

Factors influencing decision making of consuming All
cafe beverages of working age in Bangkok



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จุฬาลงกรณ์มหาวิทยาลัย
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ปัจจัยที่ส่งผลต่อการตัดสินใจบริโภคเครื่องดื่มจากร้านออลส์คาเฟ่ของวัยทำงานในเขต
กรุงเทพมหานคร



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต
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กานต์ แจ่มชัดใจ : ปัจจัยที่ส่งผลต่อการตัดสินใจบริโภคเครื่องดื่มจากร้านออลส์คาเฟ่
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ในช่วง 5 ปีที่ผ่านมาธุรกิจกาแฟในประเทศไทยเติบโตขึ้นอย่างมาก จากรายงานการวิเคราะห์ธุรกิจกาแฟของ กรม
พัฒนาธุรกิจ กระทรวงพาณิชย์ รายงานว่าในปี 2561 ธุรกิจกาแฟในประเทศไทยเติบโตขึ้น 37.71% จากปี
2560 สอดคล้องกับการบริโภคกาแฟภายในประเทศที่เพิ่มขึ้นอย่างต่อเนื่องเนื่องจากนวัตกรรมและเทคโนโลยีในการผลิตกาแฟ
และแนวโน้มการบริโภคกาแฟเพิ่มขึ้น ในขณะเดียวกันบริษัท ซีพี ออลล์ จำกัด (มหาชน) ได้เข้าสู่ตลาดนี้ด้วย ซึ่งได้เปิดตัว "
ร้านออลส์ คาเฟ่ (All cafe)" ซึ่งเป็นร้านกาแฟที่มีลักษณะเป็นมุมกาแฟในร้านสะดวกซื้อ 7-11 โดยร้านออลส์ คาเฟ่มีการ
เติบโตของธุรกิจอย่างมากอันเนื่องมาจากการขยายตัวของธุรกิจร้านสะดวกซื้อ 7-11 โดยในปัจจุบันร้านออลส์ คาเฟ่มีอยู่ในร้าน
สะดวกซื้อ 7-11 เกือบทุกสาขา

ด้วยเหตุนี้ทำให้ผู้วิจัยมีความประสงค์ที่จะศึกษาว่ามีปัจจัยใดบ้างที่ส่งผลต่อการตัดสินใจบริโภคเครื่องดื่มจากร้าน
ออลส์ คาเฟ่ของวัยทำงานในเขตกรุงเทพมหานคร โดยงานวิจัยนี้ทางผู้วิจัยได้นำปัจจัยส่วนประสมทางการตลาดบริการ
(Marketing mix 7P's) และปัจจัยทางประชากรศาสตร์มาเป็นปัจจัยหลักในการศึกษาครั้งนี้

ผลการวิจัยพบว่า ผู้ตอบแบบสอบถามส่วนใหญ่เป็นเพศหญิง อายุระหว่าง 25-35 ปี ระดับการศึกษาปริญญาตรี
ประกอบอาชีพพนักงานบริษัทเอกชน และมีรายได้ต่อเดือนอยู่ระหว่าง 15,000- 35,000 บาท ปัจจัยส่วนประสมทาง
การตลาดที่มีผลในเชิงบวกต่อการตัดสินใจบริโภคเครื่องดื่มจากร้านออลส์ คาเฟ่ของวัยทำงานในเขตกรุงเทพมหานครมีดังนี้
ตามลำดับ ปัจจัยด้านราคา ปัจจัยด้านลักษณะทางกายภาพ ปัจจัยด้านผลิตภัณฑ์ ส่วนปัจจัยปัจจัยส่วนประสมทางการตลาดที่มี
ผลในเชิงลบได้แก่ ปัจจัยด้านบุคลากร

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During the past 5 years, the coffee shop business in Thailand has grown rapidly. According to the coffee business analysis report of Department of Business Development, The Ministry of Commerce found that In 2018, the coffee business grew by 37.71% from 2017, in line with the continuously increasing domestic consumption of coffee because of innovation and technology in coffee production and the trend of coffee consumption was increasing. During that period, CP All Co., Ltd. Lunch coffee business. All café which is fresh coffee corner in 7-11 convenience stores. All café has been growing significantly because of the wide expansion of the 7-11 branches. Now All café is provided in almost of all 7-11 stores as well.

For this reason, the researcher intends to study what factors influence decision making of consuming All cafe beverages of working age in Bangkok. In this research, the researcher has used the marketing mix 7P's and demographic factors as the main factors in this study.

The result from this study found that most of respondents are female, 25-35year old, bachelor degree, company employee and have monthly income between 15,000- 35,000 Baht. For marketing mix factors that have a positive impact on the decision making of consuming All cafe beverages of working age in Bangkok. are as follows Price factor, Physical evidence factor and Product factor respectively. On the other hand,marketing mix factors which have negative impact are People factor

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Kant Chaenghadchai



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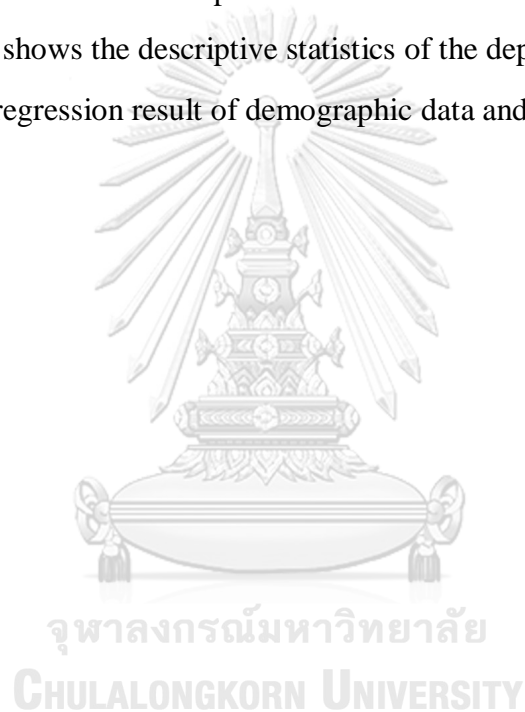
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CHAPTER 1

INTRODUCTION

Background

At the present day, Thai people especially people in the capital city like Bangkok, there is a precipitant lifestyle of the capital city and use time more efficiently. Due to the population density in the capital, which is a business city that make the country's leading businesses to be concentrated in Bangkok. Causing traffic congestion that affects traveling to work. Although, The Ministry of Transport will have plans to expand the traffic area. But unable to accept the increasing population density in Bangkok. Moreover, the migration of migrants from other provinces into Bangkok has been increasing continuously. For this reason, people in the capital must hurry to work in time, which will make them neglect to have breakfast. From the survey on eating healthy breakfast in the Asia-Pacific region (Herbalife Nutrition, 2019) found that the breakfast menu that Thai people like to eat is coffee and eggs at 24%, 23% coffee and rice, and 20% rice and boiled rice respectively. It shows that Thai people tend to drink "coffee" for breakfast because the consumption of coffee is considered convenient for people in the capital and can be easily consumed. In Bangkok, it is considered that there is a lot of coffee including in convenience stores.

Coffee business especially coffee production, roasting coffee and fresh coffee shop has been continuously growing since 2015. In 2018, the coffee business grew by 37.71% from 2017, in line with the continuously increasing domestic consumption of coffee. Combined with the expansion of coffee bean production, entrepreneurs who are new generation have brought more innovation and technology in coffee production into the country. This leads to a continuous growth of this type of business. (Department of Business Development, 2019) As the graph below.

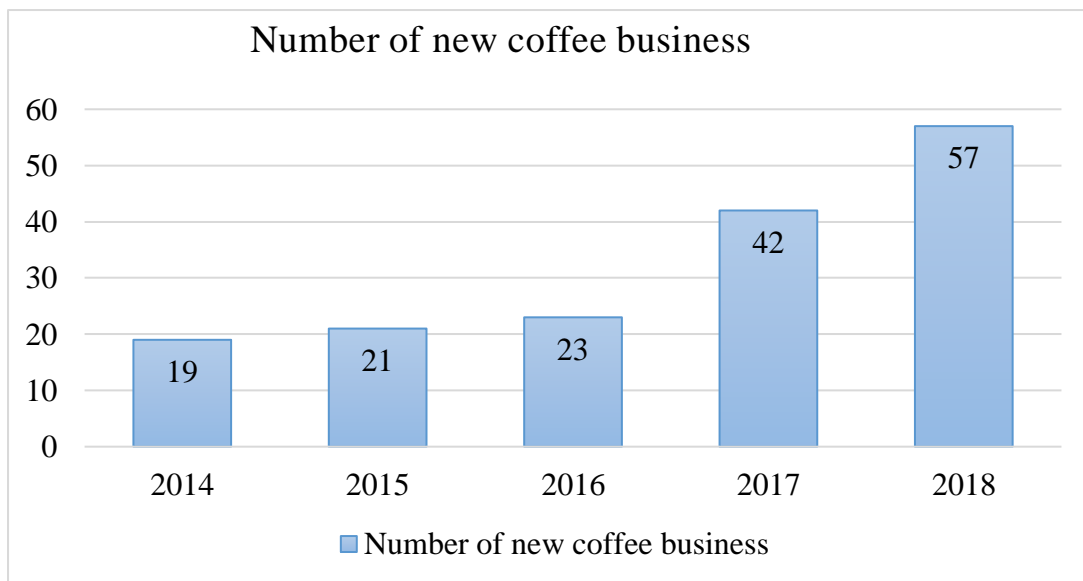


Figure 1. Number of new coffee business in Thailand

Source: (Department of Business Development, 2019)

The majority of coffee shops are located in the northern region of Thailand (almost 30 percent of coffee shops nationwide) due to the climate and topographical conditions which are suitable for cultivation. Next is the area Bangkok accounted for 29 percent. Which, 79 percent of the investments in coffee businesses in Thailand are Thai juristic persons. It shows that domestic producers have potential and effective production processes, leading to greater yields compared with foreigners. The potential of domestic manufacturers can be seen from the business performance as well. During 2014-2017, the turnover of the coffee shop business in Thailand was continuously increasing. In 2017, the total income was approximately 28,825 million baht, which increased by 4.85% from 2016. The assets of coffee business increased from 2016 by 9% as a result of more investment. This also increased business sales. (Department of Business Development, 2019)

Apart from the continuously growing of coffee business market, coffee consumption of Thai people increased steadily. Kasikorn Research Center (Kasikorn Research Center, 2018) found that the amount of coffee consumption in the country continuously increases by 5-6 percent (as shown in chart 1.2.) between 2015-2017. The increase in the amount of coffee beans imported from abroad has increased to 93 percent since 2012. It implies that coffee consumption in Thailand increased more and more. In addition, there are many other factors that cause a higher coffee consumption

and the growing coffee business; for example, the income of the middle class keeps increasing. This contributes to the higher purchasing power of customers. At the same time, the business sector and entrepreneurs potentially lead to the increase in consumption by providing various options for investment in Thailand as well as expanding more branches. There are 3 types of the coffee business today. The first one is Mobile coffee shop, which operates as a trailer powered by a motorcycle or car. This type of shop is run as a temporary activity. The second type is fresh coffee corner shop, which is a popular shop located in malls or convenience stores. It is similar to a small counter, probably with seats or without seats. The last one is stand-alone coffee shop which looks like a room with an area of 50 square meters or more, including its own seating and used area. Most of them are located in commercial building.

