

A STUDY OF FACTORS INFLUENCING REPURCHASE INTENTION OF
DOUGHNUTS INDUSTRY OF THAILAND



A STUDY OF FACTORS INFLUENCING REPURCHASE INTENTION OF
DOUGHNUTS INDUSTRY OF THAILAND

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A Study of Factors Influencing Repurchase Intention of Doughnuts Industry of Thailand. (85pp.)

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ABSTRACT

The currently intention of study is how donut industry of Thailand to influence the customer repurchase intention through service quality, food quality, food taste, product variety, brand preference, word of mouth, promotion, location and friendliness in the field of doughnuts. The researchers targeted the customers having experience with the donut industry of Thailand and the target population was ranging from 15 to 40 in both genders. This paper describes nine independent variables which are service quality, food quality, food taste, product variety, brand preference, word of mouth, promotion, location and friendliness and their affect toward the dependent variable repurchase intention.

There is a low positive relationship between service quality, food quality, food taste, brand preference, promotion, location and friendliness and repurchase intention. And there is a medium positive relationship between product variety, word of mouth, and repurchase intention. This means, the 9 factors, service quality, food quality, food taste, product variety, brand preference, word of mouth, promotion, location and friendliness can be developed to increase the level of repurchase intention.

Keywords: doughnuts industry of Thailand, customer repurchase intention, service quality, food quality, food taste, product variety, brand preference, word of mouth, promotion, location, friendliness.

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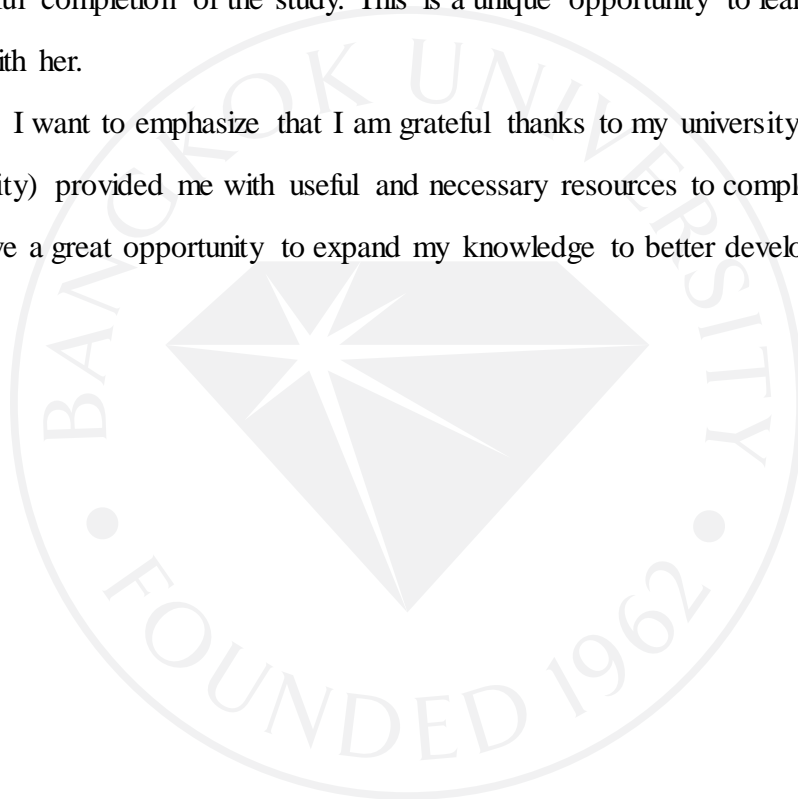


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CHAPTER 1

INTRODUCTION

This chapter is mainly introduced the customers repurchase intention. The first part introduces the whole study, and then will be introduction of Donuts in Bangkok market. The following the statement of problem and research objective. Then, the scope of research and limitation of this study will be introduced. Last part is the definition of all the variables.

1.1. Background

In Thailand, many new foreign and domestic donuts retailers have opened continuously, because people are fond of having donuts during the break time. When people enjoy their break time, they can release tension from work with friends or to relax with family in weekends. Therefore, emerging of new donuts retailer and competition among donuts retailers are very common in today business world.

The Thailand people more and more like to purchase donuts as the donuts was introduce into Thai market. The reason may be are that Thailand is the most popular tourist country, so many American food was import into Thailand, the food market of Thailand was becoming more diversity, then Thai people were becoming more and more prefer eating American food including donuts.

Donuts are the food at cheap price which most of people can afford, Thai people usually eat donuts as breakfast or as snack. Donuts are becoming the part of Thai customer's eating habits and common snack that customers will repurchase regularly. This is the reason that to study the customer's repurchase intention of donuts industry of Thailand becoming so important.

Zeithaml (1988) defined repurchase intention as the consumer's possibility to buy the next time the same product/service (s) he already bought and used. Yulihisri et al (2011) defined "repurchase intent" as a "consumer behavioral intention" that measures the tendency to continue, increase, or decrease the amount of service from a current supplier. Yulihisri et al (2011) defined "future behavioral intentions" as the future propensity of a customer to continue or to stay with their service provider, while some researchers have used the term "customer retention" to describe the construct with this definition (Zeithaml, 1981).

In the doughnuts industry of Thailand, there are three main brands that are very popular in the market, which are Krispy Kreme Donut, Mister Donut and Dunkin' Donuts. The following will be introduced every brand of donuts in Thailand.

The introduction of Krispy Kreme Donut

Krispy Kreme Donut is one of the most famous donut companies in Thailand. Krispy Kreme was founded in 1937 year located in American, which is the global doughnut manufactory and retailer. The rapid expansion time period for Krispy Kreme was from 1990s, and the first international Krispy Kreme retail shop was open at 2001 year outside the United Stated. Now, there are 884 locations for Krispy Kreme and total revenue is 460.331 million dollars and total assets 338.546 million dollars for year 2014 (Bloomberg, 2014). The products of Krispy Kreme can provide are baked donuts, soft drinks, hot beverages, sandwiches, frozen beverages, iced beverages all over the world. The first Krispy Kreme shop opened in Bangkok was at Siam Paragon in September 2010. Siam Paragon is the biggest shopping mall in Bangkok, and the Krispy Kreme Siam Paragon shop is the most popular one compare to other locations. Until the end of 2014 year, there are seventeen retail shops of Krispy Kreme donuts opened in Bangkok. The product that Krispy Kreme can provided are both coffee and different kind of donuts: Original or Classic Glazed,

Chocolate Iced Glazed, Chocolate Iced Sprinkles, Powdered Strawberry Filled, New York Cheesecake, Chocolate Custard Filled, Chocolate Cake, Vanilla Cake (Bloomberg, 2014).

In Thailand market, Krispy Kreme is the top three donuts' retailer with other two competitors: Dunkin' Donut and Mister Donut. Krispy Kreme keeps its original style and test for Thai local customers without changing the flavor. After the first Krispy Kreme Donut open the shop, there was so crowded that long queues of customers want to have a try about this new coming of donut, even it had to take so long time to get chance to purchase Krispy Kreme Donut, but people still get exciting and willing to wait.

Krispy Kreme Donut is American nationality well known doughnut brand that just enter in Thailand market and it gets a good feedback from Thai people, and Krispy Kreme creates memorable events which is the customer have to line up to buy their products because the staffer cannot produced enough doughnuts to serve them.

Introduction of Mister Donut

Mister Donut is a fast food franchise founded in the United States in 1956, now headquartered in Japan, where it has more than 1,300 stores. The primary offerings include doughnuts, coffee, muffins and pastries. After being acquired by Allied Lyons in 1990, most North American stores became Dunkin' Donuts. Mister Donut also maintains a presence in Taiwan, South Korea, Mainland China, Philippines, Thailand, and El Salvador.

In Thailand, Mister Donut has been a leader in the Thai donut market since 1978. It is known for its concept "Donut for Fun". Mister Donut has more than 250 branches across Thailand with more opening yearly. They include stand-alone stores

as well as branches at shopping malls and supermarkets. Mister Donut in Thailand is an off-shoot of the American restaurant chain, a chain which has now closed down in the US. In Thailand though, Mister Donut is so popular it's one of the country's most successful donut chains. Branches of Mister Donut in Thailand have always sold some of the tastiest and cheapest donuts around.

Thais seem to enjoy them as they have more of an American-taste than typical Thai donuts, which of course satisfies the westerner living and visiting Thailand too. Mister Donut has also been smart in where it opens its branches. It always targets popular shopping malls, with several malls in Bangkok having more than one Mister Donut location as well as supermarkets and stand-alone stores in high-traffic areas.

Introduction of Dunkin' Donuts

Dunkin' Donuts is an American global doughnut company and coffeehouse chain based in Canton, Massachusetts in Greater Boston. It was founded in 1950 by William Rosenberg in Quincy, Massachusetts. Since its founding, the company has grown to become one of the largest coffee and baked goods chains in the world, with 11,000 restaurants in 33 countries. The chain's products include doughnuts, bagels, other baked goods, and a wide variety of hot and iced beverages.

Dunkin Donuts commenced operations in Thailand with its first shop at Siam Square in 1981. Currently, there are more than 200 Dunkin Donuts shops throughout Thailand which cater to over 30,000 customers a day. Dunkin Donuts is a recognized and popular brand which has won a number of awards through the years. Dunkin Donuts now operates about 130 shops in Thailand. It serves more than 300,000 customers each week "Longest Love Message to Moms" promotion to coincide with the birthday of Thailand's queen mother.

In order to increase market share in Thailand and to increase brand loyalty teenagers and young adults aged 15 to 25 years. Invited popular young Thai actors to sign a banner at flagship store in Bangkok. Posters displayed in each store. Distributed 100,000 leaflets offered a “Millennium Moms” with prizes Grand prize winner: hosts for a company- sponsored lunch for underprivileged children.

1.2. Statement of Problem

Nowadays, many business enterprises need to attract their customers in order to be successful in globally rising competitive markets. Kotler et al., (1997) described that many companies must be customer centered. Repurchasing intention can be considered as how much a certain company can perform to meet the expectation of customers. It can also be defined as the customer’s decision of buying again at a certain product or service.

This study focuses on how repurchasing intention is shaped by service quality, food quality, food taste, product variety, brand preference, word of mouth, promotion, location and friendliness. Deciding the fundamental preceding variables to repurchase intention is emphasized by many researchers Yulhasri et al (2011).

Over the few decades, service quality has become as important as product quality. According to some researches, service quality can decide the firm’s reputation. Perceived value is the net worth of a product or service that is appreciated by the customers due to what they get (benefits from products or services) and what they give (money they spent for products or services). Therefore, perceived value depends on how well the specific products quality, service quality meet customers’ expectation.

The taste of food is also the main factor to affect customer's buying decision. The taste of food include: sweetness, sourness, saltiness, bitterness, umami. And the product variety can provide the different choices for customers which are also can impact on customers' satisfaction (Yuliharsi et al 2011). Customer loyalty is the core reason that lead customers come back to store and repurchase; many companies try their best to attract their customer to become loyalty (Baker et al., 1994).

In this research, the researchers study about repurchase intention of donuts industry. Because of being a donuts maker and retailer, it combines product quality, service quality. It provides tasty donuts with dutiful service for its customers especially coming to Bangkok which is new market. According to Brady and Cronin (2001), service quality is considered as one model suggested by several recent perspectives for businesses. All of the preceding factors can complete both need and expectation of its customer satisfaction.

1.3. Intention and Reason for Study

In the fierce competition among the donuts' market, according to the desire of consumer changing constantly, how donut industry of Thailand can retain their old and new customers. The currently intention of study is how donut industry of Thailand to influence the customer repurchase intention through service quality, food quality, food taste, product variety, brand preference, word of mouth, promotion, location and friendliness in the field of doughnuts.

1.4. Research Objectives

The purpose of this independent study is mainly emphasizes on how repurchase intention is supported by other factors and why they are important for repurchase intention.

1.5. Major Research Question: Sub-question development

Major research question:

How do the customer who has the repurchase intention through donut industry of Thailand which service quality, food quality, food taste, product variety, brand preference, word of mouth, promotion, location and friendliness.

Sub-question development:

1. What the expectation levels regarding to food quality and service quality at donut industry of Thailand in customer mind?
2. Do age can impact on repurchase intention donut industry of Thailand?
3. Do income level can impact on repurchase intention donut industry of Thailand?

1.6. Assumptions

This research realized to validity and reliability of research; therefore, the assumptions were made for this study as following:

- The research assume that customers have the experiences that repurchased donut industry of Thailand
- All the feelings that customer perceived about the product and services are reliable.
- And the answer of questionnaire from respondents are exactly same with their thoughts.
- The data from questionnaires that researcher conduct is only valid for this study.

1.7. Scope of research

In this research, the researchers focus that the relationship between service quality, food quality, food taste, product variety, brand preference, word of

mouth, promotion, location and friendliness and repurchase intention to donut industry of Thailand. The researchers targeted the customers having experience with the donut industry of Thailand and the target population was ranging from 15 to 40 in both genders. This paper describes nine independent variables which are service quality, food quality, food taste, product variety, brand preference, word of mouth, promotion, location and friendliness and their affect toward the dependent variable repurchase intention.

