FACTORS POSITIVELY AFFECTING PURCHASE BEHAVIOR OF COFFEE CONSUMERS IN WATTANA DISTRICT IN BANGKOK

BANGKOK UNIVERSITY • FOUNDED 1962 •

FACTORS POSITIVELY AFFECTING PURCHASE BEHAVIOR OF COFFEE CONSUMERS IN WATTANA DISTRICT IN BANGKOK

A Thesis Presented to

The Graduate School of Bangkok University

In Partial Fulfillment

of the Requirements for the Degree

Master in Business Administration

by

Godiya Jis Jelison

2017

© 2017

Godiya Jis Jelison

All Rights Reserved

This thesis has been approved by

the Graduate School

Bangkok University

Title : Factors Positively Affecting Purchase Behavior of Coffee Consumers in Wattana District in Bangkok

Author : Godiya Jis Jelison

Thesis Committee :

Thesis Advisor [redacted]

(Dr. Penjira Kanthawongs)

Thesis Co-advisor [redacted]

(Dr. Nittana Tarnittanakorn)

Graduate School Representative [redacted]

(Asst. Prof. Dr. Kasemson Pipatsirisak)

External Representative [redacted]

(Dr. Jiraphan Skuna)

[redacted]

(Dr. Sansanee Thebpanya)

Dean of the Graduate School

16 / Dec. / 2017

Jelison, G. J. M.B.A., November 2017, Graduate School, Bangkok University.

Factors Positively Affecting Purchase Behavior of Coffee Consumers in Wattana District in Bangkok (118 pp.)

Advisor: Penjira Kanthawongs, Ph. D.

ABSTRACT

The researcher studied the positive influence of sensory appeal, packaging along with branding, service quality, environmental protection, perceived health concerns, perceived hedonic value, and subjective norm towards consumer purchase behavior of coffee consumers in Wattana District in Bangkok. The sample size of this study was 210 survey respondents distributed to coffee consumers at coffee shops and bakery shops, convenience stores, fast food stores, and street coffee kiosks at Thonglor, Ekkamai and Prakhanong areas in Watthana District of Bangkok metropolis between December 2016 to February 2017, and July 2017.The sample size was gathered using the non-probability sampling methods called convenience sampling whereby data was collected only with respondents who were willing to cooperate with the researcher by completing the questionnaires. The data was analyzed using descriptive statistics and multiple regression analysis were found that packaging along with branding (β = .292) and sensory appeal (β = .230) had positive impact on perceived hedonic value. Moreover, perceived health concerns (β = .290) has positive impact on subjective norm however, environmental

protection was not found to have positive impact towards subjective norm. Furthermore, it was also found out that perceived hedonic value ($\beta = .450$) had positive impact on consumer purchase behavior at .01 level of significance. However, service quality, and subjective norm were not found to have any significant impact on consumer purchase behavior of coffee consumers in Wattana District in Bangkok.

Keywords: consumer purchase behavior, coffee, perceived hedonic value, sensory appeal

Approved:_____

Signature of Advisor

ACKNOWLEDGEMENT

First and foremost, I give God Almighty the giver of wisdom and knowledge all the glory and thanks, to Him alone be honour and praise forever more.

A big thanks to my intelligent and amiable advisor Dr. Penjira Kanthawongs for her efforts in guiding and leading me through this work. There were times I thought of giving up but her encouragement strenghtened me to continue. This work wouldn't have been possible without her, she is indeed a role model.

I appreciate Assistant professor. Dr. kasemson. Pipatsirisak. for giving me this opprotunity, Ajarn Thanongsak Chongbut also thanks to all the MBA professors for setting a path for me. Mr Nadim Xavier Salhani, thank you very much for your help and kindness.

I am grateful to my parents for the firm foundation you created for me. It is strong and firm because I wouldn't have come thus far without you and my siblings. You all have been supportive in all aspects, thank you and I love you all.

To my beloved husband, words have failed me but one thing is sure I AM SO THANKFUL. You are indeed a pillar of support and solace. You are selfless and kind and have taught me how to love selflessly, your kind is very rare. To my kids, thank you for letting the maid take care of you without complaining, I owe this to you guys. I love you to forever and back.