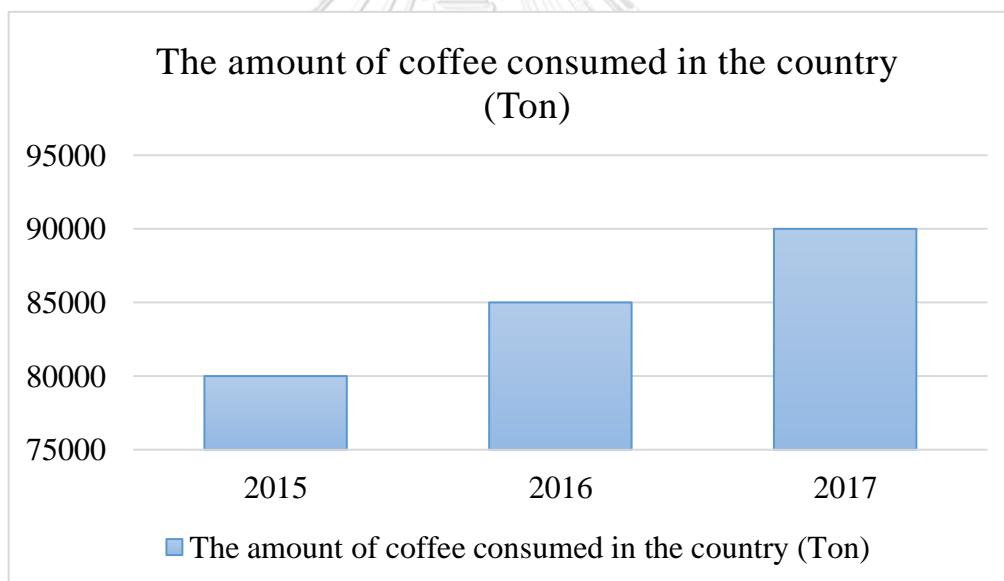


Figure 2. The amount of coffee consumed in country

Source: (Kasikorn Research Center, 2018)

The rise of the coffee business in many forms in Thailand causes large companies to enter this market. One of them is CP All Public Company Limited, a subsidiary company of the Charoen Pokphand Group (CP group). The main business is retail businesses in convenience stores under the trademark "7-Eleven" that operated the first branch in 1989 in Pat-pong area. CP All Public Company Limited

has invested in coffee business in many forms, and one of them is a fresh coffee corner in a convenience store. In recent years, CP All has opened a fresh coffee corner shop in the 7-Eleven convenience store, named “All Café”. The business began in the year 2015 in the type of fresh coffee corner in 7-Eleven. After that, it has received good feedback from customers, leading the business to expand quickly due to the tangible price and the location. In 2019, All café has more than 4,000 branches, showing rapid growth and CP All's success to compete in the coffee business market. The main group of customers who normally visits convenience stores 7-Eleven in Bangkok is a working age group (15-59 years) as they have the ability to buy and the hectic work life (Boonthep, 2017). Accordingly, the purpose of this research is to study what factors affecting decision making in consuming All cafe beverages of working people in Bangkok. By studying through marketing mix factors, it could define how the marketing experiences impact the purchasing decision. In addition, the business can adopt this research to improve their operations.



Figure 3. Logo of All cafe

Source: (www.all-café-7-eleven.lnwshop.com)

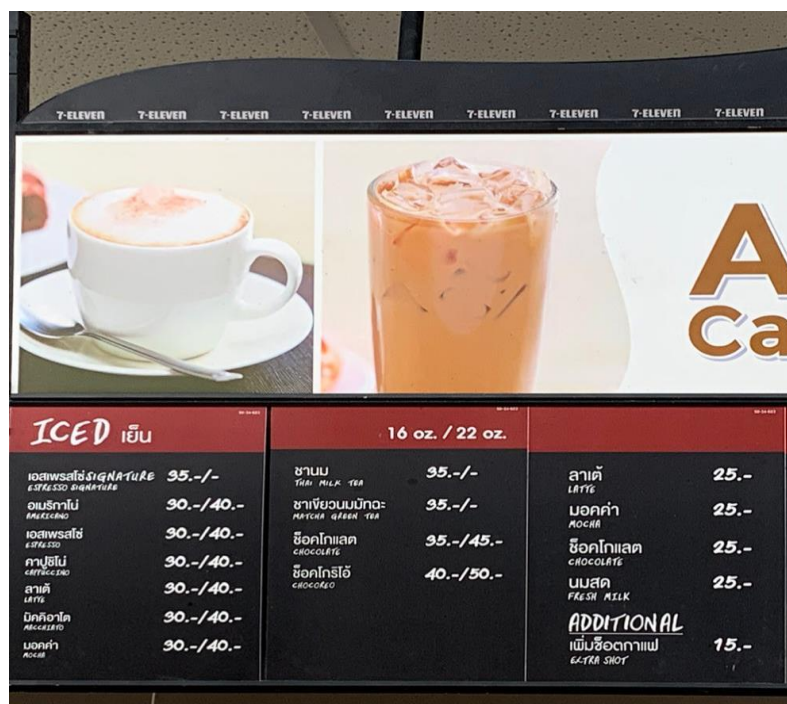


Figure 4. All café price label

Source: (<https://anyfoodcourt.com/menu-price/all-cafe-7-11-2020/#.XuGpl2ozbUo>)

In addition, the objective of this research is “The marketing mix factors (product, price, place, promotion, people, process and physical evidence and presentation) and Demographic factor (gender, age, education level, career and monthly income) influence the decision making of consuming ALL Café beverages of working age in Bangkok”. Finally, the scope of study of this research study about factors influencing the decision making of consuming All cafés beverage of working age in Bangkok by studying demographic data such as gender, age, education level, career and income per month, including marketing mix factors in 7 areas including product, price, place, promotion, people, process and physical evidence and presentation. For the population used in this research study is working age consumer groups who have consumed beverage from all cafés by collecting the sample data via online questionnaires from 15 June 2020 to 25 June 2020. For research question, the marketing mix (product, price, place, promotion, people, process and physical evidence and presentation) are important when deciding to consume beverage from All Cafés of working age in Bangkok. In addition, research possible benefit has two

benefit. Firstly, to make informed of the factors that influence the decision making of consuming ALL Café beverages of working age in Bangkok. Secondly, to provide information to entrepreneurs to make a decision to develop or improve products and services. Including the formulation of their business strategy to suit the needs of consumers.

For the research question for this research is Price factor of Marketing mix factors have a positive effect on the decision making of consuming ALL Café beverages of working age in Bangkok.

There are six chapters in this research. The first chapter introduces background and overview of this study, including research objective, scope of study and hypothesis. The second chapter is a review of literature. This chapter is a review of past research that researchers can apply to our research. The third chapter is research theory. This chapter illustrates theory of this study and to apply that theory to this research. The chapter four is empirical approach. This chapter consist of conceptual framework and empirical equation. The fifth chapter is data analysis. This chapter illustrate data collection and the results of the analysis of both the descriptive and inferential statistics. The last chapter is conclusion and recommendation.

CHAPTER 2

LITERATURE REVIEW

Research related to consumption decisions of coffee and satisfaction with coffee consumption

(Kaytunyaluck, 2016) has studied factors affecting satisfaction with service and beverage consumption at Starbuck coffee company in Thailand. The objective of this study is to study the relationship between the marketing mix of service businesses and satisfaction in service consumption and beverage consumption of Starbucks. Researcher use Marketing mix theory and satisfaction theory and concept as research theory. In this research, data was collected by questionnaires from a total of 400 samples. In which the sample number is calculated from Yamane's formula. This research is quantitative research using questionnaire as research tool. As for the data analysis, the researcher used both descriptive statistics and inferential statistics in analysis. Descriptive statistics is an analysis of demographic characteristics, marketing mix factors and the level of satisfaction with service and consumption of Starbucks drinks. There analyze the data by using statistics as follows frequency, percentage, mean and standard deviation. For inferential statistics is the study of sample data and test the hypothesis by using the following statistics factor analysis to group related factors into one component and multiple regression to test research hypotheses. The results of the study found that Demographic characteristics of customers of Starbucks, most of them are female, 20-30 years old, single status, bachelor degree, private company employees and an average monthly income between 20,000-30,000 baht. For the market experience factors, there is found marketing mix factors both 7 factors affect service satisfaction and consumption of Starbucks. In which the most influencing factors are price, place, physical evidence respectively. Lastly, the relationship between marketing mixes affects service satisfaction and consumption of Starbucks coffee with statistical significance at the level of 0.05. Overall has a positive direction.

(Nopchaiya, 2015) The study of factor affecting café Amazon coffee purchases at PTT gas stations in Bangkok metropolitan area, Thailand. Research objective is to study the relationship between the marketing mix of service businesses (which consists of product price place promotion people process and physical evidence) that affects café Amazon coffee purchases at PTT gas stations in Bangkok. Theories in this research consist of Marketing mix theory and Buying decision process concept. In this research, data was collected by questionnaires from a total of 420 samples. the researcher used both descriptive statistics and inferential statistics in analysis. For Descriptive statistics is an analysis of demographic characteristics and the level of buying decision of people who buy coffee from café Amazon. There use statistics as follows frequency, percentage, mean and standard deviation to analyze the data. Furthermore, inferential statics is the study of sample data and test the hypothesis by using the following statistics factor analysis to group related factors into one component, One-way ANOVA to test the level of decision to buy coffee from café Amazon that there are differences in individual characteristics and multiple regression to test research hypotheses. The results of the study found that Demographic characteristics of customers of café Amazon in PTT gas stations in Bangkok, most of them are female, 20-30 years old, single status, bachelor degree, private company employees and an average monthly income between 15,000-30,000 baht. The relationship between marketing mixes affects decision to purchases café Amazon coffee at PTT gas stations in Bangkok with statistical significance at the level of 0.05. Overall has a positive direction. In addition, marketing mix factors both 7 factors affect decision to purchases café Amazon coffee at PTT gas stations in Bangkok. In which the most influencing factors are product, people, price, place, promotion, physical evidence and process respectively.