1.8. Benefits of Research

The benefits of this study are to understand the customers repurchase intention through of donut industry of Thailand. The donut industry of Thailand can use the information from this study to improve its repurchasing market to complete with competitors, and to understand the main problems related to customer repurchase intention. According to this research, the business owner can decide which market strategy they need to maintain or not to maintain that to increase repurchase intention.

1.9. Limitations of Research

The researchers chose to emphasize on donuts manufactory and retail industry of Thailand. And only nine variables that are service quality, food quality, food taste, product variety, brand preference, word of mouth, promotion, location and friendliness have effect to repurchase intention in this research, cannot study other variables.

1.10 Definition of Terms

Service Quality

Service quality is a comparison of expectations with performance. A business with high service quality will meet customer needs whilst remaining economically competitive. Improved service quality may increase economic

competitiveness.

Service quality is an achievement in customer service. It reflects at each service encounter.

Food Quality;

Law *et al.* (2004) defined Food quality concerns with food safety or sanitation, freshness, taste of food, food presentation variety as the factors of gratification to consumers. Mattar (2001) defined that food quality and fresh ingredient are the important factors for customers to go back a restaurant. Kivela *et al.* (1999);

Food taste

The definition of food taste is that the sense that distinguishes the sweet, sour, salty, and bitter qualities of dissolved substances in contact with the taste buds on the tongue. And also it is sense in combination with the senses of smell and touch, which together receive a sensation of a substance in the mouth (Mattar 2001).

Product variety

Product variety is the different kind of product that company provide to customer, and attract customer to choose and make buying decision. Providing a variety of attributes in products is an important way of attracting customers, but it often increases complexity and managerial cost.

Brand Preference

Hellier *et al.* (2003) stated that brand preference the extent to which the customer favors the designated service provided by his or her present company, in comparison to the designated service provided by other companies in his or her consideration set.

Word of Mouth

Word of mouth, or viva voce is the passing of information from person to person by oral communication, which could be as simple as telling someone the time of day. In marketing, word-of-mouth communication (WOM) involves the passing of information between a non-commercial communicator (i.e. someone who is not rewarded) and a receiver concerning a brand, a product, or a service.

Promotion

Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. It is one of the four basic elements of the market mix, which includes the four P's: price, product, promotion, and place (Frank, 2009). Promotion is also defined as one of five pieces in the promotional mix or promotional plan. These are personal selling, advertising, sales promotion, direct marketing, and publicity. A promotional mix specifies how much attention to pay to each of the five factors, and how much money to budget for each (Frank, 2009).

Location

Location named geographical place that provides permanent facilities for movement of goods (such as customs, storage, and other support services) or is designated for a stated purpose. Location which is a place that is the element of the marketing mix that ensures that the product is distributed and made conveniently available for the consumer - at the right location at the right time. It is imperative that, when the consumer comes into the store to purchase a product, that product is readily available without any issue. Whenever consumers are faced with issues involving the availability of a product, it's almost certain that they will take their business somewhere else.

Friendliness

Friendliness in market definition is the combination of kindly service from staff and also great interpersonal relationships with customers. Friendliness is also the quite understand what customers' preference include what they like and what the dislike, and also know what customers' needs and wants.



CHAPTER 2

LITERATURE REVIEW

2.1 Previous Study

Ryu, Lee, and Kim (2012) who studied the “Influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions”. The purpose of this study is to propose an integrated model that examines the impact of three elements of foodservice quality dimensions (physical environment, food, and service) on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. A focus group interview was conducted by eight graduate students who patronized authentic Chinese restaurants for the past six months. A focus group, and a pilot test, a questionnaire was developed to assess three dimensions of foodservice quality (food, service, and physical environment), restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. The testing of the hypotheses in this study adopted a structural equation modeling (SEM) designed to simultaneously examine the structural relationships among the proposed constructs. The results reinforced that customer perceived value is indeed a significant determinant of customer satisfaction, and customer satisfaction is a significant predictor of behavioral intentions.

Eugene and Baker-Prewitt (2000) who studied “An examination of the relationship between service quality, customer satisfaction, and store loyalty”. Using a national random telephone survey of 542 shoppers, examines the relationship between service quality, customer satisfaction, and store loyalty within the retail department store context. Tests two complementary models that examine this interrelationship. Empirically examines the relative attitude construct put forth by Dick and Basu. The results indicate that service quality influences relative attitude and satisfaction with department stores. Satisfaction influences relative attitude, repurchase, and

recommendation but has no direct effect on store loyalty.

Hellier, Geursen, Carr, and Rickard (2003) who analyzed “Customer repurchases intention: a general structural equation model.” The objective of this paper is to test a general model which aims to describe the extent to which customer intention to repurchase a service is influenced by customer perceptions of quality, equity and value, customer satisfaction, past loyalty, expected switching cost and brand preference. A postal questionnaire was used to survey metropolitan customers of personal superannuation or comprehensive car insurance, from four large insurance companies. The sample size was determined with the goal of obtaining at least 200 respondents from each company. The analysis finds that although perceived quality does not directly affect customer satisfaction, it does so indirectly via customer equity and value perceptions. The study also finds that past purchase loyalty is not directly related to customer satisfaction or current brand preference and that brand preference is an intervening factor between customer satisfactions and repurchase intention.

2.2 Theory and relationship of factors

Service Quality

Chow *et al.* (2007), Jang *et al.* (2009), Namkung *et al.* (2008) and Ryu *et al.* (2010) studied to indicate that food, corporeal environment and worker service should be functioned as important element of restaurant experience in forming recognition of the restaurant service quality in restaurant field. Chow *et al.* (2007) examined the connection between the quality of service, consumer satisfaction and frequency of contribution in context of completely service restaurant. They took three proportions of quality of service i.e. collaboration quality, corporeal quality and consequence quality. Namkung *et al.* (2008) managed a study to recognize main quality characteristic that necessarily differentiate extremely delighted diners from non-extremely delight diners utilizing the context of mid-to-upper scale of restaurant.

They utilized three determinants to check diners in quality perception related to experience of restaurant which are food, environment and service. Furthermore, Jang *et al.* (2009) stretched the model of Mehrabian and Rusell (1974) by consolidating restaurant-specific encouragement and restaurant-specify check of sensation. Ryu *et al.* (2010) investigated the connection of three factors of quality proportion, expense, consumer satisfaction and behavioral intention in fast-apathetic restaurant. Studying tried to comprehend three factors influenced quality of food service on consumer feedback in restaurant field. It is simple that three studies investigated the power of quality of food service on consumer satisfaction and repurchase intention.

Food Quality;

Kivela *et al.* (1999); Raajpoot (2002); Sulek *et al.* (2004) claimed that food is the most significant factor for every restaurant experience. Peri (2006) stated that food quality is perfect necessity to make customers satisfy their needs and expectations. Ryu *et al.* (2008) study appears to be the only empirical evidence indicating that food quality significantly affected perceived value. Considering the fact that perceived product quality affects product quality in the context of restaurant, it is logical to propose the link between food quality and perceived value (Ryu *et al.*, 2012).

Food taste

Food taste is sense in combination with the senses of smell and touch, which together receive a sensation of a substance in the mouth (Ryu *et al.*, 2008). Food taste usually link with food quality and also has relationship with customer satisfaction.

Product variety

Product variety is the different kind of product that company provide to

customer, and attract customer to choose and make buying decision. Providing a variety of attributes in products is an important way of attracting customers, but it often increases complexity and managerial cost. Product variety offer greater product variety is usually associated with higher costs (e.g., Draganska and Jain 2005, Lancaster 1979); a firm's production costs often increase with the length of their product line. Furthermore, recent research has shown that more options can generate decision conflict, confusion, and frustration, leading to choice deferral or even no choice at all (e.g., Chernev 2003a, 2003b; Dhar 1996, 1997; Greenleaf and Lehmann 1995; Iyengar and Lepper 2000). Paradoxically, people choosing from larger variety enjoyed the decision-making process more, but they also felt greater frustration and difficulty with choice and were less likely to make a purchase (Iyengar and Lepper 2000).

Brand preference

Based on a literature survey and an exploratory analysis prior to the primary study, several factors were identified as important antecedent variables to brand preference. These factors are: customer perceived value; customer satisfaction (Oliva et al. 1992; Oliver, 1980, 1981). The effect of brand preference on willingness to buy has rarely been examined (Dodds et al., 1991). Encouraging approaches to the more precise specification of customer choice behaviour are provided by developments in consideration set theory by Kardes et al. (1993), Roberts and Lattin (1991,1997) and Shocker et al. (1991).

Word of Mouth

It has been argued that positive word of mouth is a behavioral intention much like repurchase, but one that deals with the intention to recommend (Fornell et al., (1987). Firm profitability results from positive word of mouth because people talk about their good experiences with products and services to their families, friends, co-

workers, and others, influencing other possible customers to purchase (Reichheld et al., 1990).

Additionally, Swanson and Davis (2003) mentioned that word of mouth communication is recognized as a very common and important form of communication for service marketers, and for maintaining a base of long-term customers.

Promotion

Sales promotion consists of a variety of incentive tools, mostly short-term, that are used to stimulate consumers and/or dealers to accelerate the purchasing process or to increase quantities of sales (Kolter & Armstrong, 2010). Sales promotion is certainly one of the critical elements in marketing mix and toolkit for the marketers. Statistics for packaging companies show that sales promotion comprises nearly 75% of the marketing budget (Neslin, 2002). Prior marketing research, both theoretical and empirical, focuses on how sales promotion impacts the behavior of consumers, particularly their purchasing decisions (Neslin et al, 1985; Neslin et al, 1995; Zhang et al, 2000).

Location

According to (Lolo, 2011) on his research 'The influence of Marketing Mix towards customer decision-making to saving on PT Bank Mandiri Makassar', location has a significant influence towards customer decision-making at PT. Bank Mandiri Cabang Kartini. Another research found that there is an impact of location towards customer buying decision. Fadhillah (2013) on 'the analyze of product, price, promotion, and distribution towards customer buying decision'.

Friendliness

Chow *et al.* (2007) examined the connection between the friendliness,

repurchase intention and frequency of contribution in context of completely service restaurant. Peri (2006) stated that friendliness is perfect necessity to make customers satisfy their needs and expectations.

Repurchase intention

The measures of repurchase intention are usually obtained from surveys of current customers assessing their tendency to purchase the same brand, same product/service, from the same company. Cronin et al., (2000) has treated “behavioral intentions” and “repurchase intention” and as synonymous constructs. Yulhasri et al (2011) defined “future behavioral intentions” as the future propensity of a customer to continue or to stay with their service provider, while some researchers have used the term “customer retention” to describe the construct with this definition (Zeithaml, 1981).

2.3 Hypotheses

H1_o: Service Quality cannot influence Repurchase Intention

H1_a: Service Quality can influence Repurchase Intention

H2_o: Food Quality cannot influence Repurchase Intention

H2_a: Food Quality can influence Repurchase Intention

H3_o: Food taste cannot influence Repurchase Intention

H3_a: Food taste can influence Repurchase Intention

H4_o: Product variety cannot influence Repurchase Intention

H4_a: Product variety can influence Repurchase Intention

H5_o: Brand Preference cannot influence Repurchase Intention

H5_a: Brand Preference can influence Repurchase Intention

H6_o: Word of Mouth cannot influence Repurchase Intention

H6_a: Word of Mouth can influence Repurchase Intention

H7_o: Promotion cannot influence Repurchase Intention

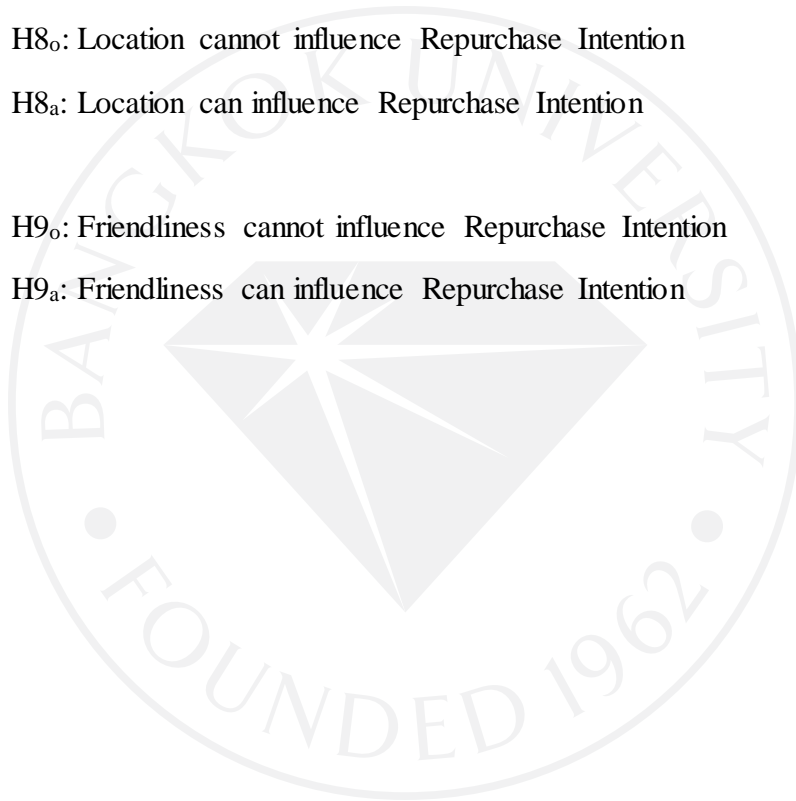
H7_a: Promotion can influence Repurchase Intention