To all that have supported me in one way or the other, I appreciate you all.

Godiya Jis Jelison

TABLE OF CONTENTS

Page

ABSTRACT.....iv

ACKNOWLEDGEMENT.....vi

LIST OF TABLES.....x

LIST OF FIGURES.....xii

CHAPTER 1: INTRODUCTION.....1

Background..... 1

SWOT Analysis.....3

Statement of Problem.....6

Purpose of Research… 8

Importance of Research.....8

Scope of Research.....9

Focus and Limitation 10

Definition of Terms.....10

CHAPTER 2: LITERATURE REVIEW.....15

Concept of Sensory Appeal…….....16

Concept of Packaging along with Branding.....18

Concept of Service Quality...….....20

Concept of Perceived Health Concerns.....23

TABLE OF CONTENTS (Continued)

Page

CHAPTER 2: LITERATURE REVIEW (Continued)

Concept of Environmental Protection…….25

Concept of Perceived Hedonic Value….....27

Concept of Subjective Norm…….....28

Concept of Consumer Purchase Behavior…….....28

Related documents and previous researches.....31

Variables Used in Research.....36

Conceptual Framework.....37

Hypothesis.....37

CHAPTER 3: RESEARCH METHODOLOGY….....39

Research Design.....39

Population and Sample Selection.....39

Research Instrument.....40

Testing Research Instrument.....44

Data Collection.....48

Data Analysis…….....48

Statistical Methods.....49

CHAPTER 4: RESEARCH FINDINGS AND ANALYSIS……54

Demographic Data.....54

The analysis of the independent and the dependent variables.....60

TABLE OF CONTENTS (Continued)

Page

CHAPTER 4: RESEARCH FINDINGS AND ANALYSIS (Continued)

Hypothesis Testing…….....66

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS.....77

Summary of Study.....77

Hypothesis Assumption.....77

Summary.....79

Suggestion for Businesses.....84

Recommendation for Future Research…….....86

Limitation of the Research..... 87

BIBLIOGRAPHY..... 88

APPENDIX.....103

BIODATA.....118

LICENCE AGREEMENT OF THESIS PROJECT……...119

LIST OF TABLES

Page

Table 1.2 Starbuck, True Coffee, and Café Amazon SWOT Analysis.....4

Table 3.1 Cronbach Alpha 44

Table 3.2 Factor Analysis of Factors Positively Affecting Purchase Behavior of Coffee Consumers in Wattana District…….....46

Table 3.3 Anova Analysis 52

Table 4.1 Analysis of Frequency and Percentage, Gender.....54

Table 4.2 Analysis of Frequency and Percentage, Age.....55

Table 4.3 Analysis of Frequency and Percentage, Status.....56

Table 4.4 Analysis of Frequency and Percentage, Level of Education.....56

Table 4.5 Analysis of Frequency and Percentage, Monthly Income.....57

Table 4.6 Analysis of Frequency and Percentage, Occupation……57

Table 4.7 Analysis of Frequency and Percentage, Preferred Type of Coffee.....58

Table 4.8 Analysis of Frequency and Percentage, Amount Spent…….....58

Table 4.9 Analysis of Frequency and Percentage, Frequency of Drinking……..59

Table 4.10 Analysis of Frequency and Percentage, Most Preferred Time…….....59

Table 4.11 Analysis of Frequency and Percentage, Most Preferred Place..... 60

Table 4.12 Mean, Standard Deviation, Sensory Appeal….....61

Table 4.13 Mean, Standard Deviation, Packaging and Branding..... 62

Table 4.14 Mean, Standard Deviation, Service Quality.....…….....62

Table 4.15 Mean, Standard Deviation, Environmental Protection.....63

Table 4.16 Mean, Standard Deviation, Perceived Hedonic Value.....64

LIST OF TABLES (Continued)

Page

Table 4.17 Mean, Standard Deviation, Subjective Norm…….....64

Table 4.18 Mean, Standard Deviation, Perceived Health Concerns…….....65

Table 4.19 Mean, Standard Deviation, Consumer Purchase Behavior……....65

Table 4.20 Pearson's Correlation Coefficient Guidelines.....68

Table 4.21 Hypothesis of the Research.....68

Table 4.22 Testing Collinearity of Independent Variable.....69

Table 4.23 Multiple Regression Analysis, Hypothesis 1, 2 & 6.....70

Table 4.24 Analysis of Correlation Between Independent and Dependent Variables.72