(Musikapart, 2013) the study of effect of brand experience and consumer satisfaction on brand loyalty: a case study of True coffee in Bangkok, Thailand. The objective of this research is to investigate and describe effects of brand experience and customer satisfaction on brand loyalty at True coffee chain stores in Bangkok. This research was a survey research. This research is quantitative research using questionnaire as research tool. The sample consisted of 250 consumers of one outlet in

Bangkok. The data analysis used descriptive statistic such as mean standard deviation, frequency and percentages well as inferential statistic (regression analysis) to facilitate meaningful analysis. The results of the study found that the brand experience is a gently stronger influence than customer satisfaction in formation of brand loyalty. At last, the analysis of this research support moderate, positive predictive relationship between the two forecaster variables brand experience and customer satisfaction on brand loyalty.

(Chooniyom, 2004) has studied factors affecting consumers' decision in selecting crunch-coffee shops. This research has objective to study and to compare the factors affecting consumers' decision in selecting crunch-coffee shops. Theories in this research consist of Marketing mix theory and Consumer behavior theory. Research was a survey research. The sample consisted of 389 samples, who lived in Bangkok metropolitan. This research is quantitative research using questionnaire as research tool. Data were analyzed by using percentage, mean, standard deviation, t-test and Scheffé matched pair test. The results of the study found that the majority of the sample were female, had 26-35 years old, had bachelor degree or higher, were private company employees and had 15,001 baht up monthly income. In addition, factor affecting consumers' decision when considered individual marketing factor showed the distribution channel came first followed by product, marketing promotion and price. The comparison of factors affecting consumers' decision showed no difference among the consumers with different gender, age, career and income, while on the product, price, distribution channel and marketing promotion factors there was a significant difference at 0.05 level among the consumers with different education level on product.

(Pengto, 2004) the study of the marketing mix factors influencing customer satisfaction of Wawee coffee shop in Mueang district, Chaing Mai province. Researcher would like to defined customer satisfaction toward marketing mix factor of Wawee coffee shop in Mueang district, Chaing Mai province. In this study, data was collected by questionnaires from a total of 240 customers of Wawee coffee shop. Somkiat Pengto used only descriptive statistics in data analysis. Data were analyzed by using descriptive analysis that were frequency, percentage, mean and standard

deviation. From this research found that most respondent of questionnaires are male, 20-30 years old, have a bachelor's degree, are a company employee, using service at Nimmanhemmin branch at least 3time per month and spent less than 100 baht for coffee and other product at shop. For the marketing mix factor, respondents were satisfied with the marketing mix of services from Wawee coffee shops. Factors affecting the satisfaction at a high level are as follows product factor, people factor, physical evidence and presentation factor, place factor, process factor, price factor and promotion factor respectively.

Research related to consumption decisions of others product

(Chograthin, 2018) has studied the marketing mix influencing to purchasing decision of swimwear for the swimmer's competition in Bangkok. Research objective is to study the marketing mix factor that influence decision to purchase of swimwear for the swimmer's competition in Bangkok. Researcher use Marketing mix theory and Decision making concept as research theory. In this research, data was collected by questionnaires from a total of 300 swimmers from 66 swimming club in Bangkok. the researcher used both descriptive statistics and inferential statistics in analysis. For Descriptive statistics is an analysis of demographic characteristics. There uses frequency, percentage, mean and standard deviation as descriptive to analyze the data. For inferential statistics is the study of sample data and test the hypothesis by using multiple regression analysis to test research hypotheses. From this study found that most of swimmers in Bangkok are males, older than 18 years old and parental average monthly income more than 60,001 baht. In addition, marketing mix factors have both positive and negative effects on the swimmers' decision to buy swimwear for competition in Bangkok at the statistical significance level of 0.05

(Wattanathawon, 2017) the study of factors affecting the decision of consuming clean food of people in Bangkok. In which the research uses marketing mix theory and consumer attitudes concept is the main theory. The sample size of this study is 400 people in Bangkok, there calculate from Yamane formula. Researcher used both descriptive statistics and inferential statistics in analysis. For descriptive statistics, there use statistics as follows frequency, percentage, mean and standard deviation to analyze the data. In addition, inferential statistic of this study use multiple

regression to test research hypotheses. Which is consistent with many previous researches. The result of this study found that most respondents are male, have between 31-40 years old, have a bachelor's degree, are a company employee and have an average monthly income of 10,001-20,000 baht. In addition, there found that marketing mix factors are at a very important level and the decision to consuming clean food is also very important. The results of the hypothesis testing found the marketing mix factors has a positive influence on the decision to consuming clean food of people in Bangkok at the statistical significance level of 0.05

(Puangdee, 2017) the study of factors affecting a consumer purchase decision on instant dog food in Pathumthani. The purposes were to study personal factors influencing instant decision to buy dog food in Pathumthani and to study marketing mix factors influencing decision to instant buy dog in Pathumthani. The sample of this study were 400sample according to the calculation based on Yamane formula. Their sample collected by non-probability sampling using purposive sampling. Research use percentage, mean, standard deviation as the descriptive statistics analysis of this study. Moreover, there us t-test, one way ANOVA and multiple regression as the inferential statistics to compared the differences. Result of this study show that personal factors of customers, most of them are female, are 20-25 years old, graduated bachelor degree, are student and have an average monthly income between 10,001- 20,000 baht. For marketing mix factor, there found that product, place, price and promotion positive influencing decision to instant buy dog in Pathumthani at the statistical significance level of 0.05

(Poovijitvaraporn, 2016) has studied marketing mix affecting restaurant entrepreneur in Chiang Mai province towards purchasing frozen seafood. The objective of this study was to study marketing mix which affected restaurant entrepreneur in Chiang Mai towards their buying decision of frozen food and to analyze planning marketing strategies for frozen food business. This research was a survey research. The sample consisted of 100restaurant in Chiang Mai. Researcher use descriptive statistic, frequency, percentage, mean and F-test to analyze data. The result show that the most respondents were male, 41-50years old, married, with bachelor's degree and monthly income was 100,001-300,000baht. Researcher is found

marketing mix factors both 7 factors affect restaurant entrepreneur in Chiang Mai province towards purchasing frozen seafood. In which the most influencing factors are product, price, place, promotion respectively.

(Tanamaetarporn, 2013) has studied effects of marketing mix on decision making in using service of water theme park in Bangkok metropolis. The purposes were to study marketing mix affecting on decision making in using service of water theme park in Bangkok metropolis and to compare marketing mix that affecting decision making in using service of water theme park in Bangkok metropolis between department store's water park customer and Siam park city Bangkok customer. This study data was collected by questionnaires from a total of 400 samples of tourists, who using the service from water park in Bangkok. Researcher use questionnaire to collect data. The data were analyzed by using percentage, mean and t-test. The result of this study show that most of respondent were female age between 20-35 years, their education level was bachelor's degree, their status were married and their average income were 10,001-15,000baht. In addition, the marketing mix factors has a positive influence decision making in using service of water theme park in Bangkok metropolis especially product factor is the most influent at the statistical significance level of 0.05

CHAPTER 3

RESEARCH THEORY

Theories and concepts regarding marketing mix factors.



Figure 5. Marketing mix 7P's

Source: (<https://www.pngwing.com/en/free-png-zxjxe>)

(Samejai and Warinich, 2008) explained that Service marketing mix is a tool or marketing factor that entrepreneurs or marketers use to control the direction of a business. In order to create satisfaction and able to respond to the needs of consumers or target groups. Including encouraging consumers or target groups to want to consume products or services.

(Wannawanich, 2005) explained a very important component of a marketing strategy is Marketing mix factors. The original marketing mix was developed for tangible products the characteristics of the service products are different. The service cannot be kept. The service cannot receive the patent. Problems in maintaining service quality. We cannot control the quality of service like products. From the reason mention above, there developed the theory and concept about marketing mix to Service marketing mix concept.

(Kotler & Armstrong, 2005) explain that service marketing mix that have been developed from the old marketing mix factors (4P's). The service marketing mix consists of 7 factors as follows

1. Product

One of the products offered to the market to respond the needs of consumers. And must be valuable and able to respond the needs of consumers for maximum satisfaction. The products presented must have benefits and must be expected product or exceed expectations. In order to increase the ability to compete in the future. Products offered for sale may or may not exist. Product consists of products, services, ideas, organizations or individuals.

2. Price

Price means the value of a product in monetary form arising from the product. There is the total cost that customers must pay to buy the product or service. Therefore, the price is the determining factor in the purchase of a product. Including also influencing the ability to create product profits.

3. Place

Place means the process of working that leads the product or service to market and reaches the consumer. Which must consider the location and the organization that will reach the customers means the structure of distribution channels consisting of institutions and product movement activities and services from the organization to the market or consumer to be satisfied and impress to the customers.

4. Promotion

Marketing communication between consumers and sellers in order to create mutual understanding and buying behaviors to be sure that the target market understands and appreciates the offerings. Promotion consists of the following

4.1. Advertising is a non-human communication, there communicating through various media such as newspapers, radio, television, etc.

4.2. Sale Promotion is a marketing activity to attract customers to make a purchase of products and services such as discount, a free gift, etc.

4.3. Personal Selling is sales by using employees to contact customers directly.

4.4. Public Relation make consumers know the brand through various media or various arrangement.

5. People

People involved in all products or services, sales personnel and after sales service personnel. In addition, personnel that provide services need to be selected and provide training and with incentives to create satisfaction among consumers and different from competitors.

6. Process

The steps in distributing products and services that must be fast, accurate and satisfactory and create an impression on consumers. Which is based on certain processes to deliver products and services to consumers to make a difference.

7. Physical Evidence

Illustrating the quality of service through the use of visible evidence for example creating an organization's environment, different design, division of department or department of the area Including the use of facilities and equipment in providing services that can attract consumers and so that consumers see a different image or value that is better than the competitors.

Theories and concepts regarding Demographic characteristics.

(Serirat, 1995) explained that demographic characteristics are factors that are needed to determine the target market. Moreover, demographic characteristics are statistics that measure the population to be able to determine the market direction of the target audience. Demographic characteristics include gender, age, education, career, and income.

(Wongboonsin, 2002) explained about Business Demographic is the application of content and demographic methods to solve problems as well as helping to enhance business opportunities. Which is the application of demographic factors such as age, gender, occupation, education and income that may affect individuals or organizations as the decision-making strategy for the organization or as a guarantee for business success.

The characteristics of demography can be divided into 5 types as follows

1. Gender

Gender is a population characteristic that a person has received since birth. In which the population will consist of males and females. The gender differences resulting from social and cultural aspects determine the activities and interests of both sexes differently. there makes each gender have different behavior in various field such as thoughts, interests, attitudes, values, satisfaction, including purchasing decisions and lifestyle.