H8_o: Location cannot influence Repurchase Intention

H8_a: Location can influence Repurchase Intention

H9_o: Friendliness cannot influence Repurchase Intention

H9_a: Friendliness can influence Repurchase Intention



2.4. Research Framework

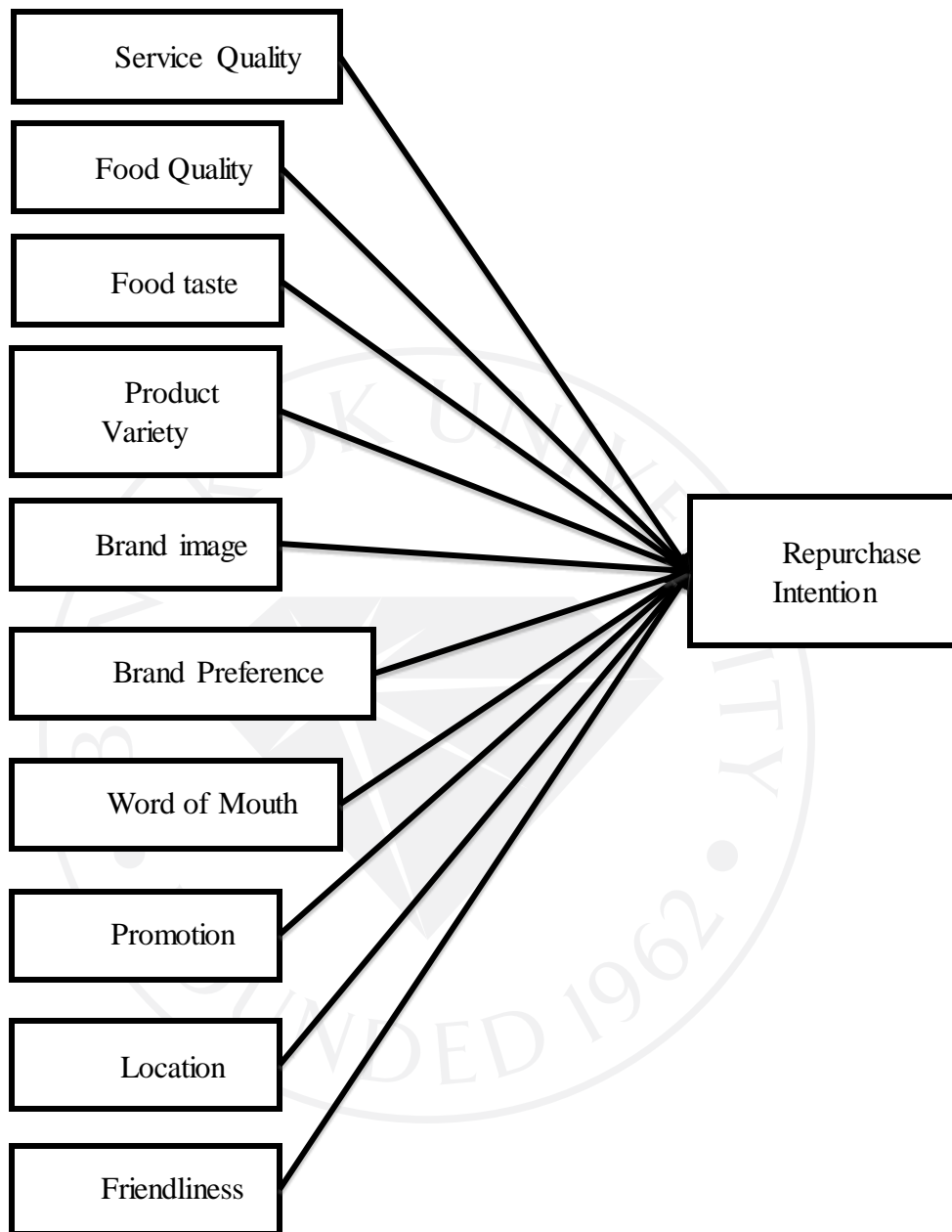


Figure 2.1: Research Framework

CHAPTER 3

RESEARCH METHODOLOGY

3.1. Research Strategy

Questionnaires are a good way to obtain information from a large number of people and/or people who may not have the time to attend an interview or take part in experiments. They enable people to take their time, think about it and come back to the questionnaire later. Participants can state their views or feelings privately without worrying about the possible reaction of the researcher. Unfortunately, some people may still be inclined to try to give socially acceptable answers. People should be encouraged to answer the questions as honestly as possible so as to avoid the researchers drawing false conclusions from their study.

Questionnaires typically contain multiple choice questions, attitude scales, closed questions and open-ended questions. The drawback for researchers is that they usually have a fairly low response rate and people do not always answer all the questions and/or do not answer them correctly. Questionnaires can be administered in a number of different ways (e.g. sent by post or as email attachments, posted on Internet sites, handed out personally or administered to captive audience (such as people attending conferences). Researchers may even decide to administer the questionnaire in person which has the advantage of including people who have difficulties reading and writing. In this case, the participant may feel that s/he is taking part in an interview rather than completing a questionnaire as the researcher will be noting down the responses on his/her behalf.

3.2. Sampling Design

Population

The researcher study factors influencing repurchase intention of Doughnuts Industry of Thailand. The total population is the all the peoples that have

been eat doughnuts in Thailand.

Sample unit

The number of population of doughnuts industry is unknown so that the researchers decided to determine the sample size by applying the population proportion. The questionnaires are distributed to customers who experienced doughnuts at Siam Paragon Bangkok.

Sample Size

In this research, the researchers select formula technique by using the estimated proportion to find the sample size as the following

$$n = \frac{Z^2 pq}{E^2}$$

Where:

n = Number of sample size

Z^2 = square of the confidence level in standard error units (1.96 for 95% confidence level)

p = estimated proportion of success. (0.5, the true proportion in the population)

When there is no prior knowledge or estimate of the true proportion p this research should use $p = 0.5$ (Berenson, 1999).

q = (1-p) or estimated proportion of failures

E^2 = square of the maximum allowance of error between the true proportion and the same sample proportion. (0.05 or 5%, the acceptable sampling error in estimating the population proportion.)

Therefore, the total of sample size is

$$n = \frac{Z^2 p(1-p)}{E^2}$$

$$n = \frac{1.96^2 * 0.5(1-0.5)}{(0.05)^2}$$

$$n = 384.16 \text{ samples}$$

$$\approx 385 \text{ samples}$$

The result of calculation is 385 samples, the researchers design to use samples size of 400 samples. The value should be rounded up in order to make the sample size be sufficient enough to achieve the reliability (McClave and Sincich, 2006).

Sampling procedure

The researchers in this study applied probability sampling method called multi-stage sampling All details are as follows:

1. Stratified Sampling.

In order to cover respondents' sample in Bangkok Metropolitan Area, The researcher applied stratified sampling method by using propositional allocation to calculate appropriate proportion of sample from each brand of donuts. According to information provided by customer service headquarter of Krispy Kreme, Mister donut and Dunkin' donut in Thailand, Krispy Kreme has 170 outlets a total number of outlets in Thailand, whereas Mister Donut has 1300 shops and Dunkin' Donut has 200 outlets. As illustrated in the figure below.

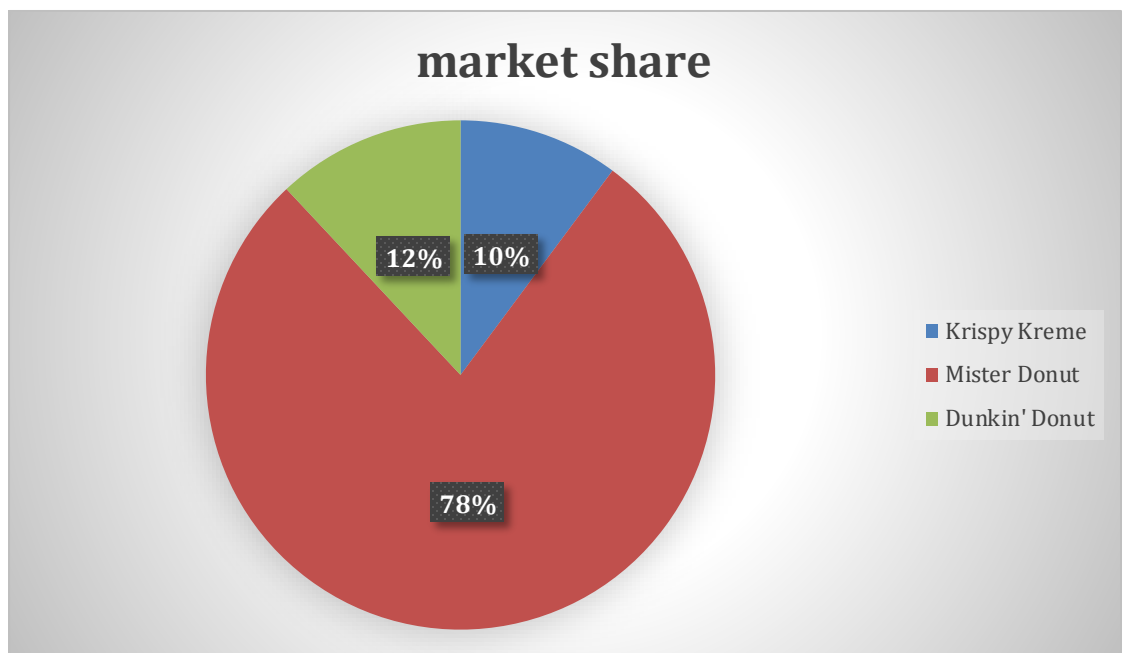


Figure 3.1: Total Number of Outlets from Krispy Kreme, Mister Donut, Dunkin' Donut in Thailand.

From the figure, Mister Donut outlets cover the largest number of sample in this study which is 1300 outlets or 78% while Dunkin' Donut has 200 outlets which equal to 12% and Krispy Kreme has 170 outlets or 10%.

According the proportion of sample that will be used in this study are Mister Donut 78%, Dunkin' Donut 12% and Krispy Kreme 10%. Consequently, the total number of questionnaire which is 400 copies will be divided accordingly to the proportion above. As a result, the questionnaire for Mister Donut customer is 312 copies, Dunkin' Donut 48 Copies and Krispy Kreme 40 Copies as shown in table 3.1.

Table 3.1: Number of Questionnaire Required from Each Brands.

BRANDS	PROPORTIONAL ALLOCATION (Calculate by Number of Outlets)	QUESTIONNAIRE REQUIRED
Mister Donut	78%	312
Dunkin' Donut	12%	48
Krispy Kreme	10%	40
Total	100%	100

2. Accidental Sampling.

Finally, the author collected data by using accidental sampling method from each brand as follow; Mister Donut customer is 312 copies, Dunkin' Donut 48 Copies and Krispy Kreme 40 Copies in a total number of 400 questionnaires. By selecting prominent area such as department store, theater and shopping complex in Bangkok as a location for data collection process.

Step 1: Judgment Sampling

Judgment sampling also called purposive sampling involves choosing objects/ samples that are believed will give accurate results. An experienced individual selects the sample based on his or her judgment about some appropriate characteristics required of the sample member. . The researcher chose to conduct Judgment sampling on customers who experienced the donuts in Siam Paragon Bangkok.

Step 2: Convenience Sampling

The sampling procedure of obtaining the people or units that are most conveniently available (Zikmund, 2003). Convenience sampling, this kind of

sampling focuses on people who are available to answer questions from researchers.

The researchers distributed questionnaires to 400 respondents.

3.3 Variables

The independent variables are service quality, food quality, food taste, product variety, brand preference, word of mouth, promotion, location and friendliness. And for the dependent variables are customer's repurchase intention.

The hypothesis as follows:

H1_o: Service Quality cannot influence Repurchase Intention

H1_a: Service Quality can influence Repurchase Intention

H2_o: Food Quality cannot influence Repurchase Intention

H2_a: Food Quality can influence Repurchase Intention

H3_o: Food taste cannot influence Repurchase Intention

H3_a: Food taste can influence Repurchase Intention

H4_o: Product variety cannot influence Repurchase Intention

H4_a: Product variety can influence Repurchase Intention

H5_o: Brand Preference cannot influence Repurchase Intention

H5_a: Brand Preference can influence Repurchase Intention

H6_o: Word of Mouth cannot influence Repurchase Intention

H6_a: Word of Mouth can influence Repurchase Intention

H7_o: Promotion cannot influence Repurchase Intention

H7_a: Promotion can influence Repurchase Intention

H8_o: Location cannot influence Repurchase Intention

H8_a: Location can influence Repurchase Intention

H9_o: Friendliness cannot influence Repurchase Intention

H9_a: Friendliness can influence Repurchase Intention

3.4 Research Instrument

This study, the researchers developed the questionnaire to be twelve parts. Part one is brand choice problem. Part two is Service Quality, part three is Food Quality, part four Food taste, and part five is Product variety and part six is Brand preference, part seven is Word of Mouth, part eight is Promotion, part nine is Location, part ten is Friendliness, part eleven is Repurchase Intention and part twelve is Demographic Data. From part 2 to part 11, the researcher applied 5 Likert scale for the question which is 1=strongly disagree, 2=disagree, 3=moderate, 4=agree, and 5=strongly agree.

