

Consumer Behavior of Starbucks Coffee Shops in Bangkok

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Abstract: The purpose of this study is to study the consumer's demographic characteristics that affect the consumers' use of Starbucks coffee shops in Bangkok, to study the marketing ingredient factors affecting the coffee shop usage of Starbucks for consumers in Bangkok and to study the factors of marketing mix that affect the consumer loyalty in Starbucks coffee shops in Bangkok. This research surveyed 405 consumers in Bangkok area. The tools used for data collection were the statistical questionnaire to analyze the data, namely frequency, percentage, mean (\bar{x}) and standard deviation (S.D).

The results of this study showed that Starbucks coffee shop usage behavior of consumers in Bangkok area can be determine the behavior of consumers' purchase intentions which coffee shops should be considered brand value in recognition of service quality and trust in what is probably to be a key factor in making a purchase decision in order that it can be used in a Starbucks coffee shop. The direction that customers can trust and purchase their products including find those operate in all sales channels that applied the service quality and brand value to suit their business. In Accordance with customers' purchasing intentions in Bangkok and Starbucks coffee shops, they can be applied to develop appropriate marketing strategies such as creating more socially responsible activities including the development of personnel for service quality that is superior to competitors.

Keywords: Coffee Business, Service, Customer.

Introduction

Nowadays, coffee has played a huge role and influence on consumers, especially new generation in working age and the people living in the city can see the sales trend rising every year. Coffee products have a unique aroma and flavor also have been loved constantly by many people throughout the world, although coffee is not a drink that originated in Thailand but coffee is a beverage that Thai people have continually known and consumed over 150 years. In Thailand, many varieties of coffee have been grown and methods of using coffee have been developed to produce drinks in different ways and it has a unique taste of coffee consumption such as iced coffee or traditional coffee that uses coffee bags which differs from the tastes of foreign countries that are widely popular with coffee in the United States and Europe etc.

The Kasikorn Research Center has analyzed that all types of coffee products are still interesting businesses and they can expand hugely because the coffee consumption rate of Thai people is presently low, i.e., less than 0.5 kg / person / year or equivalent to 130-150 cups / person / year only (or an average of less than one cup / person / day). The amount of Thai people who consume coffee regularly is only 30 percent (or less than 2 million

people) of the population. (Chutimont Wimulchart. 2010). Thailand has a population of about 60 million, which are still relatively small compared to Asian countries such as Japan drinking average 500 cups / person / year, or the United States drinking on average 700 cups / person / year (or an average of 2 cups / person / year), so there are a lot of opportunities to expand the coffee product business and expect competition in the coffee products market. (Keller, K. L.,2008). This will become even more intense and entrepreneurs in this coffee business that they must adjust their strategy both aggressively and maintain with the changing market situation, especially high-end coffee shops. If the overall economy of Thailand continues to grow, coffee industry experts predict that the market value will surpass 7 billion baht within the next 5 years. (Kasikorn Research Center, 2018).

The coffee shops market, there are many factors that affect consumers' choice of service behavior. The study of consumer behavior of Starbucks coffee shops in Bangkok is extremely important to enable operators to operate their businesses in a different way, to be able to accurately meet the needs of the target group and to be able to truly reach the needs of and consumer behavior leading to income generation and a sustainable competitive advantage.

Research method

This research is a quantitative research using questionnaire data collection method to study Starbucks coffee shop usage behavior among consumers in Bangkok area. The researcher had prepared a questionnaire and reviewed the literature theories and related research were used to guide questionnaires by analyzing statistical data using a software program to summarize research results. In this regard, the researcher has determined a model of the research methodology carried out by the following steps.

1. Population and Sample

1.1 Target population. The population for this study is male and female residents in Bangkok and previously used Starbucks coffee shops in Bangkok.

1.2 Sample size determination. For this study and research, the researcher found that the exact number could not be known. The researcher then chose to determine the cohort size of the study and research which intend the sample without the population and hypothesize that the sample size has a normal distribution by using the formula for calculating the sample size, it was found that the suitable sample for this study determined the sample size equal to 384.16 samples. The researcher conducted a questionnaire for an additional 5% of the sample, totaling 405 samples and using a specific sample selection method. The group of people who had purchased the service of a large coffee shop of consumers in Bangkok only.