2. Age

Age is one of the demographic factors that marketers often use to study behavior. The different age of people will affect seniority, qualifications, ability to understand the content of various stories, recognition, life experience and interests.

3. Education level

Educational level is a qualification received from an institution that has studied in accordance with the criteria and duration specified by the institution. In which studies indicate the level of literacy and professional

aptitude. Moreover, the level of education will show how different the knowledge, ideas and understanding of various things of the person.

In addition, Education also causes an attitude, values and moral that vary according to the environment that a person encountered during the study.

4. Career

Career is a type of work that people do. There will bring wage or compensation or profits. However, people with different career have different views, concepts, and values. including the attitude and decisions to buy.

5. Income

Income is the most commonly index used to measure household and individual economic status. Income varies according to education and occupation. There often considered based on personal income or household income per unit of time. Income is a factor that is related to consumption. There determines the needs, ideas and decisions to buy.

Therefore, people with different demographic characteristics will have different forms of thinking, decisions, preferences and behaviors.

Theories and concepts regarding decision making process

(Jitsuntornchaikul, 2018) explained that consumer decisions mean the choice of two or more activities, whether to "buy" or "not buy". When a person has the choice to make a decision between two brands, that person is in a decision-making process.

Moreover, (Jitsuntornchaikul, 2018) explained that the decision-making process can be divided into 5 steps based on (Schiffman and Kanuk, 2010) as follow

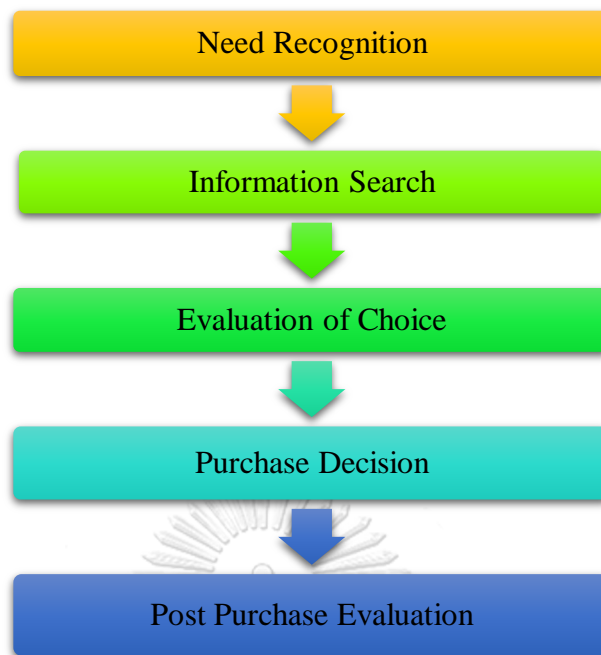


Figure 6 Decision making process

Source: (Jitsuntornchaikul, 2018)

1. **Need Recognition** is when a person is aware of their own internal problems or needs that may arise or are triggered including physiological needs and acquired needs. These factors may start in a small amount to reach a large amount and become a trigger. People will learn how to deal with incentives. Which people will use various experiences that have been met to adjust or learn how to respond to that stimulus.
2. **Information Search** is the process of obtaining information from various sources, in addition to memory. to solve problems or respond the needs or needs of consumers. Information search can be divided into 2 types. The first is Internal search. Internal search is the experience is considered a source of information data that is available to the consumers themselves, caused by having such experience before. In addition, there are 3 sources of internal search which are consumer's past experience, consumer's characteristics, consumer's motives. Secondly, External search a reaction to seeking information from outside people. Search source of external search has 3type as follow personal source, commercial source and public source (online &offline).
3. **Evaluation of Choice**, when consumer have received sufficient information. They will evaluate the various choice according to the process as follows

checking product qualification, rank the importance of the product qualification and choose the best choice.

4. **Purchase decision**, after customer evaluated their choices. Consumers will decide to buy the product that best suits their needs.
5. **Post purchase evaluation**, after purchase decision, consumers will test the product. After that, consumers will be evaluated as follows firstly, postpurchase satisfaction is the level of consumer satisfaction after a product or service has been received. Secondly, postpurchase action is a process after consumers have evaluated their satisfaction. The next step of decision is divided into 2 options including buying that product again and Stop using that product or telling people around.

Theoretical Framework

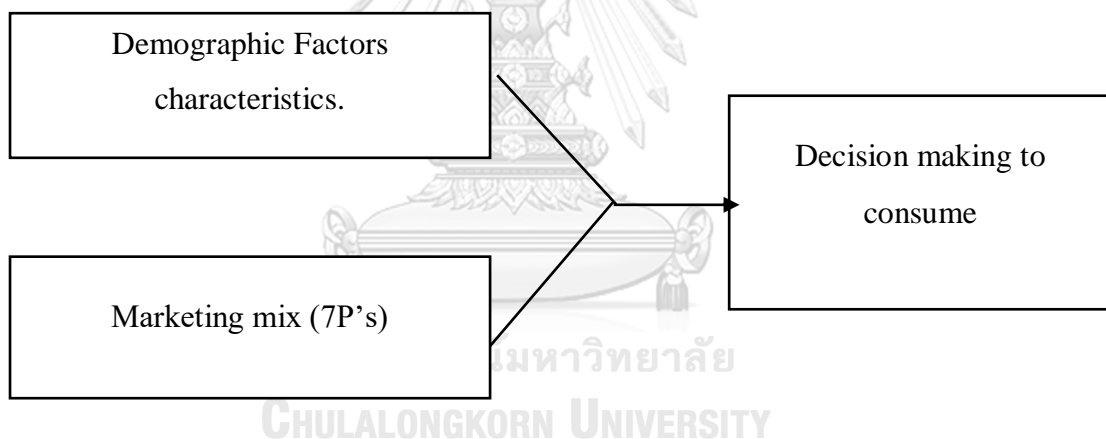


Figure 7 Theoretical framework

CHAPTER 4 EMPIRICAL APPROACH

Conceptual Framework

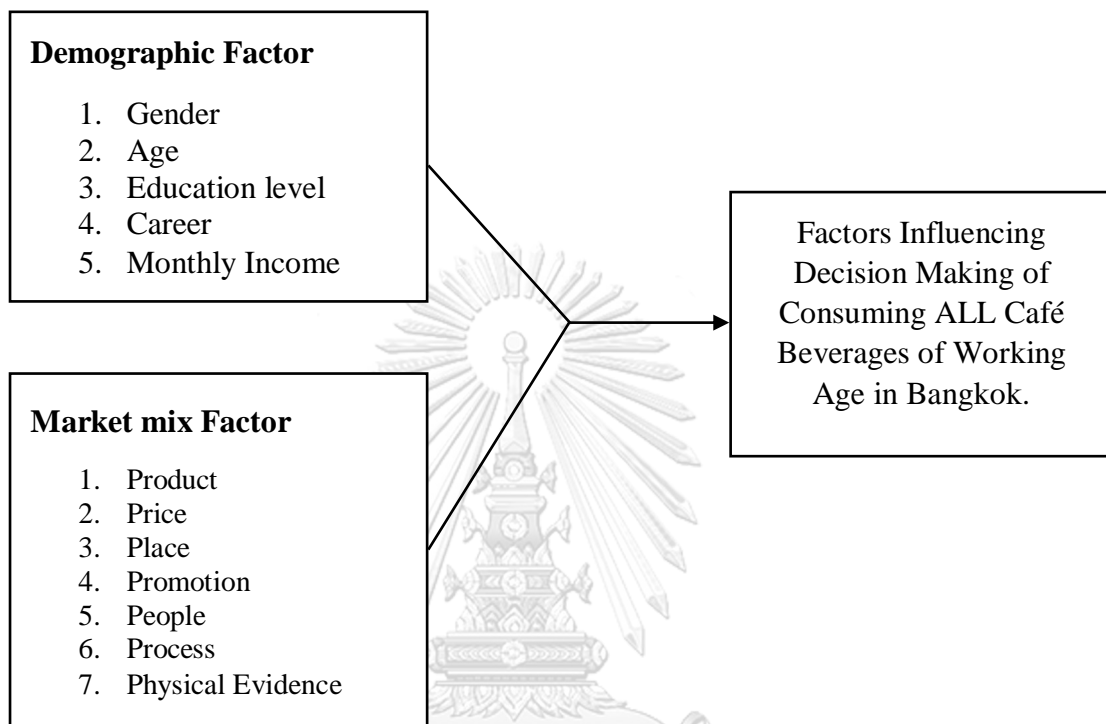


Figure 8 Conceptual framework

The concept framework above is related demographic factor and marketing mix factors influencing decision making in consuming ALL Café beverages of working age in Bangkok. Demographic factors and Marketing mix factors are Independent variables. Dependent variable is factors influencing decision making in consuming ALL Café beverages of working age in Bangkok. Demographic factors include gender, age, education level, career and monthly income. In addition, market mix factors include product, price, place, promotion, people, process and physical evidence and presentation.

In addition, the direction of variables can indicate the result. Whether there will result in positive or negative results. For this research, researcher is interested in product factor and price factor because these factors are the factors that the researcher expects there will have a big impact on decisions making to consume both positive

and negative. The researchers speculated that product and price factors will have a positive effect on the decision to consume All Cafe beverages of working age in Bangkok because both of the above factors are the most influential factors in decision to consume the product in many researches which the researcher studied from literature review. Furthermore, place factors are an advantage of this business over other businesses.

For demographic variables, researcher expected that the direction of variables as follows. Gender, Age, Education level and Career will have positive effect on the decision to consume All Cafe beverages of working age in Bangkok. However, Monthly income will have negative impact on the decision to consume All Cafe beverages of working age in Bangkok.

For others marketing mix factor, researcher expected that the direction of variables as follows. Place, promotion and physical evidence will have positive impact on the decision to consume All Cafe beverages of working age in Bangkok because Those variables have characteristics that will have a positive effect on the decision to consume. However, process and people will have negative impact on the decision to consume All Cafe beverages of working age in Bangkok due to the service process or the processing process there may be inconvenience or delay. Which will negatively affect the decision to consume.

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Empirical equation

The study of the factors influencing the decision making of consuming ALL Café beverages of working age in Bangkok done by using Multiple regression analysis.

Independent variables are marketing mix factors (product, price, place, promotion, people, process and physical evidence and presentation) and Demographic factor (gender, age, education level, career and monthly income). However, factors influencing decision making in consuming ALL Café beverages of working age in Bangkok is Dependent variable.

Multiple regression analysis is the study of the relationship between the factors obtained from factor analysis and consumption decisions of ALL Café beverages of working age in Bangkok.