For Demographic information, the researchers designed to use Category scale as a tool to measure the demographic information of the respondents. The Category scale is an attitude measurement consisting of several categories to provide the respondents with a number of alternative ratings (Zikmund, 2003).

Part 1: Brand choice question, respondents will be ask the favorite brand of donuts.

Part 2: Service Quality.

The researcher use 5 points Likert-scale to evaluate customers' perception toward Service Quality.

Part 3: The Food Quality measured by five- points Likert-scale.

The respondents will range of 1 to 5 (strongly disagree to strongly agree).

Part 4: The questions measure about Food taste by using five-points Likert scale which ranges from “1” means most until “5” means most satisfaction.

Part 5: The Product variety measured by using five-points Likert-scale. The respondents will range from 1 to 5 (strongly disagree to strongly agree).

Part 6: This part is about Brand preference. The researcher used five-points Likert scale ranging from "1-5" which means strongly agree to strongly disagree to measure customer satisfaction levels.

Part 7: Word of Mouth measured by five-points Likert-scale. The respondents will range from 1 to 5 (strongly disagree to strongly agree).

Part 8: Promotion measured by five- points Likert-scale.

The respondents will range of 1 to 5 (strongly disagree to strongly agree).

Part 9: Location measured by using five-points Likert-scale. The respondents will range from 1 to 5 (strongly disagree to strongly agree).

Part 10: The questions measure about Friendliness by using five-points Likert scale which ranges from “1” means most until “5” means most satisfaction.

Part 11: Repurchase Intention. The researcher used five-points Likert scale ranging from "1-5" which means strongly agree to strongly disagree to measure customer satisfaction levels.

Part 12: Demographic characteristics: respondents will be asked about the general information which includes: Gender, Age, Education level, and health attitude.

3.5 Collection of Data

In conducting this research, the data employed was obtained chiefly from one source. The source was primary data, that is, data was collected from respondents to the questionnaires distributed to the customers drawn from the sampling procedure. Questionnaires were hand distributed to customers experienced with donuts at Siam Paragon Bangkok during June 16.

3.6 Reliability Analysis of Research Instrument

Sekaran (2000) stated that all questions of each variable need to test the reliability which may use Cronbach's coefficient Alpha scale. If the result from calculation of Alpha test is above 0.6 or equal 0.6 it means that all questions are consistent and reliable to apply as the research instrument for this study.

3.7 Statistical Treatment of Data

After collecting all of the necessary data, they were analyzed and summarized in a readable and easily interpretable form using the Statistical Package of Social Science (SPSS). The statistical tools used in this research are explained in the following section.

Pearson Correlation

The level of correlation coefficient stated from -1.0 to +1.0, if the value of correlation shows positive sign, it is determined to have a positive relationship. That means variable changes in the same direction as other variable. In contrast, if value of correlation shows negative sign, it is considered to have a negative relationship. That means variable changes in the opposite way as other variable.

Table 3.2: Level of Correlation

Level of number	Level of Correlation
0.81 – 0.99	Very strong relationship
0.61 – 0.80	Strong relationship
0.41 – 0.60	Moderate relationship
0.21 – 0.40	Weak relationship
0.01 – 0.20	Very weak relationship

Descriptive Analysis

Descriptive Analysis refers to the transformation of the raw data into a form that makes them easily comprehensible and interpreted. This method typically describes the responses of observations. The calculation of the average, frequency distribution, and the percentage distribution is the most common form of summarizing data (Zikmund, 2003).



CHAPTER 4 DATA ANALYSIS

4.1 Descriptive Analysis

The following table is that this is the ratio of the frequency and distribution of the defendants were described demographic analysis. The mean and standard mean and tables also show the nine variables standard deviation.

Table 4.1: The Analysis of gender levels using Frequency and Percentage

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	192	48.0	48.0	48.0
	female	208	52.0	52.0	100.0
Total		400	100.0	100.0	

From Table 4.1 shows the gender of respondents in this research. It is viewed that among the 400 respondents, 192 (48%) respondents of the sample size are male. 208 (52%) respondents are female.

Table 4.2: The Analysis of age levels using Frequency and Percentage

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 23	111	27.8	27.8	27.8
	23-30	166	41.5	41.5	69.3
	More than 30	123	30.8	30.8	100.0
Total		400	100.0	100.0	

From Table 4.2 shows the age of respondents in this research. It is viewed that among the 400 respondents, 111 (27.8%) respondents of the sample size are less than

23. 166 (41.5%) respondents are 23-30 123(30.8%) respondents of sample size are More than 30.

Table 4.3: The Analysis of education level levels using Frequency and Percentage

education level		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor Degree	123	30.8	30.8	30.8
	Master Degree	160	40.0	40.0	70.8
	Doctor Degree	117	29.3	29.3	100.0
	Total	400	100.0	100.0	

From Table 4.3 shows the education level of respondents in this research. It is viewed that among the 400 respondents, 123 (30.8%) respondents of the sample size are Bachelor Degree. 160 (40%) respondents are Master Degree. 117(29.3%) respondents of sample size are Doctor Degree.

Table 4.4: The Analysis of work status levels using Frequency and Percentage

work status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unemployed	120	30.0	30.0	30.0
	Part time	170	42.5	42.5	72.5
	Full time	84	21.0	21.0	93.5
	Students	26	6.5	6.5	100.0
	Total	400	100.0	100.0	

From Table 4.4 shows the work status of respondents in this research. It is viewed that among the 400 respondents, 120 (30%) respondents of the sample size are Unemployed. 170 (42.5%) respondents are Retired. 84(21%) respondents of sample

size are Full time. 26(6.5%) respondents of sample size are Students.

Table 4.5: The Analysis of marital statuses levels using Frequency and Percentage

Marital statuses		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	158	39.5	39.5	39.5
	Single	224	56.0	56.0	95.5
	Divorced	18	4.5	4.5	100.0
	Total	400	100.0	100.0	

From Table 4.5 shows the marital status of respondents in this research. It is viewed that among the 400 respondents, 158 (39.8%) respondents of the sample size are Married. 224 (56%) respondents are Single. 18(4.5%) respondents of sample size are Divorced.

Table 4.6: The Analysis of behavioral data using Frequency and Percentage

Behavioral data		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Buying always the same brand	101	25.3	25.3	25.3
	It is important to buy a good brand	171	42.8	42.8	68.0
	It matters what brand to buy	128	32.0	32.0	100.0
	Total	400	100.0	100.0	

From Table 4.6 shows the behavioral data of respondents in this research. It is viewed that among the 400 respondents, 101 (25.3%) respondents of the sample size are Buying always the same brand. 171 (42.5%) respondents are It is important to buy a good brand It is important to buy a good brand. 128(32%) respondents of sample

size are It matters what brand to buy.

Table 4.7: The Analysis of how often you usually eat donut using Frequency and Percentage

How often you usually eat donut

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 time per 1 week	124	31.0	31.0	31.0
2-3 times per 1 week	163	40.8	40.8	71.8
more than 3 times per 1 week	113	28.3	28.3	100.0
Total	400	100.0	100.0	

From Table 4.7 shows the how often you usually eat donut of respondents in this research. It is viewed that among the 400 respondents, 124 (31%) respondents of the sample size are 1 time per 1 week. 163 (40.8%) respondents are 2-3 times per 1 week. 113(28.3%) respondents of sample size are I more than 3 times per 1 week.

Table 4.8: The Analysis of how much do you like donuts using Frequency and Percentage

How much do you like donuts

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly unlike	2	.5	.5	.5
Unlike	88	22.0	22.0	22.5
Neutral	196	49.0	49.0	71.5
like	114	28.5	28.5	100.0
Total	400	100.0	100.0	

From Table 4.8 shows the how much do you like donuts of respondents in this research. It is viewed that among the 400 respondents, 2 (0.5%) respondents of the

sample size are Strongly unlike. 88 (22%) respondents are 2 Unlike. 196(49%) respondents of sample size are Neutral. 114(28.5%) respondents of sample size are like.

Table 4.9: The Analysis of What is the channel when you usually take the donuts using Frequency and Percentage

What is the channel when you usually take the donuts					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Eating in the donut shop	115	28.8	28.8	28.8
	Buying in the donut shop and getting take-out meals	164	41.0	41.0	69.8
	Ordering delivery service	121	30.3	30.3	100.0
	Total	400	100.0	100.0	

From Table 4.9 shows the What is the channel when you usually take the donuts of respondents in this research. It is viewed that among the 400 respondents, 164 (41%) respondents of the sample size are Buying in the donut shop and getting take-out meals. 121 (30.3%) respondents are Ordering delivery service.

Table 4.10: The Analysis of Do you consider yourself health conscious using Frequency and Percentage

Do you consider yourself health conscious					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	4	1.0	1.0	1.0
	Sometimes	86	21.5	21.5	22.5
	Infrequently	196	49.0	49.0	71.5
	Never	114	28.5	28.5	100.0
	Total	400	100.0	100.0	

From Table 4.10 shows the Do you consider yourself health conscious of respondents in this research. It is viewed that among the 400 respondents, 4 (1%) respondents of the sample size are Frequently. 86 (21.5%) respondents are Sometimes. 196 (49%) respondents are Infrequently. 114 (28.5%) respondents are Never.

Table 4.11: The Analysis of brand choice using Frequency and Percentage

brand choice		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Krispy Kreme Donut	116	29.0	29.0	29.0
	Mister Donut	166	41.5	41.5	70.5
	Dunkin' Donuts	118	29.5	29.5	100.0
	Total	400	100.0	100.0	

From Table 4.11 shows the brand choices of respondents in this research. It is viewed that among the 400 respondents, 116 (29%) respondents of the sample size are Krispy Kreme Donut. 166 (41.5%) respondents are Mister Donut. 118 (29.5%) respondents are Dunkin' Donuts.

Table 4.12: The Analysis of Service Quality using Mean and Standard Deviation

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Staff serve me food exactly as I order it	400	3	5	4.26	.666
Staff provide prompt and quick service	400	3	5	4.23	.683
Staff are always willing to help me	400	3	5	4.25	.697
Staff make me feel comfortable in dealing with them	400	3	5	4.22	.681
Valid N (listwise)	400				

Table 4.13: The Analysis of Food Quality using Mean and Standard Deviation

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The donut is delicious	400	3	5	4.25	.661
The donut is nutritious	400	3	5	4.26	.667
Donutshop offer fresh donut	400	3	5	4.25	.661
The smell of the donut is enticing	400	3	5	4.26	.667
Valid N (listwise)	400				

Table 4.14: The Analysis of Food taste using Mean and Standard Deviation

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Donut taste is good	400	3	5	4.27	.669
Donut taste is unique	400	3	5	4.26	.666
Donut taste is exactly what I want	400	3	5	4.23	.664
Valid N (listwise)	400				

Table 4.15: The Analysis of Product variety using Mean and Standard Deviation

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Donutshop offer a variety of menu items	400	3	5	4.18	.692
I can get many choice when I look at menu	400	3	5	4.21	.668
New donut will arrive every season	400	3	5	4.18	.700
Valid N (listwise)	400				

Table 4.16: The Analysis of Brand preference using Mean and Standard Deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I don't want to try other donut beside KrispyKreme/ Mister Donut/ Dunkin' Donuts	400	3	5	4.18	.678
Krispy Kreme/ Mister Donut/ Dunkin' Donuts meet my requirements better than others' brand	400	3	5	4.19	.682
Krispy Kreme/ Mister Donut/ Dunkin' Donuts is my favorite donut brand.	400	3	5	4.23	.679
Valid N (listwise)	400				

Table 4.17: The Analysis of Word of Mouth using Mean and Standard Deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I would like to introduce my friend to try my preferred brand	400	3	5	4.17	.693
My know the brand of donut is from others' people's mouth	400	3	5	4.20	.700
I like the brand of donuts because my friend also like it	400	3	5	4.17	.693
Valid N (listwise)	400				

Table 4.18: The Analysis of promotion using Mean and Standard Deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I like to purchase donuts at promotion period	400	3	5	4.18	.678
Price discount is very attract me when I want to purchase donuts	400	3	5	4.20	.685
I will purchase more quantity of donuts when there is promotion	400	3	5	4.18	.678
Valid N (listwise)	400				

Table 4.19: The Analysis of location using Mean and Standard Deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
It's very easy to find donut store when I want to purchase donuts	400	3	5	4.20	.685
There are donut stores in every shopping mall	400	3	5	4.20	.685
I think the location of store is important for me to purchase donuts.	400	3	5	4.19	.682
Valid N (listwise)	400				

Table 4.20: The Analysis of Friendliness using Mean and Standard Deviation

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
There are very nicely interpersonal relationship with staffs and me	400	3	5	4.18	.676
Staffs of donut stores can quietly understand what my preference include what I like and what the dislike	400	3	5	4.16	.696
I have very happy experiences with staffs	400	3	5	4.16	.685
Valid N (listwise)	400				

Table 4.21: The Analysis of Repurchase Intention using Mean and Standard Deviation

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I would like to come back to Krispy Kreme/Mister Donut/Dunkin' Donuts in the future	400	3	5	4.18	.692
I would like to recommend my friends go to Krispy Kreme/Mister Donut/Dunkin' Donuts in the future	400	3	5	4.16	.685
I would like to go to Krispy Kreme/Mister Donut/Dunkin' Donuts at other locations	400	3	5	4.18	.692
Valid N (listwise)	400				

4.2 Variables analysis

Customer with work1, often1-2, like 3-4 prefer Krispy Kreme over Dunkin' Donuts

Researcher have done MLR (Multinomial Logistic Regression) to see which independent variables have significantly impact on brand choice. The result shows that independent and dependent variables are significant.