Table 4.33 Summary of Result from Hypothesis Testing.....76

LIST OF FIGURES

Page

Figure 1.1 Symposium ……13

Figure 2.1 Consumer Purchase Behavior Process….....31

Figure 2.2 Conceptual Framework …….....37

Figure 4.1 Result of Hypothesis Testing…….....75

BANGKOK UNIVERSITY • FOUNDED 1962 •

CHAPTER 1

INTRODUCTION

In order to understand the realm of consumer behavior this paper will study seven independent variables in context of Bangkok's coffee industry. The independent variables consists of; sensory appeal, packaging along with branding, service quality, environmental protection, perceived health concerns, perceived hedonic value, and subjective norm. These variables are thought to have relationships and impact on the behavior of coffee consumers in Wattana District, Bangkok. This chapter will focus on background, SWOT analysis, problem statement, and purpose of the study, importance of the study, scope of the research, limitations, and definition of terms.

Background

Coffee is the world's second most traded commodity, with about half a trillion cups drank per year. It has been used not only for brewing cups of coffee, but also it provides caffeine for beverages, pharmaceuticals, and cosmetics. There are two main commercially grown beans which are Arabica, accounting for 70% of coffee, and Robusta beans, being far cheaper and easier to grow. While Brazil is perceived as the world leading exporter of coffee, the country also recognized as the largest coffee-producing nation in the world. Furthermore, Brazil has been the highest global producer of coffee beans for over 150 years (Worldatlas, 2017). For Thailand, "in the 1970s, King Bhumibhol Adulyadej launched a series of coffee projects in the north to help local communities grow cash crops like coffee as an alternative to growing opium poppies" (Angkasith, 2002). In 2014, Thailand was one of the top coffee

producers in the world. Nowadays, among Asia nations, Thailand is the third largest coffee producer, while Vietnam is ranked the highest and Indonesia is the second in order. In 2016, Robusta coffee, mainly produced in the south of Thailand, was the major coffee product accounting to about 80,000 tons annually exporting 60% and the remaining for domestic consumption. Arabica on the other hand, was produced in the northern part of Thailand with output of 500 tons annually basically for domestic consumption (Pongsiri, 2015). Thus, coffee has played important role not only in the world traded commodity, but also in Thai industries.

Moreover, there has been the increase in growth of the coffee industry in Thailand due to the development of coffee chains. The chains have had strong leading positions in specialist coffee shops. In 2015, Starbucks Coffee (Thailand) Limited led with a 2% share of total value sales followed by PTT PCL, Black Canyon Thailand Co. Ltd, True Life Retail Co. Ltd, and McThai Co. Ltd. Price promotions and aggressive outlet expansion have continued to be pursued by the leading chains until today. Thais are becoming more digitalized and familiar with online purchasing, online ordering through smart phone apps might be another channel to boost sales, especially in specialist coffee shops whose customers are technology literature. In 2016, True Coffee was expected to launch a purchasing platform through Line, one of the messaging applications broadly used in Thailand. It could be a supporting factor for its strong performance over the review period. The development led to 11% current value growth and 9% outlet expansion (Euromonitor, 2017; TrueCoffee, 2017). Currently, Starbucks owns the major market share of the country with a 55% share of value sales (SCB EIC, 2014). Black Canyon, a local Thai chain started one of the first modern coffee houses of Thailand two decades ago (BlackCanyonCoffee,

2017). Thus, many international and local coffee chains also sprouted up soon after following the success of Starbucks Coffee in the country in 1998.