The general form of multiple regression:

$$Y_i = \beta_0 + \beta_1 x_{i1} + \beta_2 x_{i2} + \dots + \beta_p x_{ip} + \varepsilon$$

Regression model of this research:

$$Y_i = \beta_0 + \beta_1(\text{Gen}) + \beta_2(\text{Age}) + \beta_3(\text{Edu}) + \beta_4(\text{Car}) + \beta_5(\text{Inc}) \\ + \beta_6(\text{Prod}) + \beta_7(\text{Price}) + \beta_8(\text{Place}) + \beta_9(\text{Prom}) \\ + \beta_{10}(\text{Proc}) + \beta_{11}(\text{People}) + \beta_{12}(\text{Phys}) + \varepsilon$$

Y_i = The results of the consumption decisions of ALL Café beverages of working age in Bangkok

β₀ = Constant

β₁, β₂, β₃, ..., β₇ = The coefficient in front of the variable which indicates the relationship direction of the variables that affect the decision making in consumption of ALL Café beverages of working age in Bangkok.

Gen = Dummy variables affecting the consumption decisions of ALL Café beverages of working age in Bangkok in gender

Age = Categorical variables affecting the consumption decisions of ALL Café beverages of working age in Bangkok in age

Edu = Categorical variables affecting the consumption decisions of ALL Café beverages of working age in Bangkok in education level

Car = Categorical variables affecting the consumption decisions of ALL Café beverages of working age in Bangkok in career

Inc = Categorical variables affecting the consumption decisions of ALL Café beverages of working age in Bangkok in monthly income

Prod = Level affecting the consumption decisions of ALL Café beverages of working age in Bangkok in product.

Price = Level affecting the consumption decisions of ALL Café beverages of working age in Bangkok in price.

Place = Level affecting the consumption decisions of ALL Café beverages of working age in Bangkok in place.

Prom = Level affecting the consumption decisions of ALL Café beverages of working age in Bangkok in promotion.

Proc = Level affecting the consumption decisions of ALL Café beverages of working age in Bangkok in process.

People = Level affecting the consumption decisions of ALL Café beverages of working age in Bangkok in people.

Phys = Level affecting the consumption decisions of ALL Café beverages of working age in Bangkok in physical evidence

For hypothesis of Marketing mix factors that influencing the decision making of consuming All cafés beverage of working age in Bangkok can do by looking at the significance level, Which the statistical significance level is set at 0.05 and find β that are positive sign. It shows significance, which is a supporting hypothesis by $H_0 \neq H_1$.

Measurement of variables in equation include Unit or numbers that is the measurement of the results of the consumption decisions of ALL Café beverages of working age in Bangkok. Dummy is measurement of gender. Categorical is measurement of age, education level, career and monthly income. In addition, product, price, place, promotion, process, people and physical Evidence have measurement unit that are level.

CHAPTER 5

DATA ANALYSIS

Data Collection

Researcher plan to collect primary data via a survey with the following details. In this research, Researcher focus on working age population working or living in Bangkok. According to the national statistical office in 2018, working age population working or living in Bangkok is approximately 7,311,710 people. Researcher will use this number to find sample size for my research, based on Yamane formula.

$$n = \frac{N}{1+(Ne^2)} \quad ; (n = \text{sample size, } N = \text{Population size, } e = \text{errors})$$

For my research, which allows for errors at 5 percent.

$$\begin{aligned} n &= \frac{7,311,710}{1+(7,311,710*0.05^2)} \\ &= 399.98 \text{ (400 sample)} \end{aligned}$$

Initially Researcher plan to use 400 sample. However, it would be better to use 410-420 sample to prevent mistake of survey and data.

Researcher select purposive sampling focusing on people who have age between 15-59 years (Working age) who consume ALL café beverage. However, Researcher have to change to use “Snowball sample via Social network” due to the outbreak of COVID-19, but the focus group is still the same (people who have age between 15-59 years)

In addition, Researcher will conduct a survey by using Google Form. After that researcher will share it on social network (Snowball sample via Social network) such as Facebook, Twitter etc. Due to the outbreak of COVID-19, researcher cannot go to conduct surveys in public area. Regarding the period of time, the survey will be scheduled for 2 week.

Nevertheless, From the outbreak of COVID-19 and lock-down policy that makes surveying difficult and there has not enough time to do survey. Therefore, the researcher was able to collect 300 online questionnaires.

Methodology

Based on past researches, their reveal surveys of the consumers who have decided buy products. Most research questionnaires have been conducted as Likert scale (rating 5 answer level). After, researcher has collected sufficient questionnaires, I found that data using the following for Descriptive Statistic, researcher apply percentage, mean, standard deviation, min and max. These will be used to analyze behaviors affecting the decision to consume ALL Café Beverages of working age in Bangkok and demographic data of respondents. For Inferential Statistic the author will analyze the data by using multiple regression analysis. Multiple regression is the study of the relationship between the factors obtained from factor analysis and consumption decisions of ALL Café beverages of working age in Bangkok.



Research result

Demographic data of survey respondents

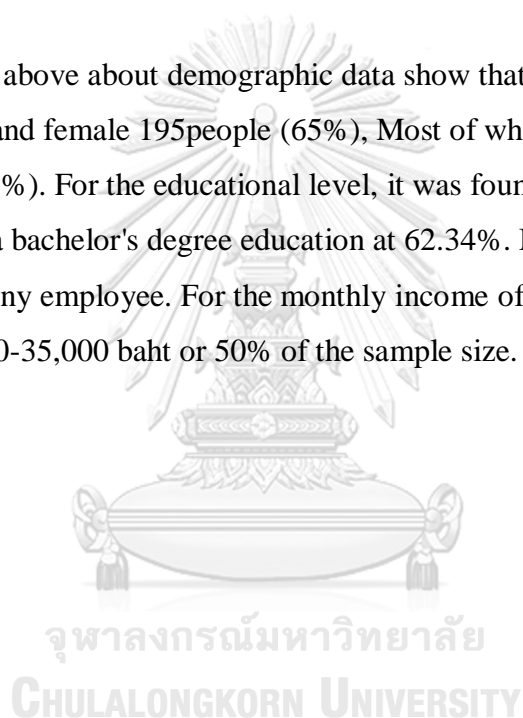
In surveying the sample group via questionnaire about the factors that influencing the consumption decisions of ALL Café beverages of working age in Bangkok found that there are 300 respondents via online channels (google form). In which the respondents have demographic characteristics as follows.

Table 1 Demographic data of survey respondents

Demographic data	Number (people)	Percentage (%)
1. Gender		
Male	105	35
Female	195	65
Total	300	100
2. Age		
Below 25year old	102	34
25- 35year old	125	41.67
36- 45year old	49	16.33
46-55year old	18	6
More than 55year old	6	2
Total	300	100
3. Education level		
Undergraduate	64	21.33
Bachelor degree	187	62.34
Postgraduate	49	16.33
Total	300	100
4. Career		
Company employee	189	63
Business owner	38	12.67
Student	47	15.67
Civil servant& State enterprise employee	15	5
Contractor	8	2.66

Doctor& Nurse	3	1
Total	300	100
5. Monthly income		
Lower than 15,000baht	41	13.67
15,000- 35,000baht	150	50
35,001- 55,000baht	38	12.67
More than 55,000baht	71	23.66
Total	300	100

From table above about demographic data show that respondents are male 105people (35%) and female 195people (65%), Most of which are in the age between 25-35 years (41.67%). For the educational level, it was found that most of the respondents have a bachelor's degree education at 62.34%. Most of the respondents are 63% of Company employee. For the monthly income of the sample, most of them are between 15,000-35,000 baht or 50% of the sample size.



Buying behavior information of survey respondents

How often do you purchase All café?

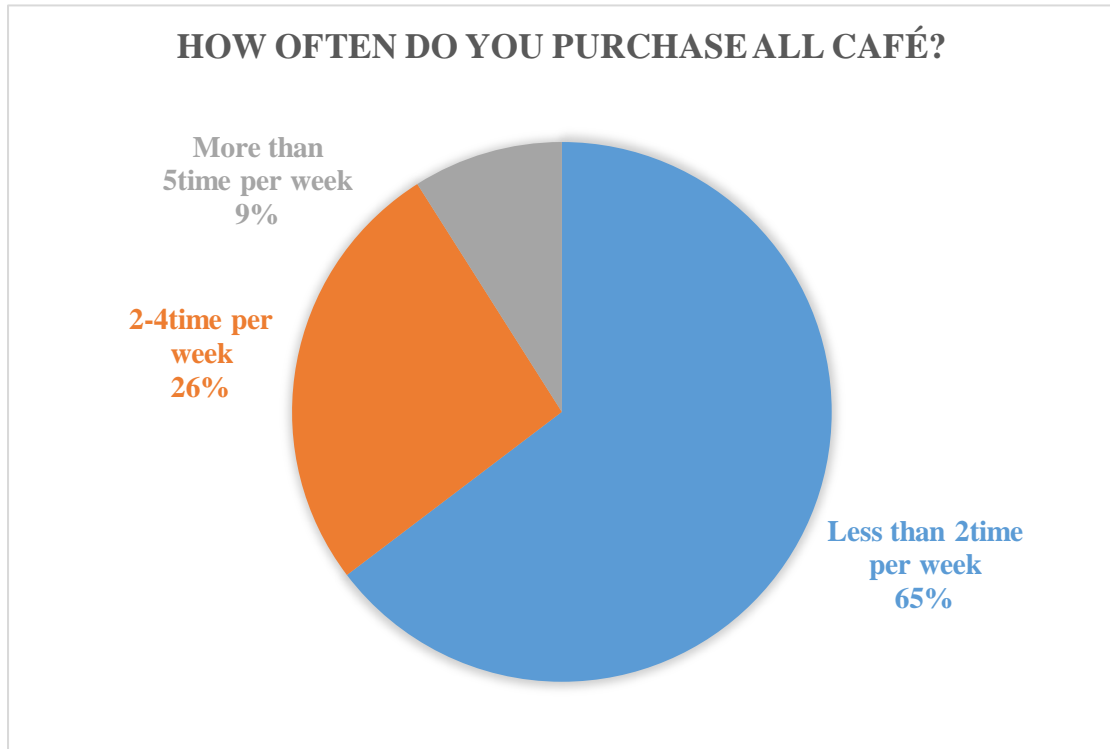


Figure 9 The frequency of buying drinks from All café

From the pie chart shows that most of the samples have the frequency of buying drinks from All café. The working-age cafes in Bangkok are as follows. Less than 2 time per week 65%, 2-4time per week 26% and more than 5time 9% respective.

How much do you spend on beverage from All Café each time?