Table 4.22: Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
bi	297.743 ^a	.000	0	.
pv	297.743 ^a	.000	0	.
gpt	297.743 ^a	.000	0	.
fp	301.508	3.765	4	.439
fs	297.743 ^a	.000	0	.
css	297.743 ^a	.000	0	.
eas	298.156	.413	2	.813
ds	307.388	9.645	4	.047
po	297.743 ^a	.000	0	.
gift	297.743 ^a	.000	0	.
nac	297.797	.053	2	.974
ao	297.743 ^a	.000	0	.

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

For doughnut category, only ds significantly influence repurchase intention.

Table 4.23: Parameter Estimates

brand choice ^a		B	Sig.	95% Confidence Interval for Exp(B)	
				Lower Bound	Upper Bound
Krispy Kreme Donut	[bi=3]	1.291	.072	.892	14.834
	[bi=4]	.758	.136	.788	5.781
	[bi=5]	.661	.208	.691	5.426
	[pv=3]	-.029	.976	.149	6.345
	[pv=4]	.434	.222	.770	3.093
	[pv=5]	0 ^b	.	.	.
	[gpt=3]	0 ^b	.	.	.
	[gpt=4]	0 ^b	.	.	.
	[gpt=5]	0 ^b	.	.	.
	[fp=3]	.480	.399	.530	4.932
	[fp=4]	-.414	.254	.324	1.346
	[fp=5]	0 ^b	.	.	.
	[fs=3]	-.381	.482	.236	1.979
	[fs=4]	-.027	.936	.501	1.889
	[fs=5]	0 ^b	.	.	.
	[css=3]	.224	.814	.193	8.105
	[css=4]	0 ^b	.	.	.
	[css=5]	0 ^b	.	.	.
	[eas=3]	-.694	.473	.075	3.328
	[eas=4]	-.413	.252	.326	1.342
	[eas=5]	0 ^b	.	.	.
	[ds=3]	-1.222	.014	.112	.777
	[ds=4]	-.760	.029	.237	.924
	[ds=5]	0 ^b	.	.	.
	[po=3]	0 ^b	.	.	.
	[po=4]	0 ^b	.	.	.
	[po=5]	0 ^b	.	.	.
	[gift=3]	0 ^b	.	.	.
	[gift=4]	0 ^b	.	.	.
	[gift=5]	0 ^b	.	.	.
[nac=3]	-.117	.897	.150	5.281	

(Continued)

Table 4.23 (Continued): Parameter Estimates

	[nac=4]	0 ^b	.	.	.
	[nac=5]	0 ^b	.	.	.
	[ao=3]	0 ^b	.	.	.
	[ao=4]	0 ^b	.	.	.
	[ao=5]	0 ^b	.	.	.
Mister Donut	[bi=3]	1.446	.032	1.132	15.913
	[bi=4]	1.213	.011	1.323	8.548
	[bi=5]	.787	.099	.862	5.599
	[pv=3]	-2.293	.071	.008	1.213
	[pv=4]	-.023	.944	.517	1.848
	[pv=5]	0 ^b	.	.	.
	[gpt=3]	0 ^b	.	.	.
	[gpt=4]	0 ^b	.	.	.
	[gpt=5]	0 ^b	.	.	.
	[fp=3]	.382	.454	.539	3.983
	[fp=4]	-.093	.777	.477	1.739
	[fp=5]	0 ^b	.	.	.
	[fs=3]	.508	.277	.666	4.148
	[fs=4]	.075	.808	.591	1.966
	[fs=5]	0 ^b	.	.	.
	[css=3]	1.265	.320	.293	42.907
	[css=4]	0 ^b	.	.	.
	[css=5]	0 ^b	.	.	.
	[eas=3]	-.914	.258	.082	1.953
	[eas=4]	-.422	.190	.348	1.234
	[eas=5]	0 ^b	.	.	.
	[ds=3]	-.392	.359	.292	1.561
	[ds=4]	-.606	.061	.289	1.028
	[ds=5]	0 ^b	.	.	.
	[po=3]	0 ^b	.	.	.
	[po=4]	0 ^b	.	.	.
	[po=5]	0 ^b	.	.	.
	[gift=3]	0 ^b	.	.	.
	[gift=4]	0 ^b	.	.	.

(Continued)

Table 4.23(Continued): Parameter Estimates

[gift=5]	0 ^b	.	.	.
[nac=3]	.067	.928	.250	4.574
[nac=4]	0 ^b	.	.	.
[nac=5]	0 ^b	.	.	.
[ao=3]	0 ^b	.	.	.
[ao=4]	0 ^b	.	.	.
[ao=5]	0 ^b	.	.	.

As table showed that:

$$H_0 : \beta_{DS\ 1-5} = 0$$

$$H_a : \text{At least one of } \beta_{DS\ 1-5} \neq 0$$

Since p-value of β_{DS3} & $\beta_{DS4} < 0.05$, therefore researcher can reject H_0 conclude that delivery service significantly influence Krispy Kreme Donut repurchase intention compared to Dunkin' Donuts.

$$H_0 : \beta_{BI\ 1-5} = 0$$

$$H_a : \text{At least one of } \beta_{BI\ 1-5} \neq 0$$

Since p-value of β_{BI3} & $\beta_{BI4} < 0.05$, therefore researcher can reject H_0 conclude that brand image significantly influence Mister Donut repurchase intention compared to Dunkin' Donuts.

Since none of the rest of the β 's (PV, GPT, FS, CSS, EAS, DS, PO, GIFT, NAC, AO) have p-value < 0.05 , therefore we cannot reject H_0 of PV, GPT, FS, CSS, EAS, DS, PO, GIFT, NAC, AO.

Table 4.24: Parameter Estimates

brand choice ^a	B	Sig.	95% Confidence Interval for Exp(B)	
			Lower Bound	Upper Bound
				14.834
Krispy Kreme Donut				5.781
[ds=3]	-1.222	.014	.112	.777
[ds=4]	-.760	.029	.237	.924
Mister Donut				
[bi=3]	1.446	.032	1.132	15.913
[bi=4]	1.213	.011	1.323	8.548
[bi=5]	.787	.099	.862	5.599
[pv=3]	-2.293	.071	.008	1.213
[pv=4]	-.023	.944	.517	1.848
[pv=5]	0 ^b	.	.	.
[gpt=3]	0 ^b	.	.	.
[gpt=4]	0 ^b	.	.	.
[gpt=5]	0 ^b	.	.	.
[fp=3]	.382	.454	.539	3.983
[fp=4]	-.093	.777	.477	1.739
[fp=5]	0 ^b	.	.	.
[fs=3]	.508	.277	.666	4.148
[fs=4]	.075	.808	.591	1.966
[fs=5]	0 ^b	.	.	.
[css=3]	1.265	.320	.293	42.907
[css=4]	0 ^b	.	.	.
[css=5]	0 ^b	.	.	.
[eas=3]	-.914	.258	.082	1.953
[eas=4]	-.422	.190	.348	1.234
[eas=5]	0 ^b	.	.	.
[ds=3]	-.392	.359	.292	1.561
[ds=4]	-.606	.061	.289	1.028
[ds=5]	0 ^b	.	.	.
[po=3]	0 ^b	.	.	.
[po=4]	0 ^b	.	.	.
[po=5]	0 ^b	.	.	.

(Continued)

Table 4.24 (Continued): Parameter Estimates

[gift=3]	0 ^b	.	.	.
[gift=4]	0 ^b	.	.	.
[gift=5]	0 ^b	.	.	.
[nac=3]	.067	.928	.250	4.574
[nac=4]	0 ^b	.	.	.
[nac=5]	0 ^b	.	.	.
[ao=3]	0 ^b	.	.	.
[ao=4]	0 ^b	.	.	.
[ao=5]	0 ^b	.	.	.

As table showed that:

$$H_0 : \beta_{DS\ 1-5} = 0$$

$$H_a : \text{At least one of } \beta_{DS\ 1-5} \neq 0$$

Since p-value of β_{DS3} & $\beta_{DS4} < 0.05$, therefore we can reject H_0 and conclude that delivery service significantly influences Krispy Kreme Donut repurchase intention compared to Dunkin' Donuts.

$$H_0 : \beta_{BI\ 1-5} = 0$$

$$H_a : \text{At least one of } \beta_{BI\ 1-5} \neq 0$$

Since p-value of β_{BI3} & $\beta_{BI4} < 0.05$, therefore we can reject H_0 and conclude that brand image significantly influences Mister Donut repurchase intention compared to Dunkin' Donuts.

Since none of the rest of the β 's (PV, GPT, FS, CSS, EAS, DS, PO, GIFT, NAC, AO) have p-value < 0.05 , therefore cannot reject H_0 of PV, GPT, FS, CSS, EAS, DS, PO, GIFT, NAC, AO.

Table 4.25: Likelihood Ratio Tests

Likelihood Ratio Tests				
Effect	Model Fitting	Likelihood Ratio Tests		
	Criteria			
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
product	743.232	3.104	4	.541
price	740.128 ^a	.000	0	.
promotion	741.542	1.414	2	.493
service	740.128 ^a	.000	0	.
location	740.128 ^a	.000	0	.
SQ1	742.517	2.389	4	.665
SQ2	740.128 ^a	.000	0	.
SQ3	741.729	1.601	4	.809
SQ4	740.128 ^a	.000	0	.
FQ1	740.128 ^a	.000	0	.
FQ2	740.128 ^a	.000	0	.
FQ3	740.128 ^a	.000	0	.
FQ4	740.128 ^a	.000	0	.
FT1	740.128 ^a	.000	0	.
FT2	740.128 ^a	.000	0	.
FT3	740.128 ^a	.000	0	.
PV1	743.638	3.510	4	.476
PV2	740.128 ^a	.000	0	.
PV3	746.750	6.621	2	.036
BP1	740.128 ^a	.000	0	.
BP2	740.128 ^a	.000	0	.
BP3	743.509	3.381	4	.496
WM1	740.128 ^a	.000	0	.
WM2	749.049	8.921	4	.063
WM3	740.128 ^a	.000	0	.
PROMOTION1	740.128 ^a	.000	0	.
PROMOTION2	740.128 ^a	.000	0	.
PROMOTION3	740.128 ^a	.000	0	.
LOCATION1	740.128 ^a	.000	0	.
LOCATION2	740.128 ^a	.000	0	.
LOCATION3	740.128 ^a	.000	0	.

(Continued)

Table 4.25 (Continued): Likelihood Ratio Tests

FR1	740.128 ^a	.000	0	.
FR2	742.791	2.663	4	.616
FR3	742.935	2.807	4	.591

The chi-square statistic is the difference in $-2 \log$ -likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

From more detailed Multinomial Logistic Regression analysis, we found that beta PV3 is also significant (p -value $< .05$). Therefore we can also reject $H_0: \beta_{PV1-5} = 0$ and conclude that product variety also significantly influence doughnut brand repurchase intention.

Table 4.26: brand choice * Marital statuses Crosstabulation

brand choice * Marital statuses Crosstabulation

			Marital statuses			Total
			Married	Single	Divorced	
brand choice Donut	Krispy	Count	41	71	4	116
	Kreme	% within brand choice	35.3%	61.2%	3.4%	100.0%
	Donut	% within Marital statuses	25.9%	31.7%	22.2%	29.0%
	Mister Donut	Count	66	95	5	166
Mister Donut	Donut	% within brand choice	39.8%	57.2%	3.0%	100.0%
	Donut	% within Marital statuses	41.8%	42.4%	27.8%	41.5%
	Donut	Count	66	95	5	166

(Continued)

Table 4.26 (Continued): brand choice * Marital statues Crosstabulation

Dunkin' Donuts	Count	51	58	9	118
	% within brand choice	43.2%	49.2%	7.6%	100.0%
	% within Marital statues	32.3%	25.9%	50.0%	29.5%
Total	Count	158	224	18	400
	% within brand choice	39.5%	56.0%	4.5%	100.0%
	% within Marital statues	100.0%	100.0%	100.0%	100.0%

For all brands, single customer seems to prefer eating doughnut more than married couple does. For example, Krispy Kreme Donut's single customer constitutes 61.2%. However, for single customer segment, Mister Donut dominates (42.4% > 31.7%, 25.9%)

Table 4.27: Crosstable

			Age			Total
			Less than 23	23-30	More than 30	
brand choice	Krispy Kreme Donut	Count	33 _a	56 _a	27 _a	116
		% within brand choice	28.4%	48.3%	23.3%	100.0%
		% within Age	29.7%	33.7%	22.0%	29.0%
Mister Donut	Mister Donut	Count	52 _a	60 _a	54 _a	166
		% within brand choice	31.3%	36.1%	32.5%	100.0%
		% within Age	46.8%	36.1%	43.9%	41.5%

(Continued)

Table 4.27 (Continued): Crosstable

Dunkin' Donuts	Count	26 _a	50 _a	42 _a	118
	% within brand choice	22.0%	42.4%	35.6%	100.0%
	% within Age	23.4%	30.1%	34.1%	29.5%
Total	Count	111	166	123	400
	% within brand choice	27.8%	41.5%	30.8%	100.0%
	% within Age	100.0%	100.0%	100.0%	100.0%

Each subscript letter denotes a subset of Age categories whose column proportions do not differ significantly from each other at the .05 level.