Recently, many different coffee shops have also entered the Thai market, like boutique coffee shop, and street side coffee kiosks. The growing trend of coffee business in Thailand might be because it is one of the top three dream businesses in the country is to own and run a coffee shop (Clark, 2016). Coffee shops' owners in Thailand might realize that approximately 1,300,000 60 kg bags of coffee had been consumed in Thailand in 2016 (Statista, 2017) has been considered the large market value. In the past two decades, Bangkok had experienced a rising influence of the so-called coffee culture of the westernized world. Consumers in Bangkok have witnessed many coffee businesses opening up in various areas. In order to reap the benefits Bangkok offers as a major hub of Thailand, four major coffee chains, Caffe Ritazza, Gloria Jeans, Segafredo, and McCafe also entered the market in 2007 (SCB EIC, 2014). Coffee has played important role not only in the world traded commodity, but also in Thai industries. Moreover, another reason for the increase in growth of the coffee industry in Thailand was due to the development of coffee chains. In the past two decades, Bangkok had showed the increase of the influence of the westernized world coffee culture because of many coffee businesses opening up in various areas. Therefore, these were the reasons why the researcher aimed to investigate factors positively influence consumer purchase behavior of coffee consumers in Wattana District, Bangkok.

<u>SWOT Analysis</u>

Table 1: SWOT analysis for Starbucks, True Coffee and Café Amazon

	Starbucks	True Coffee	Café Amazon
Strength	• Strong brand image • Leading revenues and the top market leaders • Strong organizational culture • Superb and consistent quality service and promotions • Highly skilled employees	• Strong infrastructure base • Combining some of its existing products like True Internet, True Vision and True move with True coffee serves as an advantage. • Delving in to education and entertainment helps create more markets. • Employee development program • Highly skilled professionals. • High quality products • Synonymous with Thai culture, easily adaptable.	• Low cost • Wide range of coffees offered • Large distribution network • Collaboration with PTT, leading petrol station in Thailand. • High revenue and 2nd strongest brand in Thailand. • Lower price tags and targets larger range of consumers

(Continued)

Table 1(Continued): SWOT analysis for Starbucks, True Coffee and Café Amazon

Weakness	Starbucks	True Coffee	Café Amazon
	• Targets only a niche market of middle-class to upper-class Thai people	• High price • Franchising could lead to different standard and reduce uniformity. • Focusing on so many products under the True Group.	• Coffee quality is often questioned to be average • Service quality is average • Management is micro-managed.
Opportunity	Starbucks	True Coffee	Café Amazon
	• Increasing healthy drinks market • Increase focus on building a site for interaction rather than just selling coffee AEC in progress, technology transfer and better service possibilities in Thailand.	• Increasing popularity of True products • Growing market for coffee consumption. • Creating brands adaptive to Thai Culture.	• Increasing coffee consumption • Lower-class consumers in the income scale depending on coffee as well Provides traditional Thai coffee to target wider range of Thai consumers

(Continued)

Table 1 (Continued): SWOT analysis for Starbucks, True Coffee and Café Amazon

Threat	Starbucks	True Coffee	Café Amazon
	• Smaller competitors taking over the market share in the niche market of middle-class and upper-class clients. Coffee Club in progress and rapidly expanding in Thailand .	• High price • Franchising could lead to different standard and reduce uniformity. • Focusing on so many products under the True Group.	• Coffee quality is often questioned to be average • Service quality is average • Management is micro-managed.

Source:

Café Amazon. (2008). *Café Amazon.* Retrieved from

http://elearning.cm.mahidol.ac.th/pluginfile.php/13188/mod_folder/content/0/G4%20Cafe%20Amazon.pdf?forcedownload=1.

Geereddy, N. (n.d.). *Strategic Analysis of Starbucks Corporation*. Retrieved from

https://scholar.harvard.edu/files/nithingeereddy/files/starbucks_case_analysis.pdf

Marketing oops. (2017). T*rue Coffee vs Starbuck.* Retrieved from

https://www.marketingoops.com/.../true-coffee-vs-starbuck

Statement of Problem

Consumer behavior plays a vital role in product success, and exploring consumers' dynamic behavior presents an interesting challenge. During the last decade there has been a resurgence of interest by researchers in terms of exploring the

influence of consumer behavior in business to consumer (B2C) marketing (Vanaja, 2013). Consumer behavior is quite a complex issue and really challenging to decipher, worse so, its dynamic nature makes it the tougher to be subjected to a particular measurement and come out with a definite result.

Suffice to make it clear also that due to growth and success recorded in coffee businesses across the globe, stiff competition has creeped in as a result of new entrants flooding in to the market causing a crowding effect. As more and more new entrants come into the market with each trying to establish its foot print by creating new brands, this leads to diversification at an incredible rate. In effect, it is driving constant evolution in the market place, as consumer behavior continues to pose new and challenging questions to even established brands.

In another front, the consumers themselves become more confused as to which choice stands out as the best among variety of coffee types and brands. It is with the view to proffer answer to the salient question above that this research work is undertaken.

Lee, Bonn, & Cho (2015) investigated the motives of consumers in choosing to purchase organic coffee in Seoul, South Korea and found that health, environmental protection, subjective norm are predictors of consumers purchase behavior. Also Chen & Hu (2010) conducted a research on how determinant attributes of coffee quality, service, and food and beverage influenced customer perceived value in coffee outlets, the study found that determinants attributes of service quality has a significant influence on functional dimensions of perceived value which are related with service delivery. Furthermore, Edward, Wang, & Yu (2016) researched the

effects of products attributes of ready to drink coffee beverages in Taiwan and found that sensory attributes, packaging and branding have an influence on perceived hedonic value and consequently incite repurchase.

Therefore, this paper will explore sensory appeal, packaging along with branding, service quality, environmental protection, perceived health concerns, perceived hedonic value, and subjective norm in details to understand the positive relationships and impacts of these variables on the behavior of consumers and how firms can influence these variables to create a demand for their products.

Moreover, the researcher is motivated to undertake this research because of a personal interest in understanding the consumer behavior as the researcher intends to venture into the business in a near future.

Purpose of Research

1. To examine factors that have positive relationships and influence on consumer purchase behavior.
2. To help coffee shops owners in gaining an insight into the motivation for people who patronize coffee shops in order to catch in for business success.
3. To provide academicians a conceptual model for further research into consumer behavior with particular interest on coffee consumption.

Importance of the Research

The result of this study can be beneficial to both academic field and coffee business industry. Business owners and those intending to venture into the business can use the result of this study to understand the behavior of the customers and to help

in developing a good marketing strategy for the business. In the academic field, the result of this study would help extend the context of consumer behavior and set a path for a future research.

Scope of the Research

The author studies sensory appeal, packaging along with branding, service quality, environmental protection, perceived health concerns, perceived hedonic value, and subjective norm positively affecting consumer purchase behavior of coffee consumers in Wattana District, Bangkok, Thailand.

This study was a quantitative research that used questionnaire as a tool for data collection. The population for the research were population in Wattana District which were around 84,214 people in 2015 (Fiscal Invesment Information Center of BMA, 2015). The sample size was drawn from coffee consumers in coffee shops and bakery shops, convenience stores, fast food stores, and street coffee kiosks at Thonglor, Ekkamai and Prakhanong areas in Watthana District of Bangkok metropolis, between December 2016 and July 2017.

Scope of Related Variables

In this study, the variables are presented as follows:

Independent variables

Sensory appeal

Packaging along with branding

Service quality

Environmental protection

Perceived health concerns

Mediating variables

Perceived hedonic value

Subjective norm

While the dependent variable is:

Consumer purchase behavior

Focus and Limitation

The focus of this study is the possibility of understanding coffee consumer behavior. Coffee is widely consumed and appreciated with so many different brands and kinds hence prone to increasing competition, this study could help business owners understand what most coffee consumers want.

Secondly, this study could be preliminary study for understanding coffee consumers in central parts of Bangkok since the data was collected in few locations that is Thonglor, Ekamai and Prakhanong areas in Wattana District in Bangkok metropolis. Therefore, future research to collect data in other parts of Bangkok might help generalizing the results of the study.

Definition of Terms

Sensory appeal refers to the rich texture and flavor of coffee, no change in the taste of coffee, appealing to the drinkers' sense of smell, and sugar content (Edward, Wang, & Yu, 2016). It also refers to the influence or effect of physical things to a

person's senses. For coffee drinkers, the flavor and aroma is something they don't want to miss. The flavor and aromatic appeal is one important thing that attracts them to coffee shop again and again. This is because of the effect it has on their sense of smell and vision. It is important to take it in to consideration in the production of coffee.

