents agreed that promotion factors affected on their purchasing decisions with mean of 4.06 and the standard deviation of .493. Besides, they strongly agreed on the co-promotion with AIS (cell phone network and cell phone operator company in Thailand), Samsung, and Toyota Company have the most effect to their purchasing decisions with mean of 4.72. The advertising through social media, posters, and brochures have less effect to their purchasing decisions with mean of 3.41. People: most of respondents strongly agreed with people factors have an effect to their purchasing decisions with mean of 4.65 and the standard deviation of .431. The result presented that employees' enthusiasm of customer services, knowledges about coffee, and technical skills on their work were important factors with mean of 4.69 and 4.63. Process: the total mean of process factors was 4.76 and standard deviation of .324. The majority of respondents strongly agreed with the time sensitivity of baristas or their wait time with 4.78 and followed by the greeting customers' process with mean of 4.76. Physical evidence: the data analysis presented that respondents strongly agreed on physical evidence factors that have an effect to their purchasing decisions with mean of 4.68 and the standard deviation of .363. Moreover, respondents also strongly agreed that free Wi-Fi or internet accessibility and a clear sign in front of Café Amazon coffee shops influence them to visit and purchase coffee with mean of 4.69 and 4.68.

The findings explained the perspective of respondents that the purchasing factors were important to their making decisions. The total mean of purchasing factors was 4.66 and the standard deviation of .255, the most influenced factors were the amount of purchasing and the location of Café Amazon coffee shops in Chonburi with mean of 4.78 and 4.73.

### **The results of analyzing and testing hypotheses**

Hypothesis 1: The customer behavior factors have a relationship with the decision making to purchase coffee from Café Amazon in Chonburi. Hypothesis 1.1 and 1.2: Cultural and personal factors have relationships with the decision making to purchase coffee from Café Amazon in Chonburi with the significant level of 0.05. Hypothesis 1.2 and 1.4: Social and psychological factors have no relationship with the decision making to purchase coffee from Café Amazon in Chonburi.

Hypothesis 2: The seven P's of marketing mix factors have a relationship with the decision making to purchase coffee from Café Amazon in Chonburi. Hypothesis 2.1, 2.3, 2.5, and 2.7: Product, place, people, and physical evidence factors have relationships with the decision making to purchase coffee from Café Amazon in Chonburi with the significant level of 0.05. Hypothesis 2.2, 2.4, and 2.6: Price, promotion, and process factors have no relationship with the decision making to purchase coffee from Café Amazon in Chonburi.

### **Discussion**

The study presented that the majority of the respondents were female (74.5%). It can probably describe that, nowadays, the female respondents might become enjoy drinking coffee more than the male respondents. Some of them might wish to relax during the break time and lunch time or after their work times. The finding's result of Suejamsil (2012)'s study supported that of this research. Suejamsil observed that most of the customers of coffee shops in Pathum Thani were female. Moreover, the findings of Peawruengsawat (2010) revealed that the majority of customers in coffee shops in Lampang were female. It can reasonably be described that even in the different province or city, female customers become more interested in drinking coffee at coffee shops.

According to the age of the study's respondents, most of the respondents were in the age range of 21-25 years old (60.3%). This finding was related to the study of Panhan (2008), which presented the age range of 20-30 years old of the respondents. One more research that also supported the results on this analysis was conducted by Trongpanich (2004) who found that most participants were in 21-30 years old of the age range. Concerning with the income of the respondents, the finding explained that the average income of respondents was 15,001-30,000 Baht (47.8%). The findings of Treeweranuwat (2001)'s study supported this study by most of Treeweranuwat's respondents had income between 15,001-20,000 Baht. Another finding, Thinpangnga

(2013)'s study also revealed that most of the respondents had average income range of 10,001-20,000 Baht. These findings can be explained that most of the respondents were students and employed people. They might prefer to visit and enjoy drinking coffee with attractively decoration in some coffee shops. Moreover, in the case that some respondents might work as sales and marketing positions or having their own business. They might have business appointment at coffee shops where they thought the locations are provided with a great atmosphere, reduced their costs, and convenient for their travelling.