In general, doughnut heavy consumer's age ranges range between 23-30. But when we look into each age segment, we found some different brand preference for each segment. For instance, for those below 23 & above 30, Mister Donut is the leading brand with 46.8% and 43.9% market share accordingly, whereas those between 23-30 years, all brands have about 1/3 of the market with Mister Donut slightly ahead of everybody else (36.1%).

Table 4.28: brand choice * Gender Cross tabulation

brand choice * Gender Cross tabulation

			Gender		Total
			Male	Female	
brand choice	Krispy Kreme Donut	Count	50	66	116
		% within brand choice	43.1%	56.9%	100.0%
		% within Gender	26.0%	31.7%	29.0%
	Mister Donut	Count	84	82	166
		% within brand choice	50.6%	49.4%	100.0%
		% within Gender	43.8%	39.4%	41.5%
	Dunkin' Donuts	Count	58	60	118
		% within brand choice	49.2%	50.8%	100.0%

(Continued)

Table 4.28 (Continued): brand choice * Gender Cross tabulation

	% within Gender	30.2%	28.8%	29.5%
Total	Count	192	208	400
	% within brand choice	48.0%	52.0%	100.0%
	% within Gender	100.0%	100.0%	100.0%

Each subscript letter denotes a subset of Gender categories whose column proportions do not differ significantly from each other at the .05 level.

The majority of both male and female customers prefer Mister Donut (43.8% and 39.4%). For Mister Donut and Dunkin' Donuts, male and female seem to equally prefer both brands, however female seems to prefer Krispy Kreme Donut more than male.

Table 4.29: brand choice * education level Cross tabulation

brand choice * education level Cross tabulation

			Education level			Total
			Bachelor Degree	Master Degree	Doctor Degree	
brand choice	Krispy Kreme Donut	Count	41	45	30	116
		% within brand choice	35.3%	38.8%	25.9%	100.0%
		% within education level	33.3%	28.1%	25.6%	29.0%
	Mister Donut	Count	49	72	45	166
		% within brand choice	29.5%	43.4%	27.1%	100.0%
		% within education level	39.8%	45.0%	38.5%	41.5%
	Dunkin' Donuts	Count	33	43	42	118
		% within brand choice	28.0%	36.4%	35.6%	100.0%
		% within education level	26.8%	26.9%	35.9%	29.5%

(Continued)

Table 4.29 (Continued): brand choice * education level Cross tabulation

Total	Count	123	160	117	400
	% within brand choice	30.8%	40.0%	29.3%	100.0%
	% within education level	100.0%	100.0%	100.0%	100.0%

Each subscript letter denotes a subset of education categories whose column proportions do not differ significantly from each other at the .05 level.

The customer of donut has huge percentage in master degree to the Mister Donut that is 45.0%. And then followed with 39.8% of Bachelor Degree in Mister Donut. 38.5% of Doctor Degree also likes to eat Mister Donut. Within Doctoral segment, Mister Donut has highest market share of 35.9% and also true for all educational levels (41.5%).

Table 4.30: brand choice * work status Cross tabulation

brand choice * work status Cross tabulation

			Work status				Total
			Unemployed	Retired	Full time	Students	
brand choice	Krispy Kreme Donut	Count	42	46	24	4	116
		% within brand choice	36.2%	39.7%	20.7%	3.4%	100.0%
		% within work status	35.0%	27.1%	28.6%	15.4%	29.0%
Mister Donut		Count	46	71	36	13	166
		% within brand choice	27.7%	42.8%	21.7%	7.8%	100.0%
		% within work status	38.3%	41.8%	42.9%	50.0%	41.5%
Dunkin' Donuts		Count	32	53	24	9	118
		% within brand choice	27.1%	44.9%	20.3%	7.6%	100.0%
		% within work status	26.7%	31.2%	28.6%	34.6%	29.5%

(Continued)

Table 4.30 (Continued): brand choice * work status Cross tabulation

Total	Count	120	170	84	26	400
	% within brand choice	30.0%	42.5%	21.0%	6.5%	100.0%
	% within work status	100.0%	100.0%	100.0%	100.0%	100.0%

Each subscript letter denotes a subset of work status categories whose column proportions do not differ significantly from each other at the .05 level.

There are 50.0% of students are more prefer Mister Donut, and the 42.9% of full time employee also like Mister Donut, 41.8% of retired employee more prefer Mister Donut and 38.3% of unemployed employee more like to Mister Donut compared to two other brand Krispy Kreme Donut, Dunkin' Donuts.

In summary, un-employed and retired segments seem to be heavy doughnut consumers (about 75% for all brands). However, as also found in the above findings, Mister Donut is dominant brand across all work-status segments.

Table 4.31: brand choice * How often you usually eat donut Crosstabulation

brand choice * How often you usually eat donut Crosstabulation

			How often you usually eat donut			Total
			1 time per 1 week	2-3 times per 1 week	more than 3 times per 1 week	
brand choice	Krispy	Count	26	44	46	116
	Kreme	% within brand choice	22.4%	37.9%	39.7%	100.0%
	Donut	% within How often you usually eat donut	21.0%	27.0%	40.7%	29.0%

(Continued)

Table 4.31 (Continued): brand choice * How often you usually eat donut
Crosstabulation

Mister Donut	Count	54	65	47	166
	% within brand choice	32.5%	39.2%	28.3%	100.0%
	% within How often you usually eat donut	43.5%	39.9%	41.6%	41.5%
Dunkin' Donuts	Count	44	54	20	118
	% within brand choice	37.3%	45.8%	16.9%	100.0%
	% within How often you usually eat donut	35.5%	33.1%	17.7%	29.5%
Total	Count	124	163	113	400
	% within brand choice	31.0%	40.8%	28.2%	100.0%
	% within How often you usually eat donut	100.0%	100.0%	100.0%	100.0%

Each subscript letter denotes a subset of how often you usually eat donut categories whose column proportions do not differ significantly from each other at the .05 level.

The majority of customers like to purchase 1 time per 1 week in Mister Donut (43.5%), and the customers like to purchase more than 3 times per 1 week in Mister Donut (41.6%). Then, customers like to purchase more than 3 times per 1 week in Krispy Kreme Donut (40.7%). The Mister Donut gets the majority market share of 41.5% in the Donut. In short, Krispy Kreme Donut customer seems to be heavy donut consumer as compared to Mister Donut and Dunkin' Donuts.

Table 4.32: brand choice * What is the channel when you usually take the donuts
Cross tabulation

brand choice * What is the channel when you usually take the donuts Cross tabulation

			What is the channel when you usually take the donuts			Total
			Eating in the donut shop	Buying in the donut shop and getting take-out meals	Ordering delivery service	
brand choice	Krispy Kreme Donut	Count	32	52	32	116
		% within brand choice	27.6%	44.8%	27.6%	100.0%
		% within What is the channel when you usually take the donuts	27.8%	31.7%	26.4%	29.0%
Mister Donut		Count	44	67	55	166
		% within brand choice	26.5%	40.4%	33.1%	100.0%
		% within What is the channel when you usually take the donuts	38.3%	40.9%	ç	41.5%
Dunkin' Donuts		Count	39	45	34	118
		% within brand choice	33.1%	38.1%	28.8%	100.0%
		% within What is the channel when you usually take the donuts	33.9%	27.4%	28.1%	29.5%

(Continued)

Table 4.32(Continued): brand choice * What is the channel when you usually take the donuts Cross tabulation

Total	Count	115	164	121	400
	% within brand choice	28.7%	41.0%	30.3%	100.0%
	% within What is the channel when you usually take the donuts	100.0%	100.0%	100.0%	100.0%

Each subscript letter denotes a subset of what is the channel when you usually take the donuts categories whose column proportions do not differ significantly from each other at the .05 level.

There are Mister Donut of customers eating in the donut shop in Mister Donut, and 40.9% of customers buying in the donut shop and getting take-out meals in Mister Donut. And 38.3% of customers Eating in the donut shop in Mister Donut and then there are 31.7% of customers buying in the donut shop and getting take-out meals in Krispy Kreme Donut. In conclusion, most donut consumer tends to buy for to-go.

Table 4.33: brand choice * Do you consider yourself health conscious Cross tabulation

brand choice * Do you consider yourself health conscious Cross tabulation

			Do you consider yourself health conscious				Total
			Frequently	Sometimes	Infrequently	Never	
brand choice	Krispy Kreme Donut	Count	2	24	61	29	116
		% within brand choice	1.7%	20.7%	52.6%	25.0%	100.0%

(Continued)

Table 4.33 (Continued): brand choice * Do you consider yourself health conscious
Cross tabulation

	% within Do you consider yourself health conscious	50.0%	27.9%	31.1%	25.4%	29.0%
Mister Donut	Count	2	36	80	48	166
	% within brand choice	1.2%	21.7%	48.2%	28.9%	100.0%
	% within Do you consider yourself health conscious	50.0%	41.9%	40.8%	42.1%	41.5%
Dunkin' Donuts	Count	0	26	55	37	118
	% within brand choice	0.0%	22.0%	46.6%	31.4%	100.0%
	% within Do you consider yourself health conscious	0.0%	30.2%	28.1%	32.5%	29.5%
Total	Count	4	86	196	114	400
	% within brand choice	1.0%	21.5%	49.0%	28.5%	100.0%
	% within Do you consider yourself health conscious	100.0%	100.0%	100.0%	100.0%	100.0%

Each subscript letter denotes a subset of what is the channel when you usually take the donuts categories whose column proportions do not differ significantly from each other at the .05 level.

There are 50% of customers consider themselves health conscious frequently about Krispy Kreme Donut and Mister Donut. 42.1% of customers never consider themselves health conscious about Mister Donut. 41.9% of customers consider themselves health conscious sometimes about Mister Donut. 42.1% of customers

consider themselves health conscious infrequently about Mister Donut. So, most doughnut consumers consider themselves as not very health conscious.

Table 4.34: Crosstabulation between Service Quality and Repurchase intention

MeanSQ * MeanRI Crosstabulation

Count

		MeanRI						Total
		2.50	3.00	3.50	4.00	4.50	5.00	
MeanSQ	3.00	0	1	0	1	0	0	2
	3.25	0	4	3	2	0	0	9
	3.50	1	2	8	3	2	0	16
	3.75	1	1	20	12	6	1	41
	4.00	0	1	23	17	22	2	65
	4.25	0	2	7	17	24	7	57
	4.50	0	0	9	15	29	4	57
	4.75	0	0	4	8	11	3	26
	5.00	0	1	2	4	9	2	18
	5.25	0	0	2	11	13	2	28
	5.50	0	0	7	16	19	2	44
	5.75	0	0	3	2	8	8	21
	6.00	0	0	1	3	2	1	7
	6.25	0	1	0	6	0	2	9
Total		2	13	89	117	145	34	400

Table 4.35: Crosstabulation between Food Quality and Repurchase intention

MeanFQ * MeanRI Crosstabulation

Count

		MeanRI						Total
		2.50	3.00	3.50	4.00	4.50	5.00	
MeanFQ	3.00	0	1	1	1	0	0	3
	3.33	0	4	7	3	9	0	23
	3.67	1	0	17	13	5	1	37
	3.75	0	0	4	3	4	1	12
	4.00	0	3	16	11	13	3	46

(Continued)

Table 4.35(Continued): Crosstabulation between Food Quality and Repurchase intention

4.25	0	0	1	5	3	5	14
4.33	1	2	7	15	32	4	61
4.50	0	0	9	8	2	1	20
4.67	0	1	8	10	17	2	38
4.75	0	0	4	6	7	0	17
5.00	0	1	2	4	11	2	20
5.25	0	0	2	11	13	2	28
5.50	0	0	7	16	19	2	44
5.75	0	0	3	2	8	8	21
6.00	0	0	1	3	2	1	7
6.25	0	1	0	6	0	2	9
Total	2	13	89	117	145	34	400

Table 4.36: Crosstabulation between Food taste and Repurchase intention

MeanFT * MeanRI Crosstabulation

Count

		MeanRI					Total	
		2.50	3.00	3.50	4.00	4.50		5.00
MeanFT	2.20	0	0	0	1	0	1	2
	2.60	0	0	4	3	2	2	11
	2.80	0	0	6	8	5	2	21
	3.00	0	4	14	10	9	2	39
	3.20	0	0	8	6	16	4	34
	3.33	0	3	10	4	1	0	18
	3.40	0	2	4	20	22	10	58
	3.60	0	0	2	10	10	1	23
	3.67	2	0	11	7	10	0	30
	3.80	0	0	3	8	3	3	17
	4.00	0	3	13	14	18	1	49
	4.33	0	1	14	18	24	4	61
	4.67	0	0	0	7	21	0	28

(Continued)