Packaging along with branding is a way of presenting a particular product in a more attractive and appealing way to the consumer. It common features are capacity, color, shape, typography and brand name (Sorenson & Bogue, 2006; Lee & Liao, 2009; Mendez et al., 2011, Edward, Wang, & Yu, 2016).

Service quality refers to good service delivery as the advantage attracting customers to any business. Customers in a coffee shop expects employees to be polite and friendly when taking order and be fast and tack when delivering service. There are many kinds/types of coffee which calls for accuracy in taking and delivering service so that the wrong coffee kind/type is not given to customer.

Environmental protection refers to the environment we live have a lot to do with the way we live our lives. Coffee businesses should take environmental issues in to consideration like using environmentally friendly materials for packaging and products that do not pollute the environment.

Perceived health concerns is the general wellbeing of an individual. Whatever people eat or drink, should help in keeping them physically healthy and fit. A lot of people drink coffee in the morning because it help brighten their day and make them more active.

Perceived hedonic value concerns with the potential pleasure that could be derived by drinking coffee for fun, joy, as well as making new friends. There was evidence in the past literature that hedonic value represented the emotional responses associated with product or service consumption and purchase intention (Edward, Wang, & Yu, 2016). Refers to feelings experienced as a result of engaging in certain activity. It is subjective and therefore different with each individual. It relate to consumers perceived fun, entertainment, pleasure, and fantasy (Scarpi, 2006).

Subjective norm is a concept that explains the influence that social effect has on one's decisions making process and as well his/her behavior. It reveals the beliefs of a person and reasons they behave the way they do especially what the people closest to him/her think of it.

Consumer purchase behavior refers to the study of psychological, social and physical actions when people buy, use and dispose products, services, ideas and practices (Solomon, 2006; Blackwell et al., 2011; Peter & Olson, 2008). It is the expression of one's willingness to buy a product. This could be influenced by his/her likeness for the product and other factors which may include price and peer group or family.

Disposition

In order to illustrate the overall of thesis's structure, the author will simplified in a form of chart from the first chapter to the last chapter which will be the conclusion from chapter 5. See the figure below.

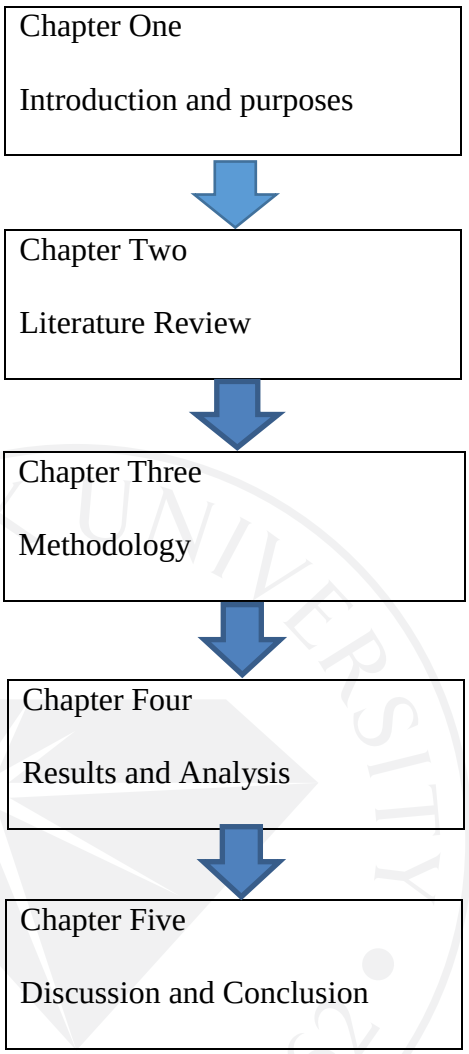

Figure 1: Symposium

Chapter 1 - In this chapter, the author briefly describes background related to the subject of this research. The statement of problems is introduced followed by the purposes of this thesis. In this chapter the author also provides SWOT analysis, importance of study, scope of study, definition terms, focus and limitation in order to outline the study and limit the scope.

Chapter 2 - In this chapter the author provides theoretical foundation which is used within this thesis. The theories originated from literature reviews and frame work are also presented within this chapter.

Chapter 3 - In this chapter, the author explains research strategy and approaches used in this research. Methodology is proposed and reasoned as well as strategies utilized in this research. The author also provides detail about data collection.

Chapter 4 - In this chapter, the author presents the empirical study of the research along with an analysis of the empirical study. The analysis part will be conducted by using the framework of references from the second chapter and method given in the third chapter.

Chapter 5 - In this chapter, conclusion of the thesis has been presented. The author also gives opinions and future related research.

BANGKOK UNIVERSITY • FOUNDED 1962 •

CHAPTER 2

LITERATURE REVIEW

This chapter highlights an extensive literature review regarding the positive impact of different variables on coffee purchases in Wattana District in Bangkok. Different variables have different impacts on the consumer behavior in Bangkok.

Concept of Sensory Appeal

Concept of Packaging along with Branding

Concept of Service Quality

Concept of Perceived Health Concerns

Concept of Environmental Protection

Concept of Perceived Hedonic Value

Concept of Subjective Norm

Concept of Consumer Purchase Behavior

Related Documents and Previous Research

Variables Used in the Research

Conceptual Framework

Hypothesis

Many researchers have already conducted surveys regarding the different variables that impact consumer behavior and shapes their purchasing behavior. There are many health benefits of coffee, one of which is that it helps a person stay awake and it is popular among students and workaholics for this very reason. Secondly, the more attractive packaging and branding, the more it appeals to the consumers. Equally, the taste and aroma coming from coffee is a good attraction for coffee

consumers. Thus, different variables impact consumer behavior in different ways. This chapter addresses the relationship of each independent variable with consumer purchase behavior extensively with the help of a literature review. The chapter also highlights a hypothesis that was conducted with regards to coffee consumption in Wattana District in Bangkok.

Concept of Sensory Appeal:

Previous studies indicated that sensory appeal correlated positively with the wills the consumers wanted to pay for food based on their judgment of the taste (Rolfe, Bretherton, Hyland, & Soosay, 2006; Edward, Wang, & Yu, 2016). Thus, for this study, sensory appeal referred to the rich texture and flavor of coffee, no change in the taste of coffee, appealing to the drinkers' sense of smell, and sugar content (Edward, Wang, & Yu, 2016). The decision-making process of a consumer is highly essential and it is a detailed process that deals with the different factors that influence the consumers to make a particular decision (Berry, 2000). Visual appeal along with other sensory appeal such as taste, texture, aroma and even preferences is highly essential as a good quality product automatically attracts the consumers and ensures that they buy the product. A visually appealing packaging can also go a long way in helping the consumers make their decision of buying the product. For coffee, the visual appeal is the way in which the coffee product is presented. Many coffee shops make different designs with coffee foam, making it more attractive and presentable (Berry, 2000). These designs are amusing to the consumers as they enjoy the experience and create a brand loyalty towards that coffee shop. Visual appeal is designed to create a feeling and an emotional connection with the product and the

company. This can be done by providing an attractive product or innovative and appealing packaging that creates a demand for the consumers. The absence of considerable assessment regularly brings about the powerlessness to recognize much contrast among driving brands (McWilliam, 1997)**.** A typical outcome is generally powerless "propensity" brand loyalty. In this way, when consumers discover a brand which meets their measures, they tend to stay fulfilled with it, particularly, in the event that they are always helped to remember the brand (Brakus, Schmitt, & Zarantonello, 2009). Be that as it may, they are not extremely dedicated, and substitute effectively when it is not accessible.

In addition, looking at other sensory appeals such as taste, and aroma, are two other very important appeals that influence consumer purchase behavior. It is studied by Sethitorn, (2015) in the context of Yoghurt suggested that taste plays a very important role in promoting a purchase intention, however, since many of the products are tasted after the purchase, taste-based sensory appeals are more involved with repeated purchases. Although, in some cases where products are given a tester for the customer to try-on, can be influential in promoting the purchase intention of the consumer. In addition, other studies such as that by Yuenyongpattanakul, (2009) suggested that the importance of aroma is important amongst various different demographics. Aroma-based sensory appeal is an increasingly important seller, especially when consumers are influenced by aromatic presence whether it be inside a coffee shop or having it smelled from another friend or peer. The reason why visual sensory is most influential is because it is definitely before the purchase is made, as many products are shown on its appearances including coffee drinks photographed on

the menu. Nonetheless, visual, taste and aromatic sensory appeals play both a direct and indirect role in influencing purchase intention.