Regarding to the respondents' perspective toward customer behaviors, the findings revealed that customer behavior factors have a relationship with the customer decision making to purchase coffee from Café Amazon in Chonburi. The finding's result of Suejamsil (2012)'s study and Peawruengsawat (2010)'s study supported the findings of this research. Suejamsil and Peawruengsawat found customer behavior results indicated that most of respondents intended to drink coffee at coffee shops because they satisfied with the taste of coffee. According to the findings of marketing mix factors, product factors have a relationship with the customer decision making to purchase coffee. The study that supported with these findings was conducted by Treeweranuwat (2011). Treeweranuwat (2011)'s study indicated the most factor that influenced customers was product or coffee which comprised the taste and varieties of coffee that provided for customers. The findings of place factors also described that place factors have a relationship with the customers' decisions making to purchase coffee. This finding was related to the study of Suejamsil (2012) which was studied on the customer behavior in Pathum Thani towards Café Amazon. The findings revealed that most of the respondents strongly agreed that place was the most important factor. Suejamsil (2012)'s study stated that convenient locations and large number of branch were the factors that influenced customers to visit and purchase coffee. Furthermore, the results of this study found that people factors have a relationship with the customers' decisions making to purchase coffee. The findings of Peawruengsawat (2010) on the study of customer behavior of taking service in coffee shops in Lampang was supported with the findings of this issue. The study described the most factors of marketing mix that influenced people to purchase coffee were process and people. The respondents focused on the time response of employees, customer service minds, and service manners that affected to their purchasing decisions at coffee shops. Last but not least, physical evidence factors also have a relationship with the customers' decisions making to purchase coffee. The results of the study of Thomyachati (2012) revealed that customers were strongly satisfied on free Wi-Fi or free internet, which coffee shops provided for all customers.

## Conclusion

The findings of this research provided coffee shops' entrepreneurs, both in gas stations and other locations in Chonburi, with beneficial information in many points. The analysis of demographic data and personal information of respondents conducted allowed coffee shop entrepreneurs and those who plan to invest and open a coffee shop to know who the consumers were, including to understand their customer behaviors and customer perspectives. In order to succeed in this business, the data of the customer behaviors and customer characteristics are the most important aspects. Entrepreneurs should know about these data before deciding to invest and open a coffee shop. Besides, the findings of the research questionnaire, how the customers considered on the relationships of customer behaviors and seven P's of marketing mix factors toward their making decisions to purchase coffee, completely presented practical and valuable information to coffee shop entrepreneurs to improve and develop their business efficiency. Additionally, people who would like to invest and open their own coffee shop would also get concepts, what specific parts they need to focus on for their business successes. The researcher would like to recommend according to the personal experience gained from this study. Firstly, there are a number of Café Amazon coffee shops located in other locations, not only in gas stations but also in department stores or other places in Chonburi. There should be studies which focus on a higher number of customers at coffee shops in the other locations, so that the findings will be comprehensive to the overall Café Amazon coffee shops in Chonburi. Secondly, the products are important points that customers focus on. In order to control and maintain the high quality and the standard taste of coffee, the entrepreneurs and operators of coffee shops need to concentrate on the quality of coffee beans and the ingredients. According to the results of this study, most of the customers of coffee shops are female customers and female customers are more mindful than male customers. Hence, entrepreneurs and operators in coffee shops should pay attention to their products to impress customers and enhance their customers' satisfaction. The customer service is commonly important element that influences customers' purchasing decisions. If the customers feel impressed with the service of employees, they will probably revisit the coffee shops. There should be studies which include more questions relevant the coffee shop service in the questionnaire. Therefore, the findings might be better support existing or new entrepreneurs to improve and develop the coffee shops to satisfy the customers' needs.

In addition, a study on factors that influences Thai people to purchase coffee at Café Amazon in Chonburi has presented many beneficial and useful findings, even though there were several limitations. Nowadays, coffee shops business in Thailand is a highly competitive industry. The researcher positively hopes that coffee shop entrepreneurs and those who want to invest and run the coffee shops business would learn from the results of this study. This study was focused on the findings of customer behavior factors and marketing mix factors that influence Thai people to purchase coffee at Café Amazon in Chonburi, so the results were analyzed with the factors that influences customers purchasing decisions in Chonburi only. There should be studies which study on customer's perspective toward Café Amazon coffee shops in another city, so that the findings will be comprehensive to the overall Café Amazon coffee shops in Thailand.

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