Table 4.36 (Continued): Crosstabulation between Food taste and Repurchase

intention

5.00	0	0	0	1	4	4	9
Total	2	13	89	117	145	34	400

Table 4.37: Crosstabulation between Product variety and Repurchase intention

MeanPV * MeanRI Crosstabulation

Count

		MeanRI						Total
		2.50	3.00	3.50	4.00	4.50	5.00	
MeanPV	2.50	0	1	0	0	0	0	1
	2.80	0	0	0	0	1	0	1
	3.00	1	5	27	9	1	1	44
	3.20	0	0	4	4	2	1	11
	3.40	0	0	4	10	4	3	21
	3.50	1	2	1	0	1	0	5
	3.60	0	0	10	6	4	1	21
	3.80	0	0	4	5	11	2	22
	4.00	0	3	25	37	42	2	109
	4.20	0	1	4	3	10	3	21
	4.40	0	0	5	13	19	2	39
	4.50	0	0	0	1	0	0	1
	4.60	0	1	2	12	11	9	35
	4.80	0	0	1	5	1	2	9
	5.00	0	0	2	12	38	8	60
Total		2	13	89	117	145	34	400

Table 4.38: Crosstabulation between Brand preference and Repurchase intention

MeanBP * MeanRI Crosstabulation

Count

		MeanRI						Total
		2.50	3.00	3.50	4.00	4.50	5.00	
MeanBP	2.50	0	0	0	0	1	0	1
	2.67	0	0	1	0	0	0	1

(Continued)

Table 4.38: (Continued) Crosstabulation between Brand preference and Repurchase intention

3.00	0	2	2	0	3	1	8
3.25	0	0	5	7	2	0	14
3.33	0	4	5	9	1	0	19
3.50	0	0	4	3	4	4	15
3.67	1	1	18	9	6	1	36
3.75	0	0	6	13	8	3	30
4.00	0	2	22	20	29	5	78
4.25	0	0	8	15	24	9	56
4.33	1	2	11	12	37	3	66
4.50	0	2	4	6	9	5	26
4.67	0	0	0	9	14	1	24
4.75	0	0	3	13	3	0	19
5.00	0	0	0	1	4	2	7
Total	2	13	89	117	145	34	400

Table 4.39: Crosstabulation between Word of Mouth and Repurchase intention

MeanWM * MeanRI Crosstabulation

Count

		MeanRI						Total
		2.50	3.00	3.50	4.00	4.50	5.00	
MeanWM	2.25	0	0	0	1	0	0	1
	2.50	1	0	1	0	0	0	2
	2.75	0	0	0	0	0	1	1
	3.00	0	4	1	1	0	1	7
	3.25	0	0	3	3	3	0	9
	3.50	1	3	51	4	5	5	69
	3.75	0	0	7	19	15	0	41
	4.00	0	2	9	56	16	6	89
	4.25	0	0	10	8	18	9	45
	4.50	0	4	4	14	83	3	108
	4.75	0	0	3	10	4	1	18
5.00	0	0	0	1	1	8	10	
Total		2	13	89	117	145	34	400

Table 4.40: Crosstabulation between Promotion and Repurchase intention

MeanPROMOTION * MeanRI Crosstabulation

Count

		MeanRI						Total
		2.50	3.00	3.50	4.00	4.50	5.00	
MeanPROMOTION	2.50	0	0	0	1	0	0	1
	3.00	1	2	4	5	1	1	14
	3.25	0	0	7	4	4	0	15
	3.50	1	5	24	21	13	4	68
	3.75	0	0	4	3	10	3	20
	4.00	0	1	28	40	32	3	104
	4.25	0	1	5	7	18	4	35
	4.50	0	3	16	26	58	13	116
	4.75	0	1	1	4	3	2	11
	5.00	0	0	0	6	6	4	16
Total		2	13	89	117	145	34	400

Table 4.41: Crosstabulation between Location and Repurchase intention

MeanLOCATION * MeanRI Crosstabulation

Count

		MeanRI						Total
		2.50	3.00	3.50	4.00	4.50	5.00	
MeanLOCATION	2.00	1	0	0	0	0	0	1
	3.00	1	4	3	3	0	0	11
	3.20	0	0	0	0	2	0	2
	3.40	0	0	0	2	0	0	2
	3.50	0	4	26	14	13	0	57
	3.60	0	0	1	1	0	2	4
	3.80	0	0	0	2	2	0	4
	4.00	0	2	10	22	15	2	51
	4.33	0	0	2	2	3	2	9
	4.50	0	1	12	12	42	5	72
	4.67	0	0	3	5	5	2	15
		5.00	0	0	13	19	20	8

(Continued)

Table 4.41 (Continued): Crosstabulation between Location and Repurchase intention

	5.33	0	0	7	6	10	1	24
	5.67	0	2	11	18	18	2	51
	6.00	0	0	1	6	6	6	19
	6.33	0	0	0	4	9	4	17
	6.67	0	0	0	1	0	0	1
Total		2	13	89	117	145	34	400

Table 4.42: Crosstabulation between Friendliness and Repurchase intention

MeanFR * MeanRI Crosstabulation

Count

		MeanRI					Total	
		2.50	3.00	3.50	4.00	4.50		5.00
MeanFR	2.00	1	0	0	0	0	0	1
	3.00	1	4	7	4	3	1	20
	3.33	0	0	4	8	4	4	20
	3.50	0	4	26	14	13	0	57
	3.67	0	0	7	10	7	4	28
	4.00	0	2	18	36	33	5	94
	4.33	0	1	9	12	28	9	59
	4.50	0	1	12	12	42	5	72
	4.67	0	1	2	16	8	2	29
	5.00	0	0	4	5	7	4	20
Total		2	13	89	117	145	34	400

4.3 Hypothesis testing

In the study, researchers tested the relationship between independent and dependent variables. After the data collection process, the researchers manage data, and analyzed by SPSS software. 9 hypothesis is assumed that in this study, the researchers decided to use correlation analysis to test every hypothesis of relationship between two variables. Measured by using a questionnaire to collect data as an interval scale, and used in this study using the Pearson correlation.

H1_o: Service Quality cannot influence Repurchase Intention

H1_a: Service Quality can influence Repurchase Intention

Table 4.43: The Analysis of relation between Service Quality and Repurchase Intention by using Pearson Product Moment Coefficient Correlation (Bivariate)

Correlations		MeanRI	MeanSQ
MeanRI	Pearson Correlation	1	.327**
	Sig. (2-tailed)		.000
	N	400	400
MeanSQ	Pearson Correlation	.327**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

As indicated in the Table 4.31, the result from this hypothesis indicated that the significant (2-tailed test) is equal 0.00 which more than 0.01 ($0.00 < 0.01$). It means that null hypothesis was reject at the 0.01 significant level. At 0.327, it means that there is a low positive relationship between Service Quality and Repurchase Intention.

H2_o: Food Quality cannot influence Repurchase Intention

H2_a: Food Quality can influence Repurchase Intention

Table 4.44: The Analysis of relation between Food Quality and Repurchase Intention by using Pearson Product Moment Coefficient Correlation (Bivariate)

Correlations

		MeanRI	MeanFQ
MeanRI	Pearson Correlation	1	.253**
	Sig. (2-tailed)		.000
	N	400	400
MeanFQ	Pearson Correlation	.253**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

As indicated in the Table 4.32, the result from this hypothesis indicated that the significant (2-tailed test) is equal 0.00 which more than 0.01 ($0.00 < 0.01$). It means that null hypothesis was reject at the 0.01 significant level. At 0.253, it means that there is a low positive relationship between Food Quality and Repurchase Intention.

H3_o: Food taste cannot influence Repurchase Intention

H3_a: Food taste can influence Repurchase Intention

Table 4.45: The Analysis of relation between Food taste and Repurchase Intention by using Pearson Product Moment Coefficient Correlation (Bivariate)

Correlations

		MeanRI	MeanFT
MeanRI	Pearson Correlation	1	.143**
	Sig. (2-tailed)		.004
	N	400	400
MeanFT	Pearson Correlation	.143**	1
	Sig. (2-tailed)	.004	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

As indicated in the Table 4.33, the result from this hypothesis indicated that the

significant (2-tailed test) is equal 0.004 which more than 0.01 ($0.004 < 0.01$). It means that null hypothesis was reject at the 0.01 significant level. At 0.143, it means that there is a low positive relationship between Food taste and Repurchase Intention.

H4_o: Product variety cannot influence Repurchase Intention

H4_a: Product variety can influence Repurchase Intention

Table 4.46: The Analysis of relation between Product variety and Repurchase Intention by using Pearson Product Moment Coefficient Correlation (Bivariate)

Correlations		MeanRI	MeanPV
MeanRI	Pearson Correlation	1	.443**
	Sig. (2-tailed)		.000
	N	400	400
MeanPV	Pearson Correlation	.443**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

As indicated in the Table 4.34, the result from this hypothesis indicated that the significant (2-tailed test) is equal 0.00 which more than 0.01 ($0.00 < 0.01$). It means that null hypothesis was reject at the 0.01 significant level. At 0.443, it means that there is a moderate positive relationship between Product variety and Repurchase Intention.

H5_o: Brand Preference cannot influence Repurchase Intention

H5_a: Brand Preference can influence Repurchase Intention

Table 4.47: The Analysis of relation between Brand Preference and Repurchase

Intention by using Pearson Product Moment Coefficient Correlation (Bivariate)

Correlations

		MeanRI	MeanBP
MeanRI	Pearson Correlation	1	.244**
	Sig. (2-tailed)		.000
	N	400	400
MeanBP	Pearson Correlation	.244**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

As indicated in the Table 4.35, the result from this hypothesis indicated that the significant (2-tailed test) is equal 0.00 which more than 0.00 ($0.00 < 0.01$). It means that null hypothesis was reject at the 0.01 significant level. At 0.244, it means that there is a low positive relationship between Product variety and Repurchase Intention.

H_{6o}: Word of Mouth cannot influence Repurchase Intention

H_{6a}: Word of Mouth can influence Repurchase Intention

Table 4.48: The Analysis of relation between Word of Mouth and Repurchase Intention by using Pearson Product Moment Coefficient Correlation (Bivariate)

Correlations

		MeanRI	MeanWM
MeanRI	Pearson Correlation	1	.463**
	Sig. (2-tailed)		.000
	N	400	400
MeanWM	Pearson Correlation	.463**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

As indicated in the Table 4.36, the result from this hypothesis indicated that the significant (2-tailed test) is equal 0.00 which more than 0.01 ($0.00 < 0.01$). It means

that null hypothesis was reject at the 0.01 significant level. At 0.463, it means that there is a moderate positive relationship between Word of Mouth and Repurchase Intention.

H7_o: Promotion cannot influence Repurchase Intention

H7_a: Promotion can influence Repurchase Intention

Table 4.49: The Analysis of relation between Promotion and Repurchase Intention by using Pearson Product Moment Coefficient Correlation (Bivariate)

Correlations

		MeanRI	MeanPROMOTION
MeanRI	Pearson Correlation	1	.312**
	Sig. (2-tailed)		.000
	N	400	400
MeanPROMOTION	Pearson Correlation	.312**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

As indicated in the Table 4.37, the result from this hypothesis indicated that the significant (2-tailed test) is equal 0.00 which more than 0.00 ($0.00 < 0.01$). It means that null hypothesis was reject at the 0.01 significant level. At 0.312, it means that there is a low positive relationship between Promotion and Repurchase Intention.

H8_o: Location cannot influence Repurchase Intention

H8_a: Location can influence Repurchase Intention

Table 4.50: The Analysis of relation between Location and Repurchase Intention by using Pearson Product Moment Coefficient Correlation (Bivariate)

Correlations

		MeanRI	MeanLOCATIO N
MeanRI	Pearson Correlation	1	.298**
	Sig. (2-tailed)		.000
	N	400	400
MeanLOCATION	Pearson Correlation	.298**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

As indicated in the Table 4.38, the result from this hypothesis indicated that the significant (2-tailed test) is equal 0.00 which more than 0.00 ($0.00 < 0.01$). It means that null hypothesis was reject at the 0.01 significant level. At 0.298, it means that there is a low positive relationship between location and Repurchase Intention.

H9_o: Friendliness cannot influence Repurchase Intention

H9_a: Friendliness can influence Repurchase Intention

Table 4.51: The Analysis of relation between Friendliness and Repurchase Intention by using Pearson Product Moment Coefficient Correlation (Bivariate)

Correlations

		MeanRI	MeanFR
MeanRI	Pearson Correlation	1	.301**
	Sig. (2-tailed)		.000
	N	400	400
MeanFR	Pearson Correlation	.301**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

As indicated in the Table 4.39, the result from this hypothesis indicated that the significant (2-tailed test) is equal 0.00 which more than 0.00 ($0.00 < 0.01$). It means

that null hypothesis was reject at the 0.01 significant level. At 0.301, it means that there is a low positive relationship between Friendliness and Repurchase Intention.



CHAPTER 5

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The purpose of this independent study is mainly emphasizes on how repurchase intention is supported by other factors and why they are important for repurchase intention. How do the costumer who has the repurchase intention through donut industry of Thailand which service quality, food quality, food taste, product variety, brand preference, word of mouth, promotion, location and friendliness.