2. Tools for data collection

This research was a quantitative research using questionnaires as a tool for data collection that to study consumer behavior of Starbucks coffee shops in Bangkok, the details of questionnaire can be categorized as follows, Part 1: Screening Questions to determine whether the respondents are suitable for the sample group and general behavior interview questions of consumers in Starbucks coffee shop in Bangkok area. Mahanakhon is a closed-ended question that has many options, Part 2: Questions about marketing mix affecting the use of large coffee shops questions about marketing mix including product and services factors, prices, distribution channels,

marketing promotion, personnel, physical characteristics, processes, productivity using measurement tools.

3. Statistical data analysis used in data analysis

To analysis of the table data, it meets the research purpose. The researcher used statistics to analyze personal data of the respondents. The statistics used in this research were frequency and percentage of a values to analysis the administrators or academic work competency of the educational institution. Using the mean (\bar{x}) and standard deviation (SD), the average was compared with the conceptual basis of Best (Best, 1970) and demographic characterization of the sample group. The data of hypothesis testing was using descriptive statistics models such as frequency, average and standard deviation. To describe the general characteristics of the sample studied, namely gender, status, age, educational level, occupation, average monthly income. Behavioral variables and inferential statistics were used to test the hypothesis in the analysis using independent sample (t-test) statistics to compare between personal data and marketing mix factors.

Conclude

As the research study, the results of the research can be summarized as follows:

1. Data collection of marketing mix factors on Starbucks coffee shop usage behavior of consumers in Bangkok area. Overall, it was at the highest level and when considering each aspect, it was found that they were sorted in the process followed by goods and services. The sum of marketing promotion, distribution channels, price and personnel were minimum average. The research results can be described as follows:

Data collection of the marketing mix factors on Starbucks coffee shop usage behavior of consumers in Bangkok area. The products and services were at the highest level with the mean ($\bar{x} = 4.71$). The use of product franchises was the highest ($\bar{x} = 4.74$), followed by various types of coffee and beverages. In the field of food and various kinds of snacks are good taste together with the quality of raw, clean and safe materials used with an average ($\bar{x} = 4.72$), followed by the brilliant packaging. The appropriate containers had the mean ($\bar{x} = 4.70$) and the coffee and beverages had the lowest mean ($\bar{x} = 4.64$).

Factor analysis of marketing mix data on Starbucks coffee shop usage behavior of consumers in Bangkok area. The price aspect was at the highest level with the mean ($\bar{x} = 4.64$). The prices of coffee, beverages, food and snacks that were most suitable for the product quality that were the most average ($\bar{x} = 4.72$), followed by the prices of coffee, beverages, food and snacks. Had the least mean ($\bar{x} = 4.57$).

Factor analysis of marketing mixed data on Starbucks coffee shop usage behavior of consumers in Bangkok area. The distribution channels were at the highest level with the mean ($\bar{x} = 4.67$). The stores had adequate parking average the highest average ($\bar{x} = 4.74$), followed by the sign and logo in front of the store that were easy to recognize and clearly visible with the average ($\bar{x} = 4.71$), location, easy access, the average ($\bar{x} = 4.62$) and the price tag clearly displayed with the least average ($\bar{x} = 4.60$).

Factor analysis of marketing mix data on Starbucks coffee shop usage behavior of consumers in Bangkok area. Marketing promotion was at the highest level with the mean ($\bar{x} = 4.69$). The store has promotional programs that meet the consumer's needs such as offering discounts to consumers or buying ten get one free promotion, etc. The store has interesting advertisements on various media such as television, radio, internet, brochures, billboards, etc. are the equal average. ($\bar{x} = 4.69$).

Factor analysis of marketing mix data on Starbucks coffee shop usage behavior of consumers in Bangkok area.

Personnel was at the highest level with mean ($\bar{x} = 4.63$). Employees were able to solve immediate problems for customers efficiently with the highest average ($\bar{x} = 4.73$), followed by employees who were dressed in hygienic manner with the average ($\bar{x} = 4.64$), followed by employees with good etiquette. In the service, the average was the most ($\bar{x} = 4.61$), the employees were enthusiastic and attentive to the service with the average ($\bar{x} = 4.61$) and the employees were able to make coffee according to consumer needs, such as less sweet, without sugar, etc. with least mean ($\bar{x} = 4.58$).