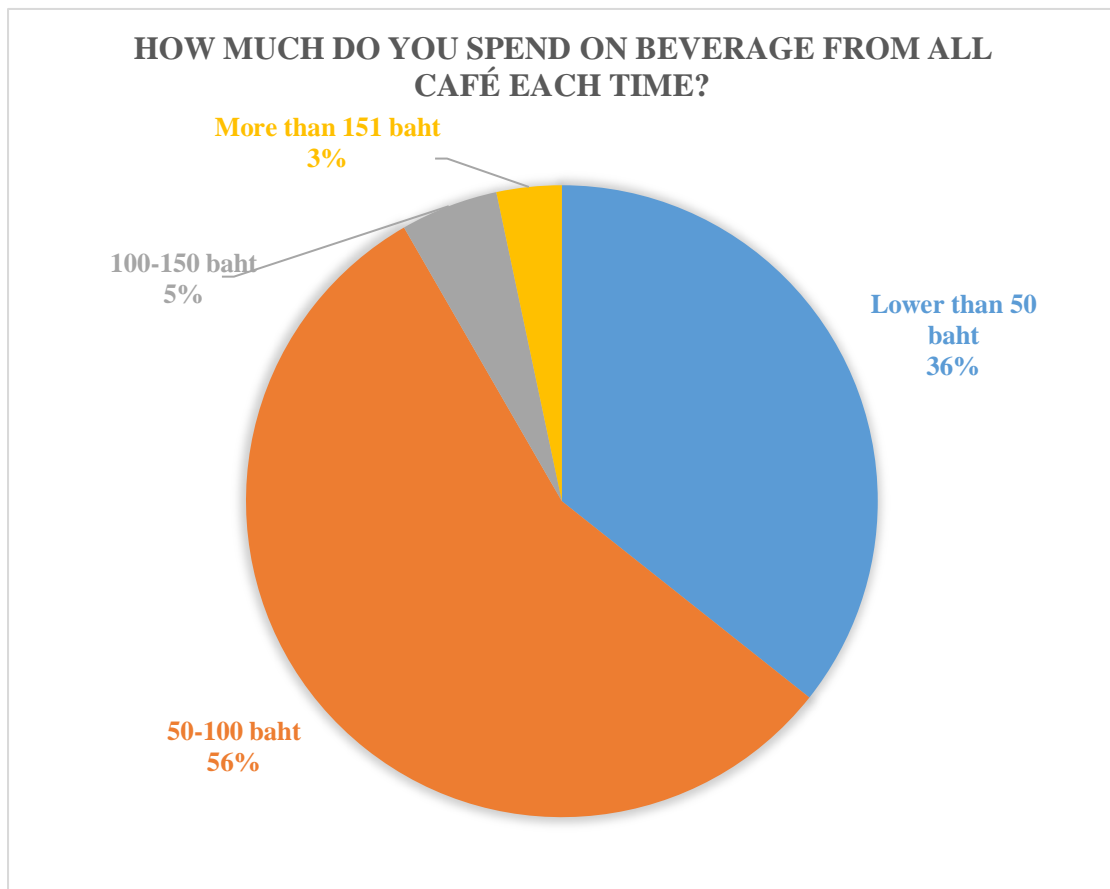


Figure 10 Spending on beverage from All café each time

In terms of the cost of buying a drink from All Store Cafe each time show that most respondents spend lower than 50 baht for each time at 56%. For other respondent, there spend 50-100 baht 36%, 100-150 baht 5% and more than 151baht 3% respectively.

What type of beverage do you usually consume at All café?

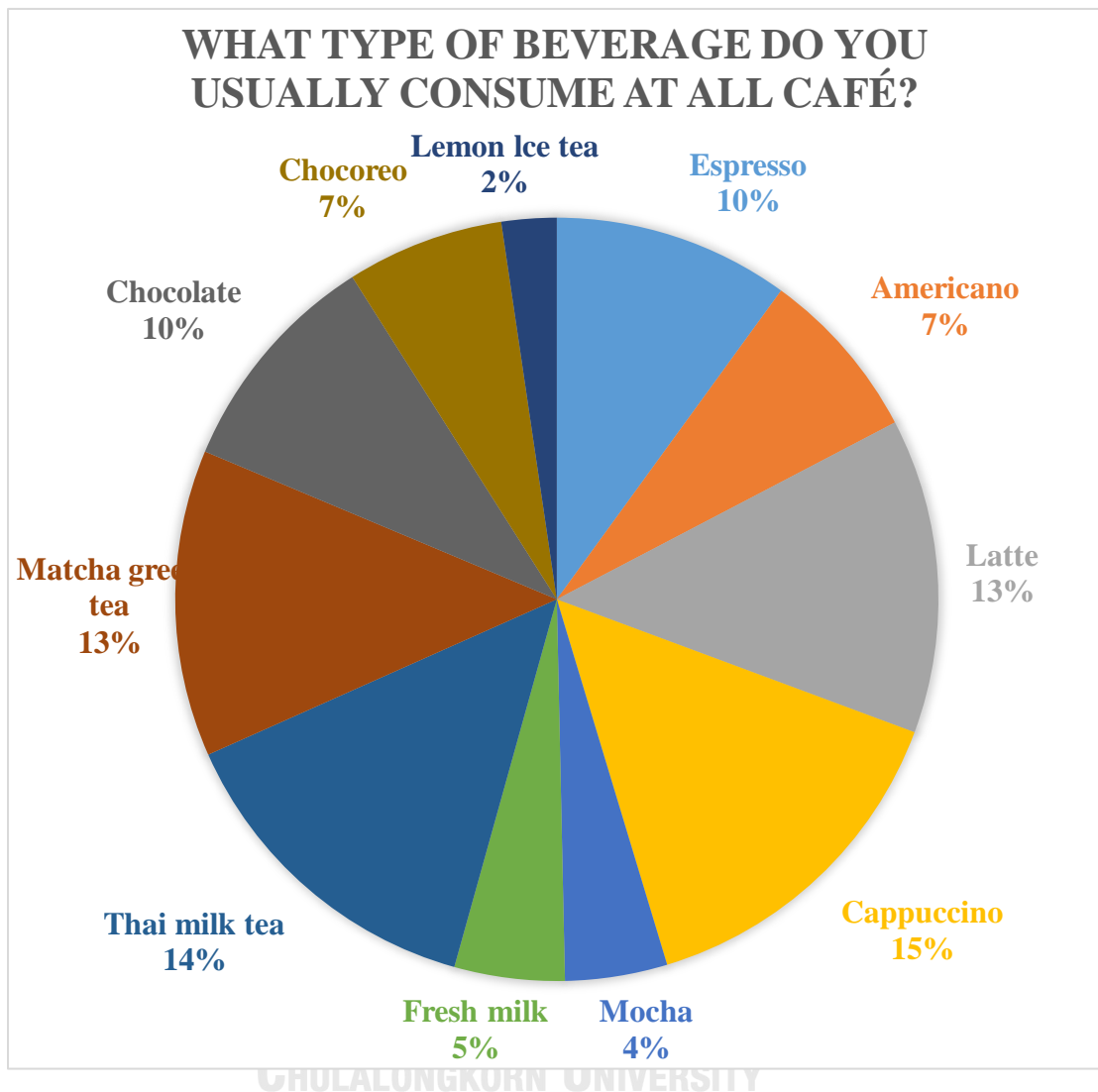


Figure 11 The popularly order of All café beverage

For the beverages that are the most popularly order of the sample sizes is cappuccino at 15%. Followed by Thai milk tea at 14%, latte and mat-cha green tea at 13%. Next is espresso, chocolate, choc-oreo, Americano, fresh milk, mocha and lemon ice tea at 10%, 10%, 7%, 7%, 5%, 4% and 2% respectively.

Marketing mix factor information of survey respondents

The data of marketing mix factors influencing decision making to consume All café beverage of working age in Bangkok. In this part, researcher use Likert scale provides the following 5 levels of scale responses as follow.

Table 2 Criteria for weight score for the level of opinions and decision with the use of services and products

Opinion level / Decision level	Answer score
Strongly agree / Absolutely buy	5
Agree / May be buy	4
Neutral / Not sure	3
Disagree / May be not buy	2
Strongly disagree / Absolutely not buy	1

From Likert scale above, there can interpret the results by using class interval formula as follow.

$$\begin{aligned}
 \text{class interval} &= \frac{\text{Range}}{\text{Number of Class}} \\
 &= \frac{5 - 1}{5} \\
 &= 0.8
 \end{aligned}$$

Therefore, the results can be interpreted according to the calculated of class. As in the next table.

Table 3 Criteria for interpreting the average scores at different levels

Score	Opinion level / Decision level
4.21-5.00	Strongly agree / Absolutely buy
3.41-4.20	Agree / May be buy
2.61-3.40	Neutral / Not sure
1.81-2.60	Disagree / May be not buy
1.00-1.80	Strongly disagree / Absolutely not buy

Table 4 The table shows the descriptive statistics of marketing mix variables

Variables	Mean	Std. Deviation	Min	Max	Meaning
Product					
Good beverages flavor and quality	3.2767	0.9487	1	5	Neutral
Brand “All Café” has been widely known.	3.4167	1.0048	1	5	Agree
Various beverages menu	3.42	0.9471	1	5	Agree
The beverages have a sanitary and attractive appearance.	3.5567	0.9934	1	5	Agree
Price					
Beverages prices are suitable for quality.	3.4733	1.0243	1	5	Agree
Cheap price compared to other shops.	3.4767	1.1148	1	5	Agree
Place					
The location is convenient to buy.	4.0067	0.9661	1	5	Agree
The All café has enough branches and has an obvious store sign.	3.83	1.0039	1	5	Agree
24 Hours services are Appropriate.	3.85	0.9870	1	5	Agree
Promotion					
Advertisements and public relations are widespread.	3.2733	0.9619	1	5	Neutral
Promotion are interesting and variety.	3.3067	0.9828	1	5	Neutral
There are regular promotional programs for special occasions such as important festivals etc.	3.0967	1.1108	1	5	Neutral

People					
Staff politely communicate with customers and has a good personality.	3.4267	0.9334	1	5	Agree
Staff are willing and enthusiastic for service.	3.4333	0.9268	1	5	Agree
Staff have a good understanding of the product.	3.1733	0.9678	1	5	Neutral
Physical evidence					
The shop has an attractive fragrance of coffee.	2.8667	1.0873	1	5	Neutral
Beverages tools are sanitary.	3.5067	1.0148	1	5	Agree
Clear price tag.	3.7567	1.0054	1	5	Agree
Process					
Speed of service	3.1533	1.1150	1	5	Neutral
Delivery of accurate products and services.	3.1133	1.2756	1	5	Neutral
There are product recommendations.	2.9567	1.1582	1	5	Neutral

From table 4, when considering all 21 sub-factors, there is found that the independent factors with the average of the top 5 opinions level in descending order as follow place factor regarding “the location is convenient to buy” (mean 4.0067). place factor regarding “24 Hours services are appropriate” (mean 3.85). place factor regarding “The All café has enough branches and has an obvious store sign.” (mean 3.83). Physical evidence factor regarding “Clear price tag.” (mean 3.7567). Product factor regarding “The beverages have a sanitary and attractive appearance” (mean 3.5567). In addition, when considering each factor, 7Ps can summarize the results of each factor as follows

Product factor, the sample group had the highest level of opinions on the beverages have a sanitary and attractive appearance (mean 3.5567). followed by Various beverages menu (mean 3.42).