5.2 Summary demographic factors

Table 5.1: Summary the highest percentage of each variable of demographic factor

Demographic factor	Characteristic	Frequency (<i>f</i>)	Percentage (%)
Gender	female	208	52.0
Age	23-30	166	41.5
education	Master Degree	160	40.0
working	Part time	170	42.5
marital	Single	224	56.0
behavioral	It is important to buy a good brand	171	42.8
Often eat	2-3 times per 1 week	163	40.8

(Continued)

Table 5.1 (Continued): Summary the highest percentage of each variable of demographic factor

like	Neutral	196	49.0
Buying	Buying in the donut shop and getting take-out meals	164	41.0
Health	Infrequently	196	49.0
Brand choice	Mister Donut	166	41.5

5.3 Summary of Hypothesis Testing

Hypothesis 1: there is a low positive relationship between Service Quality and Repurchase Intention.

Hypothesis 2: there is a low positive relationship between Food Quality and Repurchase Intention.

Hypothesis 3: there is a low positive relationship between Food taste and Repurchase Intention.

Hypothesis 4: there is a moderate positive relationship between Product variety and Repurchase Intention.

Hypothesis 5: there is a low positive relationship between Product variety and Repurchase Intention.

Hypothesis 6: there is a moderate positive relationship between Word of Mouth and Repurchase Intention.

Hypothesis 7 : there is a low positive relationship between Promotion and Repurchase Intention.

Hypothesis 8: there is a low positive relationship between location and Repurchase Intention.

Hypothesis 9: there is a low positive relationship between Friendliness and Repurchase Intention.

5.4 Discussion and Implication

From these results of demographic factors;, it can be inferred that majority of customers, being female age level in range 23-30 years old, and master degree with part time jobs. And also single with the attitude of it is important to buy a good brand. Eat donut 2-3 times per 1 week and buying in the donut shop and getting take-out meals. And the majority customers like to eat Mister Donut.

For the hypothesis: there is a low positive relationship between Service Quality and Repurchase Intention. There is a low positive relationship between Food Quality and Repurchase Intention. There is a low positive relationship between Food taste and Repurchase Intention. There is a moderate positive relationship between Product variety and Repurchase Intention. There is a low positive relationship between Product variety and Repurchase Intention. There is a moderate positive relationship between Word of Mouth and Repurchase Intention. There is a low positive relationship between Promotion and Repurchase Intention. There is a low positive relationship between location and Repurchase Intention. There is a low positive relationship between Friendliness and Repurchase Intention. It indicates that donut companies should improve their service quality, food quality, food taste, product variety, brand preference, word of mouth, promotion, location and friendliness which would meet customers repurchase intention.

5.5 Conclusion

In this research, the researchers focus that the relationship between service quality, food quality, food taste, product variety, brand preference, word of mouth, promotion, location and friendliness and repurchase intention to donut industry of Thailand. The researchers targeted the customers having experience with the donut industry of Thailand and the target population was ranging from 15 to 40 in both genders. This paper describes nine independent variables which are service quality, food quality, food taste, product variety, brand preference, word of mouth, promotion, location and friendliness and their affect toward the dependent variable repurchase intention.

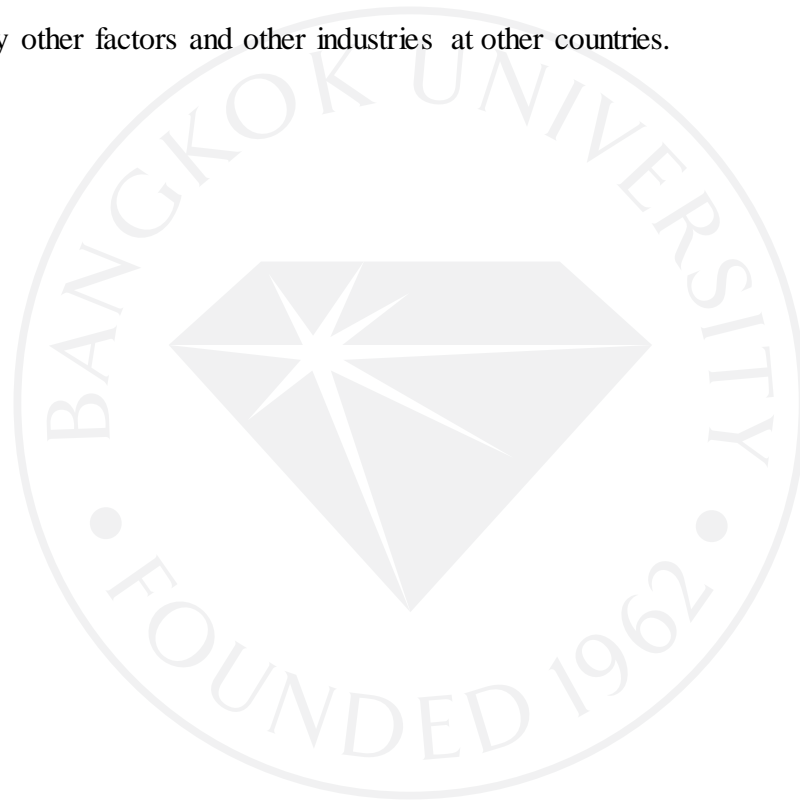
There is a low positive relationship between service quality, food quality, food taste, brand preference, promotion, location and friendliness and repurchase intention. And there is a medium positive relationship between product variety, word of mouth, and repurchase intention. This means, the 9 factors, service quality, food quality, food taste, product variety, brand preference, word of mouth, promotion, location and friendliness can be developed to increase the level of repurchase intention.

5.6 Recommendation

The donut industry of Thailand can use the information from this study to improve its repurchasing market to complete with competitors, and to understand the main problems related to customer repurchase intention. According to this research, the business owner can decide which market strategy they need to maintain or not to maintain that to increase repurchase intention. A low positive relationship between service quality, food quality, food taste, brand preference, promotion, location and friendliness and repurchase intention. And there is a medium positive relationship between product variety, word of mouth, and repurchase intention, so managers can use this information to increase the repurchase intention of sales.

5.7 Further Study

Research related to the importance of factors and repurchase intention in attracting old customers to the company and how this may change between different service industries is in dire need. In the emerging paradigm of relationship marketing, we need to understand the importance of factors and repurchase intention in retaining customers. Researcher have focused on the impact of factors and repurchase intention on donut industry. It is suggested the further studies of the can be study other factors and other industries at other countries.



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Questionnaire

Part I Demographic Information

1. Gender?

Male

Female

2. Age?

Less than 23

23-30

More than 30

3. Education level?

Bachelor Degree

Master Degree

Doctor Degree

4. Work situation:

Unemployed

Part time

Full time

Students

5. Marital statuses

Married

Single

Divorced

6. Behavioral data:

Buying always the same brand

It is important to buy a good brand

It matters what brand to buy

7. How often you usually eat donut?

1 time per 1 week

2-3 times per 1 week

more

than 3 times per 1 week

8. How much do you like donuts?

Strongly unlike

Unlike

Neutral

like

Strongly like

9. What is the channel when you usually take the donuts?

___ Eating in the donut shop

___ Buying in the donut shop and getting take-out meals

___ Ordering delivery service

10. Do you consider yourself health conscious?

___ Always

___ Frequently

___ Sometimes

___ Infrequently

___ Never

Part II Brand Choice

1. Which brand of Donut in Thailand is your favorite?

___ Krispy Kreme Donut

___ Mister Donut

Dunkin' Donuts

2. Please answer reasons why you prefer Krispy Kreme Donut / Mister Donut / Dunkin' Donuts most. Please base on the individual conditions to select the importance degree for each influential factor.

	Definitely not important	Somewhat not important	Neutral	Somewhat important	Definitely important
1. Brand image	1	2	3	4	5
2. Product variety	1	2	3	4	5
3. Good product taste	1	2	3	4	5
4. Favorable price	1	2	3	4	5
5. Food safety	1	2	3	4	5
6. Convenient service in the shop	1	2	3	4	5
7. Easy access to the shop	1	2	3	4	5
8. Delivery service	1	2	3	4	5

9. Promotion	1	2	3	4	5
10. Gift	1	2	3	4	5
11. No alternative choice	1	2	3	4	5
12. To accompany with others	1	2	3	4	5

3. Please answer your satisfaction of below factors of Krispy Kreme Donut/ Mister Donut/ Dunkin' Donut by mark "√" in the space given below

	Strongly Disagree	Slightly Disagree	Moderate	Slightly Agree	Strongly Agree
Product	1	2	3	4	5
Price	1	2	3	4	5
Promotion	1	2	3	4	5
Service	1	2	3	4	5
Location	1	2	3	4	5

Part III. Measuring Independent Variables

Please answer the following question by mark "√" in the space given below and do kindly answer truthfully and complete all questions.

	Strongly Disagree	Slightly Disagree	Moderate	Slightly Agree	Strongly Agree
Service Quality					
1. Staff serve me food exactly as I order it	1	2	3	4	5
2. Staff provide prompt and quick service	1	2	3	4	5
3. Staff are always willing to help me	1	2	3	4	5
4. Staff make me feel comfortable in dealing with them	1	2	3	4	5
Food Quality					
1. The donut is delicious	1	2	3	4	5

2. The donut is nutritious	1	2	3	4	5
3. Donut shop offer fresh donut	1	2	3	4	5
4. The smell of the donut is enticing					
Food taste					
1. Donut taste is good	1	2	3	4	5
2. Donut taste is unique	1	2	3	4	5
3. Donut taste is exactly what I want	1	2	3	4	5
Product variety					
1. Donut shop offer a variety of menu items	1	2	3	4	5
2. I can get many choice when I look at menu	1	2	3	4	5
3. New donut will arrive every season	1	2	3	4	5
Brand preference					
1. I don't want to try other donut beside Krispy Kreme/ Mister Donut/ Dunkin' Donuts	1	2	3	4	5
2. Krispy Kreme/ Mister Donut/ Dunkin' Donuts meet my requirements better than others' brand	1	2	3	4	5
3. Krispy Kreme/ Mister Donut/ Dunkin' Donuts is my favorite donut brand.	1	2	3	4	5
Word of Mouth					
1. I would like to introduce my friend to try my preferred brand	1	2	3	4	5
2. My know the brand of donut is from others' people's mouth	1	2	3	4	5
3. I like the brand of donuts because my friend also like it	1	2	3	4	5
Promotion					
1. I like to purchase donuts at promotion period	1	2	3	4	5
2. Price discount is very attract me when I want to purchase donuts	1	2	3	4	5
3. I will purchase more quantity of donuts when there is promotion	1	2	3	4	5
Location					

1. It's very easy to find donut store when I want to purchase donuts	1	2	3	4	5
2. There are donut stores in every shopping mall	1	2	3	4	5
3. I think the location of store is important for me to purchase donuts.	1	2	3	4	5
Friendliness					
1. There are very nicely interpersonal relationship with staffs and me	1	2	3	4	5
2. Staffs of donut stores can quietly understand what my preference include what I like and what the dislike	1	2	3	4	5
3. I have very happy experiences with staffs	1	2	3	4	5

Part V. Measuring Dependent Variables

	Strongly Disagree	Slightly Disagree	Moderate	Slightly Agree	Strongly Agree
Repurchase Intention					
1. I would like to come back to Krispy Kreme/ Mister Donut/ Dunkin' Donuts in the future	1	2	3	4	5
2. I would like to recommend my friends go to Krispy Kreme/ Mister Donut/ Dunkin' Donuts in the future	1	2	3	4	5
3. I would like to go to Krispy Kreme/ Mister Donut/ Dunkin' Donuts at other locations	1	2	3	4	5

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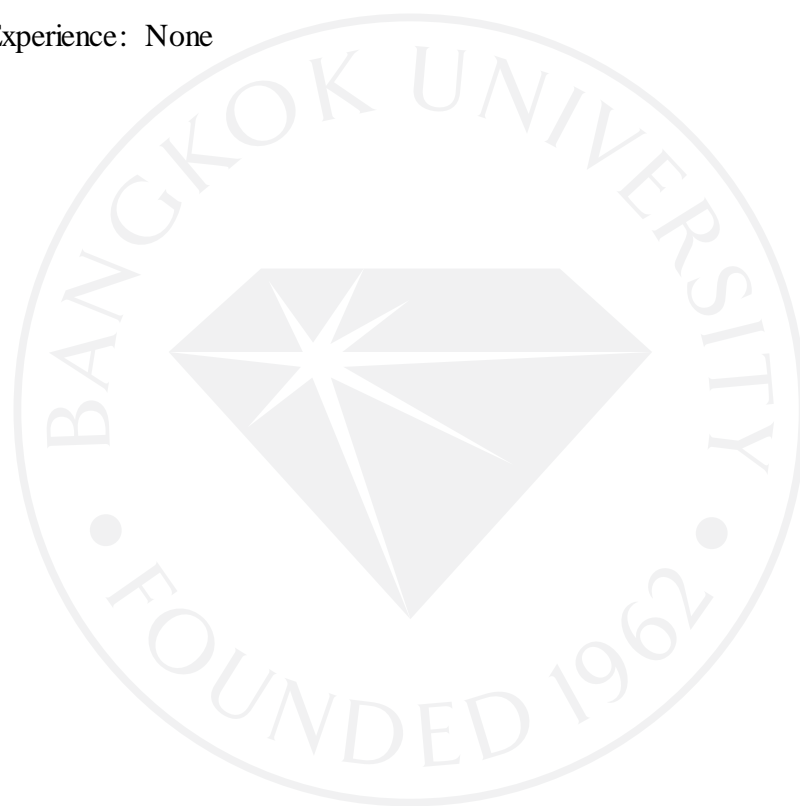
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