Several studies have documented that, at the individual level, the sensory element in foods (e.g. taste, flavor and freshness) were the most important criteria for selecting fruits, vegetables, and beverages (e.g. coffee) regardless of production methods (organic vs conventional) (Torjusen et al. 2001).

Concept of Packaging along with Branding

Consumer food preferences were strongly influenced by packaging. Packaging and branding attributes included capacity, color, shape, typography, and brand name (Sorenson & Bogue, 2006; Lee & Liao, 2009; Méndez et al., 2011; Wang, 2013). Product packaging and branding conveyed the functional, symbolic, and experiential benefits of products and was one of the most powerful elements in the marketing communications mix concerning customer purchase intention (Chen & Sun, 2014). In other words, packaging could have emotional value for consumers (Grundey, 2010). Products provided to consumers with a sense of pleasure were likely to benefit from packaging that was perceived as attractive (Underwood, 2003); as a result, consumers could intend to purchase because of the packaging and branding (Edward, Wang, & Yu, 2016). The role of product and brand packaging design as a tool for communication cannot be over emphasized. To be competitive there is a need to be creative and innovative. Consideration should be given to the related matters before designing a packaging design, for example target audience, geography, product preferences, gender, age target etc. packaging are associated closely to brand personality because it carries a lot of related information to enhance

the brand experience for the consumer (Sazrinee, Raja, Raja, Rahinah, & Muhammad, 2014).

Prendergast & Pitt, (1996) highlights the important aspects that play an essential role in the packaging of a product. The author divides it into two parts; promotion and coordination. The main aspect of packaging is to ensure that the product is properly developed and transported to the end consumer, through the proper channels. Packaging provides a protective layer to the product and ensures that the main product remains undamaged and. Secondly, packaging is also used to attract the consumers towards the product. It gives the product an attractive edge and is also used to pass on different subliminal messages, affecting the decision to buy the product. In a homogenous market place, where the products are highly similar, packaging is the differing factor and it is the factor that plays an essential role in attracting the customers and gaining the greater market share (Kotler & Gertner, 2002). The consumers buy the product based on their utility, analyzing how much of the product will satisfy or maximize their utility (Kupiec & Revell, 2001).To make it easier for the consumers to analyze their utility and to promote that only this company's product will satisfy them, the inventiveness and the uniqueness of the package of the product plays an essential role. Packaging reflects the quality of the product also. The more attractive packaging of a product, the more quality the product is likely and expected to be. Packaging is created to instantly attract the customer and making sure that they choose this product other than rival's product. Marketers compete on the basis of attractive packaging other than the quality or price of the product as packaging is also a deciding factor for the success of a good (Bronnenberg, Dhar, & Dubé, 2007).It was reported by Underwood, (2003) and Underwood & Klein,

(2002) that while buying a product, a consumer is able to judge the smell, look and quality of the product by just observing its attractive packaging.

Survey data from Bangkok shows that wrapping and presentation of a product plays a strong part in attracting buyers towards the brand **(**Silayoi, Malai, Rajatanavin, & Speece, 2003**)** and increases the overall likelihood of a person repeating their purchase. As discussed by Radder & Huang, (2008)**,** it is important to recognize that customers often develop an affiliation and tend to be more loyal to a company that they regularly buy products from. This study has shown that around half of the consumers exhibit this level of loyalty to their favored company, going as far as not buying other products when the first preference is unavailable **(**Radder & Huang**,** 2008**)** When linking this factor back to packaging, it is important to see that customer loyalty to a brand often stems from the overall attractiveness of a product as this develops the initial interest customers have in a particular brand. Clearly, shopper attraction of innovative packaging is a critical and imperative aspect for products even though it doesn't have any effects on the way the product is used or the functionality of the product. This study goes on to further highlight that although this revelation may be true for half of the customers, those looking to purchase healthy and nutritional products are not as likely to be so easily influenced by the overall packaging of a product.

Concept of Service Quality

During the last decade, most world economies have transformed from an economy based on manufacturing to an economy based on services. Along with this transformation, the demand to understand and dissect the importance of service has

arisen. