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## **APPENDICES**

## APPENDIX A

### QUESTIONNAIRE ABOUT COFFEE HOUSES AND RESPONSES

Questionnaire:

- Q1. Do you like coffee? Yes / No
- Q2. Do you go to Coffee house? Yes / No
- Q3. How many times you go to coffee house?
- Q4. Which is the most favorite?
- Q5. Why that café Q4 is the most favourite?
- Q6. How much do you spend one time at coffee house?
- Q7. Do you think that price, Q6, is reasonable?
- Q8. What are you doing at café except having a coffee?
- Q9. Do you go to coffee house alone?
- Q10. How long do stay at coffee house?
- Q11. Please let me known about you. Male / Female  
Occupation:  
Age:  
Nationality:





Responses:

\* Respondents: male - 31, female - 51

\* Age: 10s – 6, 20s – 52, 30s – 16, 40s – 6, 50s – 2

\* Nationality: Thai – 66, Asean – 5, American – 4, European – 3, East Asian – 4

\* Occupation: student – 45, employee – 25, company owner – 3, teacher – 3,  
house wife – 2, freelance – 2, other – 2

Q1: Do you drink coffee? Yes: 56 No: 26

Q2: to 26 people who do not drink coffee; do you go to the coffee house?

Yes: 11 No: 15

Q3: to 11 people who go to the coffee house, although they do not drink coffee;  
what do you do at the coffee house?

- chatting with friends
- reading
- studying
- drinking non-coffee alone
- people watching

Q6: to 58 people who goes to the coffee house, whether drink coffee or not;  
how much do you spend one time at the coffee house?

- less than 50 baht: 5
- less than 100 baht: 21
- about 100 baht: 19
- maybe 150 baht: 7
- possibly 200 baht: 2
- more than that: 4

Q7: to 58 people who answered Q6; do you think that price is reasonable?

- Yes, it is OK: 22
- Well, it is not cheap: 28
- It is expensive: 8

Q8: to 58 people who goes to the coffee house, whether drink coffee or not;  
what do you do at the coffee house except drinking? (multiple answer)

- Reading: 26
- Studying: 13
- Internet: 6
- Chatting with friends: 37

As other answers: relaxing, meeting place, working, people watching.

**Starbucks Coffee Thailand Beverage Menu, September 2005**

	8 Fl Oz	12 Fl Oz	16 Fl Oz	
<i>Hot Drink</i>	Short	Tall	Grande	
Simply drip-brewed				
Coffee of the day	50	70	80	
Espresso base				
Caffé Latte	65	75	90	
Cappuccino	65	75	90	
Caramel Macchiato	75	95	110	
Caffé Mocha	70	85	95	
Americano	55	75	85	
<i>Cold Drink</i>		12 Fl Oz	16 Fl Oz	20 Fl Oz
		Tall	Grande	Venti
Drip-brewed base				
Iced coffee		70	80	90
Espresso base				
Iced Americano		75	85	95
Iced Caffé Latte		75	90	100
Iced Caffé Mocha		85	95	105
Iced Caramel Macchiato		95	110	125
Frappuccino: Blended Coffee				
Coffee Frappuccino		80	95	110
Espresso Frappuccino		85	105	120
Mocha Frappuccino		85	105	120
Caramel Frappuccino		85	105	120
Rhumba Frappuccino		100	120	130
Frappuccino: Blended Cream				
Vanilla Cream Frappuccino		80	95	110
Chocolate Cream Frappuccino		80	95	110
Caramel Cream Frappuccino		80	95	110
Rhumba Cream Frappuccino		100	120	130
Green Tea Cream Frappuccino		105	125	135
Frappuccino: Blended Tea				
Mango Tea Frappuccino		80	95	110
Mango Cream&Tea Frappuccino		85	105	120
Raspberry Tea Frappuccino		80	95	110
Raspberry Cream&Tea Frappuccino		85	105	120

Additional Espresso Shot      15.-/Shot

Add Flavoured Syrup          15.-/Drink

Add Whipped Cream on top    15.-/Drink

Decaffeinated beverage and low-fat milk are available.

\* Source: company document

\* Price: Thai baht

**Starbucks Coffee Thailand Beverage Menu, October 2005**

<i>Hot Drink</i>	8 Fl Oz Short	12 Fl Oz Tall	16 Fl Oz Grande
Simply drip-brewed			
Coffee of the day	55	70	85
Espresso base			
Caffé Latte	70	85	100
Cappuccino	70	85	100
Caramel Macchiato	90	105	120
Caffé Mocha	80	95	110
Americano	60	75	90
<i>Cold Drink</i>	12 Fl Oz Tall	16 Fl Oz Grande	20 Fl Oz Venti
Drip-brewed base			
Iced coffee		70	85
100			
Espresso base			
Iced Americano		75	95
Iced Caffé Latte		85	100
Iced Caffé Mocha		95	110
Iced Caramel Macchiato		105	120
135			
Frappuccino: Blended Coffee			
Coffee Frappuccino		90	105
Espresso Frappuccino		100	115
Mocha Frappuccino		100	115
Caramel Frappuccino		100	115
Rhumba Frappuccino		115	130
145			
Frappuccino: Blended Cream			
Vanilla Cream Frappuccino		90	105
Chocolate Cream Frappuccino		90	105
Caramel Cream Frappuccino		95	110
Rhumba Cream Frappuccino		115	130
Green Tea Cream Frappuccino		120	135
150			
Frappuccino: Blended Tea			
Mango Tea Frappuccino		90	105
Mango Cream&Tea Frappuccino		105	120
135			
Raspberry Tea Frappuccino		90	105
Raspberry Cream&Tea Frappuccino		105	120
135			
		15.-/Shot	
		15.-/Drink	
		15.-/Drink	
		15.-/Drink	
		30.-/Drink	
		(Add shot & caramel or chocolate sauce)	
		Decaffeinated beverage and low-fat milk are available.	

\* Source: company document

\* Price: Thai baht

**Black Canyon Coffee full drink list**

Location: MBK shopping centre blanch, Bangkok

<i>Hot Coffee Menu</i>	baht	<i>Iced Coffee Menu</i>	baht
Hot coffee	50	Black Coffee Champ Iced Coffee	50
Mocha Taste	60	Iced Coffee (coffee with milk)	55
Americno	50	Iced Mocha	65
Blue Canyon	50	Iced Cappuccino	65
Espresso	50	Iced Caffé Latte	65
Cappuccino	60	Gelato Espresso	65
Caffé Latte	60	(espresso with ice cream)	
Kopi Ancient Coffee	50	Black Canyon Coffee Frost	65
Vienna	55	Blackpuccino	65
Espresso with Honey	50	Mocha Glacier	65
		Black-Crunch Coffee	65
		Black Mocha Shake	70
		Black Hazelnut Shake	70
		Honey Chocolate Coffee	70
		Honey Banana Coffee	70
		Mexican Iced Coffee	70
		(Kahlua Syrup with milk)	
		Pochino Ice Cream Coffee	70
		(Espresso, Rum Syrup and ice cream)	
		Blended Iced Coffee with Rum Syrup	70
		Irish Coffee	80
		(Irish whiskey with Kahlua Syrup)	
 <i>Other Menu</i>			
Hot Tea	25	.....	
Hot Japanese Green Tea	30		
Iced Lemon Tea	35		
Iced Tea with milk	40	Heineken Beer (small bottle)	60
Iced Tea without milk	35	Heineken Draught Beer (glass)	55
Iced Green Tea with milk	40	Heineken Draught Beer (pitcher)	170
Tropical Tea	50		
Frut Mint Tea Punch	50	Smoothies	
Blended Iced Green Tea with milk	45	Chiangmai Paradise	60
Hot Fresh Milk	30	Phuket Paradise	60
Iced Fresh Milk	30	Strawberry Delight	60
Hot Chocolate	45	Blueberry Delight	60
Iced Chocolate	50	Orange Juice	35
Blended Iced Chocolate	55	Lemon Juice	35
Mineral Water	15	Orange Frost	40
Coca-Cola (glass/pitcher)	20 ./-55	Lemon Frost	40
Sprite (glass/pitcher)	20 ./-55	Watermelon Frost	40
Fanta Red (glass/pitcher)	20 ./-55		

\* Source: collected by author, December 2006

**Doi Tung Coffee full drink list**

Location: Suan Lum Night Bazaar blanch, Bangkok

(February 2005)

<b>Hot Drink</b>	regular	large	<b>Cold Drink</b>	regular	large
Espresso	35	45	Iced Cafe Latte	65	75
Espresso Macchiato	35	45	Iced Cafe Mocha	70	80
Espresso Con Panna	35	45	Iced Cafe Americano	55	65
Cafe Late	55	60	O-Liang	40	
Cappuccino	55	60	(Thai Iced Black Coffee)		
Cafe Mocha	60	65	Slush: Coffee based frosty drink		
Cafe Americano	45	50	Coffee	75	80
Yok-Lor	50		Mocha	85	90
			Espresso+Syrup	85	90
<b>Other Drink</b>					
Hot Chocolate	20	30			
Slush: Iced Blended					
Vanilla	75	80			
Caramel	75	80			
Chocolate	75	80			
Macadamia Nut	75	80			
Orange	75	80			
Green Tea	85	90			

(January 2006)

<b>Hot Drink</b>	regular	large	<b>Cold Drink</b>	regular	large
Espresso	40	50	Iced Cafe Latte	70	80
Espresso Macchiato	40	50	Iced Cafe Mocha	75	85
Espresso Con Panna	40	50	Iced Cafe Americano	60	70
Cafe Late	60	65	O-Liang	45	
Cappuccino	60	65	(Thai Iced Black Coffee)		
Cafe Mocha	65	70	Slush: Coffee based frosty drink		
Cafe Americano	50	55	Coffee	80	90
O-Yor	55		Mocha	85	95
Yok-Lor	55		Espresso+Syrup	85	95
			Caramel	80	90
<b>Other Drink</b>					
Hot Chocolate	30	35			
Slush: Iced Blended					
Vanilla	80	90			
Caramel	80	90			
Chocolate	80	90			
Macadamia Nut	85	95			
Orange	85	95			
Green Tea	85	95			
Slush: Tea base					
Raspberry	80	90			
Strawberry	80	90			

\* Source: collected by author, February '05 and January '06, respectively

\* Price: Thai Baht

**True Coffee full drink list**

Location: Subway Mall Sukhumvit Station Blanch, Bangkok

<i>Hot Coffee Menu</i>	baht		<i>Iced Coffee Menu</i>	baht	
	small	large		small	large
Espresso Classic	-	60	Iced Americano	60	70
Espresso Macchiato	-	60	Iced Cafe Latte	60	80
Espresso Conpana	-	60	Iced Cappuccino	60	80
Americano	40	50	Iced Caramel Macchiato	70	80
Cafe Latte	50	70	Iced Cafe Mocha	70	80
Cappuccino	50	70	Espresso Twist Coffee	70	80
Caramel Macchiato	60	80	Mocha Twist Coffee	60	70
Cafe Mocha	60	80	Caramel Twist Coffee	60	70
			Vanilla Twist Coffee	60	70

***Other Menu***

Hot Chocolate	40	30
Steamed Milk	40	30
Iced Chocolate	40	30
Green Tea Twist Cream	70	60
Chocolate Twist Cream	70	60
Vanilla Twist Cream	70	60
Strawberry Twist Cream	70	60
Twining Hot Tea	40	50
Twining Iced Tea	-	50
Add Espresso Shot		15
Add Whipping Cream		15
Add Syrup		15

\* Source: collected by author, December 2005

**Bluecup Coffee full drink list**

Location: Pan Tip Plaza blanch, Chiang Mai

<i>Hot Coffee Menu</i>	baht	<i>Iced Coffee Menu</i>	baht
Caffe Americano	45	Iced Latte	55
Bluecup Espresso	40	Iced Mocha Malt Con Panna	60
Double Espresso	55	Iced Mocha	60
Espresso Machiato	40	Blue Ice Coffee	50
Espresso Con Panna	45	Milky Way	55
Caffe Mocha	55	Cappuccino Granita	65
Caffe Latte	50	Espresso Granita	65
Mocha Malt Latte	55	Cookies & Cream Granita	65
Bluecup Cappuccino	50	Mocha Granita	65
Hazelnut Cappuccino	59	Cream Caramel Granita	65
		Hazelnut Smoothies	75
Additional Espresso Shot	15		
Additional Flavoured Syrup	9		
Additional Whipped Cream	9		
 <i>Other Menu</i>			
Iced Green Tea Latte	55		
Blueberry Cream Smoothies	75		
Vanilla Malt Smoothies	75		
Green Tea Smoothies	75		
Blueseas Smoothies	75		
Blue Spark	45		
Cranberry Spark	45		
Blue Spark with Haagen Dazs Ice cream	65		
Cranberry Spark with H/D Ice cream	65		
Blue Spark with Ice cream	55		
Cranberry Spark with Ice cream	55		

\* Source: collected by author, January 2006

**Chester's Café full drink List**

<i>Hot Coffee Menu</i>		baht	<i>Iced Coffee Menu</i>	baht
	small	large		
Espresso	30	35	Espresso	55
Americano	40	55	Americano	50
Cappuccino	50	65	Cappuccino	55
Latte	45	60	Latte	50
Mocha	50	65	Mocha	55
Chester's Caramel Special	55	70	Chester's Caramel Special	60
			Iced Caramel Macchiato	60
			Twist: coffee based frosty drink	
			Cappu	65
			Mocha	65
			Chester's Caramel	75
<i>Other Menu</i>				
Hot Chocolate	45	50		
Hot Milk	30	45		
Iced Chocolate		40		
Iced Milk		35		
Hot Tea				
Ceylong		40 /Pot		
Oolong		50 /Pot		
Green Tea		50 /Pot		
Choco Twist		60		
Smoothies				
Blueberry Lime		65		
Strawberry Freeze		65		
Mango Surprise		65		
Kiwi Magic		65		

Source: collected by author, January 2006



**Thea Tey Coffee & Tea full drink list**

<i>Hot Coffee Menu</i>	baht	<i>Iced Coffee Menu</i>	baht
Hot Coffee	25	Oliang	30
Instant Coffee with Milk	20	Ice Coffee with Milk	35

***Other Menu***

Hot Assam tea	25
Hot Thai tea	25
Ice Thai tea	30
Ice Assam tea	35
Ice Coco	35
Coco Shake	40
Ice Thai tea with milk	35
Ice Assam tea with milk	35
Apple with Milk	25
Carrot with Milk	25
Banana with Milk	25
Pink Milk	25
Red Soda	20
Green Soda	20
Lemon Thai tea	20
Haney-lemon Thai tea	20
Cereal honey smoothies	40
Coco cereal smoothies	35
Drinking yoghurt with Jelly Shake	30
(apple, banana, lemon, carrot)	20
(kiwi, strawberry, mix fruit)	25
(mango)	45
 Add Honey	 10
Add Yoghurt	5

\* Source: collected by author, January 2006

**ViVi full drink list*****Hot Coffee Menu***

	small	large	baht
Espresso	40	-	
Double Espresso	-	55	
Cappuccino	60	80	
Cafe Latte	60	80	
Cafe Mocha	60	80	
Cafe Americano	45	65	

***Iced Coffee Menu***

	baht
Iced Cappuccino	65
Iced Cafe Latte	65
Iced Cafe Mocha	65
Iced Americano	55
Frappe	
Cappuccino	65
Mocha	65
Caramel	75

***Other Menu***

Hot Chocolate	40
Hot Tea	50 /Pot
(Earl'grey, English Breakfast, Green Tea)	
Iced Milk	20
Iced Tea	45
Italian Soda	50
(Strawberry, Blueberry, Blue Cracaw, Kiwi)	
Smoothie	60
(Strawberry, Blueberry)	
Chocolate Frappe	50
White Chocolate Frappe	50
Add Whipping Cream	15
Add Flavor Syrup	15

\* Source: collected by author, September 2005

**Bitter Brown full drink list**

<i>Hot Coffee Menu</i>	baht	<i>Iced Coffee Menu</i>	baht
Espresso		Iced Cappuccino	60
Single	40	Iced Cafe Latte	60
Double	50	Iced Caramel Latte	70
Macchiato	45	Iced Vanilla Latte	70
Con Panna	45	Iced Hazelnut Latte	70
	Reg./Mug	Iced Cafe Mocha	75
	(8oz/12oz)	Iced Americano	55
Café Latte	55 / 65	Cappuccino Frappe	80
Caramel Latte	60 / 70	Caramel Frappe	85
Vanilla Latte	60 / 70	Mocha Frappe	85
Hazelnut Latte	60 / 70	White Choc. Oreo Frappe	90
Cafe Mocha	65 / 75	Kahlua Frappe	90
Cafe Americano	45 / 55		
Cappuccino	55 / 65		
<i>Other Menu</i>			
Cocopuccino	55 / 65		
Iced Coco	60		
Italian Soda	40		
Coke	15		
Sprite	15		
Splash	20		
Purified Water	10		
Add whipping cream	10		

\* Source: collected by author, January 2006

**Café Amazon full drink list**

Location: Rama IV Road, near night bazaar, at PTT petrol station, Bangkok

<i>Coffee Menu</i>	baht	
	Hot	Iced
Amazon Special	45	.-
Amazon	40	50
Latte Amazon	40	50
Amazon Freeze	.-	50
Espresso	30	40
Cappuccino	35	45
Mocha	40	50
Black Coffee	30	.-

***Other Menu***

Chocolate	30	40
Chocolate Freeze	.-	45
Flesh Milk	25	35
Milk Freeze	.-	40
Green Tea	.-	40
Tea	30	.-
Iced Lemon Tea	.-	35
Iced Tea with Milk	.-	35
Smoothies	.-	45
(strawberry, blueberry)	.-	.-
Kiwi Juice	.-	40
Kiwi Freeze	.-	45

\* Source: collected by author, January 2006

**Coffee Plus at Caltex petrol station full drink list**

Location: Ploenchit Road, Caltex petrol station, Bangkok

<i>Hot Coffee Menu</i>	baht		<i>Iced Coffee Menu</i>	baht	
	regular	large		regular	large
Espresso	25	35	Iced Espresso	45	50
Conpanna	.-	40	Iced Cappuccino	45	50
Cappuccino	40	45	Iced Latte	45	50
Cafe Latte	40	45	Iced Mocha	45	50
Cafe Mocha	40	45	Iced American	40	45
Cafe American	30	35	Thai Iced Coffee	30	35

*Other Menu*

Hot Chocolate	40	45
Thai Creamy Tea	.-	35
Caramel Milk Delight	.-	40
Hot Milk	.-	30
Hot Tea	30	.-
Iced Chocolate	45	50
Iced Creamy Tea	35	40
Iced Green Tea	35	40
Smoothies	50	
(strawberry, blueberry, mixed fruit)		
Frappe		
Oreo Coffee	55	.-
Caramel Coffee	55	.-
Coffee	50	.-
Mocha	50	.-
Chocolate	50	.-
Cereal	50	.-
Creamy Tea	50	.-
Green Tea	50	.-
Icee	25	.-
(orange, blueberry, lychee)		
Extra whipped cream	10	
Extra caramel syrup	10	

\* Source: collected by author, January 2006

**Ea Sae price list**

(Research date: August 2005)