Price factor, the sample group had the highest level of opinions on cheap price compared to other shops (mean 3.4767).

Place factor, the sample group had the highest level of opinions on the location is convenient to buy (mean 4.0067). followed by 24 Hours services are appropriate (mean 3.7567).

Promotion factor, the sample group had the highest level of opinions on promotion are interesting and variety (mean 3.3067). followed by advertisements and public relations are widespread (mean 3.2733).

People factor, the sample group had the highest level of opinions on staff are willing and enthusiastic for service (mean 3.4333). followed by staff politely communicate with customers and has a good personality (mean 3.4267).

Physical evidence factor, the sample group had the highest level of opinions on clear price tag (mean 3.7567). followed by beverages tools are sanitary (mean 3.5067).

Process factor, the sample group had the highest level of opinions on speed of service (mean 3.1533). followed by delivery of accurate products and services (mean 3.1133).

Decision to consume factor data of survey respondents

Table 5 The table shows the descriptive statistics of the dependent variable

Variables	Mean	Std. Deviation	Min	Max	Meaning
For the decision to consume beverages from All Cafe next time, how likely are you would like to consume?	3.5167	0.9965	1	5	May be buy

In terms of the dependent variable used in this research is the decision to consume beverages from All Cafe of working age in Bangkok. From the data in Table 5, there is found that the majority of the sample assessed their own consumption decisions in the future which were “May be buy” with an average of 4.39 with an average of 3.5167.

**Analysis of demographic data and marketing mix data using
multiple regression methods**

Table 6 Multiple regression result of demographic data and marketing mix data

MODEL			
Variables	OLS I	OLS II	OLS III
Constant	0.6917 *	0.4658 **	0.4548 **
	(0.3908)	(0.1799)	(0.1796)
GEN (female)	-0.104495 (0.0857)		
AGE 1 (below 25year old)	-0.3787 (0.3094)		
AGE 2 (25-35)	-0.1898 (0.2996)		
AGE 3 (36-45)	-0.2016 (0.3106)		
AGE 4 (46-55)	-0.3208 (0.3409)		
EDU 1 (Under graduated)	0.0450 (0.1491)		
EDU 2 (Bachelor)	0.1222 (0.1205)		
CAR 1 (Civil servant)	0.1975 (0.2130)		
CAR 2 (Company employee)	0.1234 (0.1331)		
CAR 3 (Student)	0.0110 (0.1687)		
CAR 4 (Contractor)	-0.3671 (0.2767)		

CAR 5	0.2690		
(Doctor/Nurse)	(0.4173)		
INC 1	0.1092		
(Lower than 15,000B.)	(0.1606)		
INC 2	-0.1792		
(15,000-35,000B.)	(0.1153)		
INC 3	-0.3252 **	-0.1191	
(35,000-55,000B.)	(0.1455)	(0.1179)	
PROD	0.2669 ***	0.2595 ***	0.2542 ***
(Product)	(0.0851)	(0.0770)	(0.0768)
PRICE	0.3658 ***	0.3516 ***	0.3527 ***
(Price)	(0.0662)	(0.0595)	(0.0595)
PLACE	0.0038		
(Place)	(0.0688)		
PROM	0.0517		
(Promotion)	(0.0726)		
PEOPLE	-0.1923 **	-0.1345 *	-0.1294 *
(people)	(0.0847)	(0.0745)	(0.0743)
PHYS	0.3461 ***	0.3390 ***	0.3338***
(Physical evidence)	(0.0913)	(0.0874)	(0.0874)
PROC	0.0777		
(Process)	(0.0570)		
Observation	300	300	300
Adjust R-squared	0.548354	0.539147	0.539115
* indicates significant at 10% precision level			
** indicates significant at 5% precision level			
***indicates significant at 1% precision level			

From table 6 above show about the result of multiple regression analysis of demographic factors and marketing mix factors analysis. When

considering variables are significant found that factors influencing decision to consume All café beverage have 4 factors. The results of each variable analysis obtained the coefficient of the regression equation (Beta Coefficient) which shows the relationship between that independent variable affecting the dependent variable. The results from the analysis can be arranged in order: Price factor, Physical evidence factor, Product factor and People factor

The price factor has a coefficient of 0.3527, meaning that if the price variable increases by 1 unit will result in the decision to consume All café beverage of working age cafes in Bangkok increased by 0.3527 units. While other variables are fixed. The result of the price factor is in accordance with the direction of the variable. In addition, the effect of price variables which are positive results consistent with the hypothesis at the statistical significance level 0.01. The reasons for positive impact of price factor are cheap price compared to other shops and beverages prices are suitable for quality. Which is consistent with the research results of (Kaytunyaluck, 2016), (Nopchaiya, 2015), (Chooniyom, 2004) that price factors are positive impact and influence to coffee buying decisions

The physical evidence has a coefficient of 0.3338, meaning that if the physical evidence variable increases by 1 unit will result in the decision to consume All café beverage of working age cafes in Bangkok increased by 0.3338 units. While other variables are fixed. The result of the price factor is in accordance with the direction of the variable at the statistical significance level 0.01. The reasons for positive impact of physical evidence factor are clear price tag and beverages tools are sanitary. Which is consistent with the research results of (Kaytunyaluck, 2016), (Nopchaiya, 2015) that physical evidence factors affect service satisfaction and consumption of Starbucks coffee and Amazon café at PTT gas station.

The product factor has a coefficient of 0.2542, meaning that if the physical evidence variable increases by 1 unit will result in the decision to consume All café beverage of working age cafes in Bangkok increased by 0.2542 units. While other variables are fixed. The result of the product factor

is in accordance with the direction of the variable at the statistical significance level 0.01. The reasons for positive impact of product factor are good beverages flavor and quality, “All Café” has been widely known, various beverages menu and sanitary and attractive appearance beverage. Which is consistent with the research results of (Kaytunyaluck, 2016), (Nopchaiya, 2015), (Chooniyom, 2004) that product factors are positive affect to coffee buying decisions.

The people factor has a coefficient of -0.1923, meaning that if the people variable increases by 1 unit will result in the decision to consume All café beverage of working age cafes in Bangkok decreased by 0.1923 units. The result of the product factor is in accordance with the direction of the variable that people factor will have a negative impact on the decision to buy at the statistical significance level 0.1. The reasons for negative impact of product factor are All cafe employees do not have enough knowledge and understanding about the product, which may cause customer dissatisfaction. In addition, All Cafe is a coffee corner in the convenience store. Which is different from the cafe that looks like a shop with a seat that may cause employees to not pay much attention to service, which negatively impact consumption decisions.

CHAPTER 6

CONCLUSION AND RECOMMENDATION

Research studies Factor influencing decision making of consuming All café beverages of working age in Bangkok. This research is a study marketing mix factors and demographic factor influence the decision making of consuming All Café beverages of working age in Bangkok. This study collected 300 questionnaires. Which can conclude and recommendation of this research as follow.

Conclusion

From the study found that most of respondents are female, age between 25-35 year old, bachelor's degree, there are company employee and have monthly income between 15,000- 35,000 baht. In addition, there was found that most respondents bought and consumed beverages from All café less than 2 times a week. The most respondents spend lower than 50 baht for each time. Moreover, there found that most respondents prefer consumer cappuccino, followed by mat-cha green tea and latte.

In addition, the multiple regression analysis, there found that in terms of price, physical evidence and product, it was able to predict the consumption decisions of All cafe of working-age people in Bangkok positively with statistical significance at the 0.01 level. However, people can predict the consumption decisions of all cafes of working-age people in Bangkok negatively with a statistical significance of 0.10. and other factors besides this cannot be predicted. Furthermore, considering the coefficient found that the products, prices and physical characteristics influence the decision to consume all cafes beverages of working age respectively.

Considering each variable, there was found that

Price factor showed that cheap price compared to other shops and beverages prices are suitable for quality positive influencing decision to consume All café beverage working age in Bangkok. Which corresponds to the direction of the variable.

Physical evidence factor showed that sanitary beverages tools and clear price tag positive influencing decision to consume All café beverage working age in Bangkok. Which corresponds to the direction of the variable.

Product factor showed that sanitary and attractive appearance beverage, various beverages menu, "All Café" has been widely known and good beverages flavor and quality. positive influencing decision to consume All café beverage working age in Bangkok. Which corresponds to the direction of the variable.

People factor are the only factors that have a negative impact on consumption decisions because of All cafe employees do not have enough knowledge and understanding about the product. Which is the important thing that business should pay attention and should improve this problem.

However, other variables besides this cannot be summarized because the data are not significant.

Recommendation

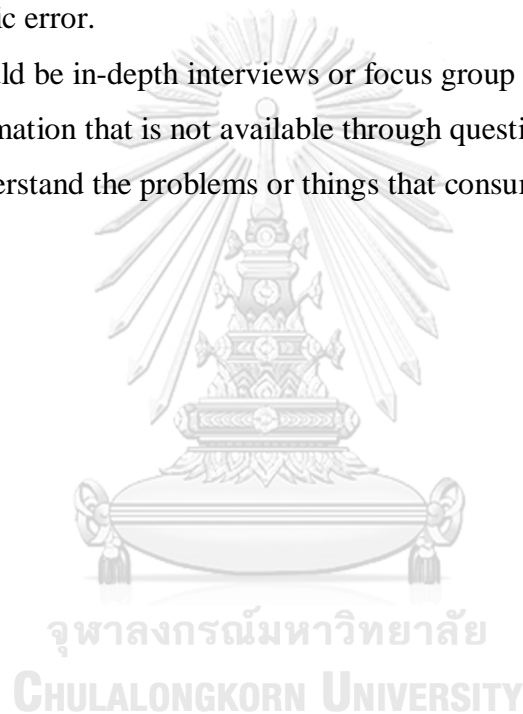
In the business recommendation of All Cafe after the research are as follows in term of price, All café should set the price of coffee to be suitable for different types of coffee. Which may consider the ingredients that are put into each type of coffee. For customers feel that the price paid and the value received is appropriate and should increase the size of the coffee cup to provide an alternative for consumers to choose to eat more. For physical evidence, All café should always improve the atmosphere inside the shop to look good. Whether it is in terms of the aroma of coffee from the coffee to help customers feel relaxed. For product factor, All café should present quality coffee that is fresh and randomly inspected for coffee beans used as raw materials for brewing regularly. For the cleanliness of the product, there should have staff members to clean the appliance regularly and check the quality of ingredient such as ice milk and containers to be clean. In addition, the taste of coffee that is consistent. All café should have different standards for brewing coffee to have the same standard flavor. Which should have coffee training for new employees every time and should have a test to brew coffee to a standardized taste every 6 months to ensure that the taste of coffee that each employee brews is not distorted from the original. However, All café should have training and staff evaluations to have the same standards, whether in terms of brewing coffee to a standardized flavor and willingness to provide services and dealing with problems. All cafes should have guidelines for employees to follow. Especially in the matter of giving advice about products, All café should be training on information about the history and differences

of each type of coffee with the staff. Other than that, there should be a test for expertise in coffee to ensure that employees are able to give advice on various matters Regarding coffee to customers correctly.

Suggestion for the upcoming research

Due to this research is collecting data through online questionnaires only, those who continue to do research should have more questionnaires distributed to target groups by distributing questionnaires at all cafes around Bangkok. To get information from people who use the service regularly and will get more fragmented data to reduce static error.

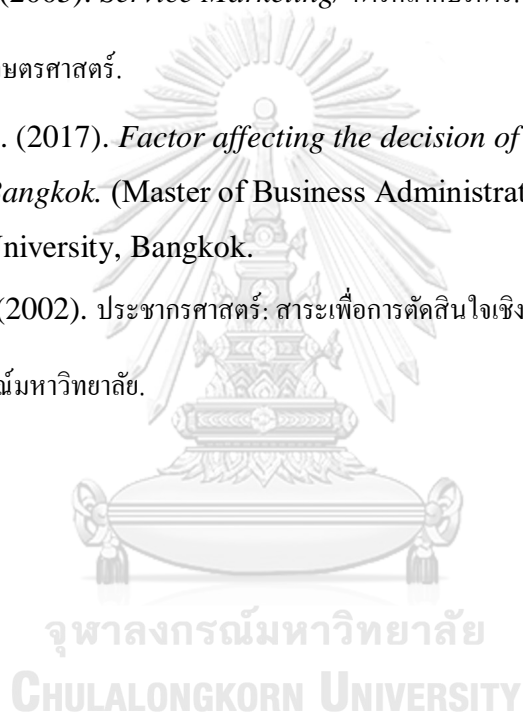
There should be in-depth interviews or focus group interviews in order to obtain some information that is not available through questionnaires and to help entrepreneurs understand the problems or things that consumers truly want.



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APPENDIX

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

Questionnaire of this research

แบบสอบถาม

ปัจจัยที่มีผลต่อการตัดสินใจบริโภคเครื่องดื่มจากออลดี คาเฟ่ของวัยทำงานในเขต กรุงเทพมหานคร

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของการค้นคว้าอิสระ (Individual study) ของหลักสูตรศิลปศาสตรมหาบัณฑิต (เศรษฐศาสตร์ธุรกิจและการจัดการ) คณะเศรษฐศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย โดยที่วัตถุประสงค์เพื่อศึกษาปัจจัยที่มีผลต่อการตัดสินใจบริโภคเครื่องดื่มจากออลดี คาเฟ่ของวัยทำงานในเขตกรุงเทพมหานคร

ข้อมูลของท่านที่ได้ตอบในแบบสอบถามนี้ ทางผู้วิจัยจะเก็บเป็นความลับ และนำข้อมูลมาใช้ในการวิเคราะห์เท่านั้น โดยจะไม่มีการเปิดเผยข้อมูลส่วนบุคคลในสาธารณะแต่อย่างใด จึงขอความร่วมมือตอบแบบสอบถามตามความเป็นจริง

ส่วนที่ 1: คำถามคัดกรอง

คำอธิบาย: กรุณาทำเครื่องหมายถูกในช่องคำตอบ โดยเลือกคำตอบที่ตรงกับผู้ตอบแบบสอบถามมากที่สุด

1.1. ท่านรู้จักร้าน All café หรือไม่

รู้จัก ไม่รู้จัก

1.2. ท่านเคยซื้อหรือบริโภคเครื่องดื่มจาก All café หรือไม่

เคย ไม่เคย

ส่วนที่ 2: ข้อมูลทางประชากรศาสตร์

คำอธิบาย: กรุณาทำเครื่องหมายถูกในช่องคำตอบ โดยเลือกคำตอบที่ตรงกับผู้ตอบแบบสอบถามมากที่สุด

2.1. เพศ

ชาย หญิง

2.2. อายุ

ต่ำกว่า 25ปี 25-35ปี 36-45ปี

46-55ปี ตั้งแต่ 56ปีขึ้นไป

2.3. ระดับการศึกษา

ต่ำกว่าปริญญาตรี ปริญญาตรี สูงกว่าปริญญาตรี

2.4. อาชีพ

พนักงานบริษัทเอกชน เจ้าของกิจการ ข้าราชการ/พนักงานรัฐวิสาหกิจ

นักเรียนนักศึกษา รับจ้าง อื่น ๆ โปรดระบุ

2.5. รายได้ต่อเดือน

ต่ำกว่า 15,000บาท 15,000-25,000บาท 25,001-35,000บาท

35,001-45,000 บาท มากกว่า 45,000บาท

ส่วนที่ 3: ข้อมูลพฤติกรรมการซื้อ

คำอธิบาย: กรุณาทำเครื่องหมายถูกในช่องคำตอบ โดยเลือกคำตอบที่ตรงกับผู้ตอบแบบสอบถามมากที่สุด

3.1. ท่านบริโภคเครื่องดื่มจาก All café บ่อยเพียงใด

น้อยกว่า 2ครั้งต่อสัปดาห์ 2-4ครั้งต่อสัปดาห์

มากกว่า 5ครั้งต่อสัปดาห์ อื่น ๆ โปรดระบุ

3.2. ค่าใช้จ่ายในการบริโภคเครื่องดื่มจากร้าน All café ต่อครั้งโดยเฉลี่ย

ต่ำกว่า 50บาท 50-100บาท 100-150บาท

มากกว่า 151บาท

3.3. เครื่องดื่มชนิดใดของ All caféที่ท่านบริโภคเป็นประจำ

เอสเพรสโซ อเมริกาโน่ ลาเต้

คาปูชิโน่ มือคั่ว นมสด

ชาไทย มัจจะกรีนที ช็อคโกแลต

ช็อคโกโรวีไอ ชานมหนาว อื่น ๆ โปรดระบุ

ส่วนที่ 4: ปัจจัยส่วนประสมทางการตลาดที่มีผลต่อการตัดสินใจบริโภคเครื่องดื่มจาก All café

กรุณาประเมินปัจจัยส่วนประสมทางการตลาด โดยประเมินจากการซื้อเครื่องดื่มจากออลส์คาเฟ่ โดยท่านเห็นด้วยกับข้อความดังต่อไปนี้มากน้อยเพียงใด โดยทำเครื่องหมายถูกในช่องที่ตรงกับความเห็นของท่านมากที่สุดเพียงแค่ข้อเดียว

ที่	ปัจจัยส่วนประสมทางการตลาด	ระดับความคิดเห็น				
		1 ไม่เห็น ด้วยมาก ที่สุด	2 ไม่เห็น ด้วย	3 ค่อนข้าง เห็นด้วย	4 เห็นด้วย	5 เห็นด้วย มากที่สุด
ด้านผลิตภัณฑ์						
1.1.	กาแฟหรือเครื่องดื่มมีรสชาติและคุณภาพดี					
1.2.	ตราหรือ All café ได้รับความรู้จักอย่างแพร่หลาย					
1.3.	เมนูกาแฟและเครื่องดื่มมีความหลากหลาย					
1.4.	กาแฟและเครื่องดื่มที่จำหน่ายในร้านมีความสะอาด และ รูปลักษณะที่สวยงามน่าดื่ม					
ด้านราคา						
2.1.	ราคากาแฟและเครื่องดื่มมีความเหมาะสมกับคุณภาพ					
2.2.	ราคาถูกเมื่อเทียบกับร้านอื่น					
ด้านสถานที่						
3.1.	สถานที่ตั้งสะดวกต่อการไปใช้บริการ					
3.2.	All café มีสาขามากเพียงพอ และมีป้ายหน้าร้านที่ชัดเจน					
3.3.	ระยะเวลาเปิดร้าน 24 ชั่วโมงมีความเหมาะสม					
ด้านการส่งเสริมทางการตลาด						
4.1.	การโฆษณาสื่อประชาสัมพันธ์มีความทั่วถึง					
4.2.	โปรแกรมส่งเสริมการขายมีความน่าสนใจ และมีความ หลากหลาย					
4.3.	มีการจัดโปรแกรมส่งเสริมการขายในโอกาสพิเศษอย่าง สม่ำเสมอ เช่น ช่วงเทศกาลต่าง ๆ					
ด้านบุคลากร						
5.1.	พนักงานใช้คำพูดสุภาพกับลูกค้า มีมารยาทและมนุษย สัมพันธ์ที่ดี					
5.2.	พนักงานมีความเต็มใจและ ความกระตือรือร้นในการ บริการ					
5.3.	พนักงานมีความรู้ความเข้าใจในตัวสินค้าเป็นอย่างดี					
ด้านลักษณะทางกายภาพ						
6.1.	ไม่ร้านมีกลิ่นหอมกาแฟและเครื่องดื่ม					
6.2.	เครื่องมือในการชงกาแฟสะอาด					
6.3.	มีป้ายราคาออกชัดเจน					
ด้านกระบวนการ						
7.1.	กระบวนการสั่งซื้อสินค้าไม่ยุ่งยากซับซ้อน และมีความ รวดเร็วในการให้บริการ					
7.2.	การส่งมอบสินค้าและบริการที่ถูกต้อง					
7.3.	มีการให้คำแนะนำเกี่ยวกับผลิตภัณฑ์					

ส่วนที่ 5: การตัดสินใจบริโภคเครื่องดื่ม All Café

คำอธิบาย: กรุณาทำเครื่องหมายถูกในช่องคำตอบ โดยเลือกคำตอบที่ตรงกับคำตอบแบบสอบถามมากที่สุด โดยที่
(1= ไม่ซื้ออย่างแน่นอน, 2= ไม่น่าจะซื้อ, 3=ไม่แน่ใจ, 4=น่าจะซื้อ, 5= ซื้ออย่างแน่นอน)

การตัดสินใจบริโภค	ระดับการตัดสินใจ				
	1	2	3	4	5
ในการตัดสินใจบริโภคกาแฟจากร้าน All café ครั้งถัดไป ท่านมีแนวโน้มที่จะบริโภคมากขึ้นเพียงใด					

ข้อเสนอแนะ และความคิดเห็น

***** จบแบบสอบถาม *****
***** ขอขอบคุณสำหรับความร่วมมือ *****

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