Factor analysis of marketing mix data on Starbucks coffee shop usage behavior of consumers in Bangkok area. Process aspect was at the highest level with mean ($\bar{x} = 4.73$). The shop has its own characteristics in terms of displaying the coffee making area and the meticulousness of the brewing was the most average ($\bar{x} = 4.82$), followed by the coffee service. The quick, accurate drinks and snacks were the least average ($\bar{x} = 4.73$).

2. Factors of Service Quality Affecting Consumer Behavior of Starbucks Coffee Shop in Bangkok Overall, it was at the highest level and when considering each aspect found that they were sorted in the following order. The sum of intent to provide customer fast and convenient was the most average, followed by the sum of the customer confidence and followed by the sum of trustworthiness, the physical and reliability were the least average. The research results can be summarized as follows:

Factor analysis of Service Quality Affecting Consumer Behavior of Starbucks Coffee Shop in Bangkok area, the confidence level was at the highest level with the mean ($\bar{x} = 4.65$). Advanced tool and equipment of service was the most average ($\bar{x} = 4.73$), followed by the average parking place ($\bar{x} = 4.71$), followed by the attractive modern decoration with the average ($\bar{x} = 4.70$) in term of the average cleanliness in the shop ($\bar{x} = 4.69$), followed by the number of tables that served were average ($\bar{x} = 4.62$), the average decoration of the garden and the surrounding area was the least. ($\bar{x} = 4.42$).

Factors of Service Quality Affecting Consumer Behavior of Starbucks Coffee Shop in Bangkok, the reliability was at the high level with the mean ($\bar{x} = 4.60$) and the employees were the highest average ($\bar{x} = 4.66$), followed by the staff who led the restaurant's recommended menu to customers with the average ($\bar{x} = 4.63$), followed by the employees with the mean ($\bar{x} = 4.61$), and punctual service of employees was the least ($\bar{x} = 4.49$). Factors of Service Quality Affecting Consumer Behavior of Starbucks Coffee Shop in Bangkok. The intention of speed of service was the highest with the mean ($\bar{x} = 4.70$) when considered individually, it was found that the employees considered the waiting time of customers with the highest average ($\bar{x} = 4.72$), followed by customer service speed and convenience with the mean ($\bar{x} = 4.71$), followed by the number of employees serving the service on average ($\bar{x} = 4.70$) and willingness to serve was the least average ($\bar{x} = 4.66$).

Factors of Service Quality Affecting Consumer Behavior of Starbucks Coffee Shop in Bangkok, in terms of customer confidence, the confidence was at the highest level with the mean ($\bar{x} = 4.69$), a clean and tidy uniform was the most average ($\bar{x} = 4.75$), followed by employee etiquette and politeness were average ($\bar{x} = 4.70$) and employees had positive human relations, smiling, hospitable and sociability is the least mean ($\bar{x} = 4.60$).

Factors of Service Quality Affecting Consumer Behavior of Starbucks Coffee Shop in Bangkok the physical characteristics were at the highest level with the mean ($\bar{x} = 4.64$). The service offering average value that met the customer's needs was the most ($\bar{x} = 4.70$), followed by listening to customer, give customer's

suggestions and ready to be improved according to the customer demand that had an average ($\bar{x} = 4.65$) and the customer recognition and data were the least average ($\bar{x} = 4.56$).

3. Data Factors on Customer Loyalty in Service of Starbucks Coffee Shops to Consumers in Bangkok, the customer confidence was at the highest level with the mean ($\bar{x} = 4.65$). They believe that a Starbucks coffee shop will always offer you the best products with the highest average ($\bar{x} = 4.67$), followed customer influence to use the services of a Starbucks coffee shop. Even though, there are other coffee shops offering better deals. When considered that how Starbucks coffee shop advertise their products, it is authentic and reliable with an average ($\bar{x} = 4.66$), and people affiliated with the Starbucks coffee shop brand which has the least mean ($\bar{x} = 4.60$).

The results of analysis of comparative table data according to customer base on Starbucks coffee service for consumers in Bangkok summarized as follows: when comparing factors of different marketing mix had different effect on customer loyalty of Starbucks coffee shop of consumers in different Bangkok area, it was found that $p\text{-value} = 0.000$. less than the statistical significance at level 0.05, it was concluded that consumer behavior of Starbucks coffee shops in Bangkok classified by different marketing mix factors. There were differences in consumer behavior of Starbucks coffee shops.

The comparison of brand perception of different brands had different effect on customer loyalty of Starbucks coffee shop in different Bangkok area. $p = 0.000$, less than the statistical significance at 0.05 level. The results were concluded that the consumer behavior of Starbucks coffee shops in Bangkok classified according to different brand image perception. There were differences in overall consumer behavior of Starbucks coffee shops.

Discussion

1. Factors Affecting Consumer Behavior of Starbucks Coffee Shop in Bangkok Area, the whole of marketing mix was at the highest level and when considered on a particular aspect found that all aspects are sorted at the highest level as follows: process overview was the highest, followed by goods and services, the sum of marketing promotion, distribution channels, price and personnel were the least average. In line with Natthaphob's research Tangjit Patiphanakul (2009), market factors found to be especially important that is the service process factor with emphasis on the validity of the bill and the speed of service, followed by the research of Prawin Sangsaran (2007) was to study the factors affecting consumption that coffee in Bangkok Noi district was demographic factors in terms of age, education level, occupation and income related to the frequency of drinking coffee in the coffee shops. The sample group that consumed daily was 41 years old and over, most of them were civil servants or state enterprise employees and professional trading or personal business.

2. Factors of Service Quality Affecting Consumer Behavior of Starbucks Coffee Shop in Bangkok overall, it was at the highest level and when considering each aspect found that they were sorted in the following order: the sum of intent of speed of service was the most average, followed by the sum of the customer confidence, brand trust, the physical and reliability were the least average. In accordance with Sunita Sriphon Nok. (2019) has studied Quality of Service and Emotional Adherence Influencing Consumers' Loyalty of Café Amazon Service in Bangkok, it was found that factors influencing loyalty to Café Amazon service. Consumers in Bangkok were statistically significant at level 0.05, i.e., service quality. Responsibility, brand trust and

emotional relationship on the aspect of customer service, there was no influence on the loyalty of the Amazon Cafe of consumers in Bangkok and in line with Punika Topila. (2015) studied Factors of Brand Value Creation, Service Quality and Online Social Networking Affecting Coffee Shop Selection: A case study of a Thai brand coffee shop in Bangkok, it was found that the quality of service that cares for customers. The most influencing decision to choose to use the Café Amazon service in Bangkok, followed by the creation of brand value in terms of brand awareness and brand value creation in terms of quality perception, respectively.

3. The comparison results according to customer base resolution of Starbucks coffee shop service of consumers in Bangkok found that gender, age, education level in terms of status and location. The difference had no different effect on the Starbucks coffee shop usage behavior of consumers in Bangkok as a whole. This is consistent with research by Kang, J., Tang, L., Lee, JY, & Bosselman, RH (2012, pp 809-818). Research studies on understanding customer behavior in brand-name coffee shops of Korea: The role of self-esteem and consistency subsequently, an increasing number of coffee shop customers in Korea want to subsidize brand-name coffee shops over the past decade. This study used visual consistency theory to explain the Korean setting phenomenon. The authors examined the impact of visual consistency, (own consistency and work consistency) towards customer attitudes and repurchase intent and identify the control effect of previous visit experience. The sample was customers who visited 13 branded coffee shops in Seoul's Myeongdong commercial district. Structural equation models are used to test the validity of conceptual models. The results of the study found that both self-reconciliation and work reconciliation were derived from customer attitudes and repurchase intentions. In addition, the congruity function had a greater impact on customer attitudes among experienced customers among those who have little visiting experience. Marketers of brand-name coffee shops in Korea have been advised to design strategies for brand positioning and market segmentation from a new perspective. Further studies can be continued among clients in geographic areas, students, as well as in small towns and rural areas in Korea.

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