***Hot Drink***

	<b>Ea Sae Original</b> Yaowarat	<b>Ea Sae</b> food court MBK	<b>Ea Sae</b> food court PATA	<b>Ea Sae Plus</b> coffee-banking Old Siam/Sua Pha	<b>Ea Sae Plus</b> franchisee Makro
O-Yua (black coffee)	10			20	15
Kafae-Ron (coffee with milk)	12/15	20	15	25	20
Cha-Ron (tea with milk)	12/15	20	15	25	20
Cha-Dum-Ron (black tea)	10			20	15
Cha-Manao-Ron (hot lemon tea)	12/15			25	20
Manao-Ron (hot lemon juice)	12/15				
Nom-Sod-Ron (hot milk)	15		15	25	20
Hot Ovaltine	12/15	20	15	25	20
Hot Cocoa	12/15	20	15	25	20
No-Kao-Yua (coffee + tea)	10			25	15
No-Kao-Ron (coffee + tea with milk)	12/15				20
Heng-Ying-Ron (hot milk with almond syrup)	12/15			25	20

***Cold Drink***

	<b>(8oz/ 12oz)</b>				<b>(16oz/ 22oz)</b>
Kafae-Yen (iced coffee with milk)	12/15	20	15	35	25/35
O-Liang (iced black coffee)	8/10	15	10	30	19/30
Cha-Dum-Yen (iced black tea)	8/10	15	10	30	19/30
Cha-Yen (iced tea with milk)	12/15	20	15	35	25/35
Cha-Manao (iced lemon tea)	12/15	20	15	35	22/30
No-Kao-O-Liang (iced coffee + iced tea)	8/10			35	19/30
No-Kao-Yen (iced coffee + iced tea with milk)	12/15			35	25/35
No-Daeng (iced black coffee with red syrup)	8/10			30	
No-Kaew (iced black coffee with green syrup)	8/10			30	
Ovaltine-Yen	12/15	20	15	30	22/35
Cocoa-Yen	12/15	20	15	30	22/35
Nom-Yen (iced fresh milk)	12/15			30	22/30
Nom-Chocolate	12/15				22/30
Nom-Daeng (iced fresh milk with red syrup)	12/15		15		22/30
Nom-Keaw (iced fresh milk with green syrup)	12/15				22/30
Buey-Yen (Chinese plum juice)	12/15		15	30	22/30
Manao-Yen (iced lemon juice)	12/15	20	15	30	22/30
Nam-Yen-Rod-Som (orange juice)	15			35	22/30
Nam-Daeng (soda with red syrup)	8/10				22/35
Nam-Keaw (soda with green syrup)	8/10				22/35
Nam-Daeng-Manao (red syrup drink with lemon)	12/15				22/30
Nam-Keaw-Manao (green syrup drink with lemon)	12/15				22/30
Heng-Yin-Yen (iced milk with almond syrup)	12/15			30	22/30

**Toasted Bread**

- Nuey-Numtan (margarine with sugar)
- Nuey-Nom (margarine with sweetened condensed milk)
- Nuey-Chocolate (margarine with chocolate)
- Yam-Som (marmalade)
- Yam-Strawberry (strawberry jam)
- Sung-Kaya (egg custard paste)
- Nom-Rod-Orvaltine (sweetened condensed milk with Orvaltine)
- Namprikpao-Mooyong (chilli paste with sweet dried pork)

**Original**  
8B p.p.

**MBK**  
20B p.2 p.  
20B p.2 p.

**Plus**  
25B p.2 p.



(Research date: August 2005)

## BIOGRAPHY



Mika Kodama was born in Japan. After earning an Associate of Arts (AA) in Business Administration in Tokai University in Shizuoka, she went to England to study English in Luton College. While she working for a foreign-affiliated company in Tokyo, she travelled to more than 30 countries including Brazil, Australia, India and China. With strong interest on anthropology in Southeast Asia according to the variety of travel experiences, she applied to Waseda University in Tokyo. After she graduating with a BA in History and Folklore, which Bachelor's thesis title is *Hmong Maquis in Indo-China peninsula in Indo-China wars*, she entered the Thai Studies Program in Chulalongkorn University to fulfill her wish to continue to study anthropology with special focus on Thailand.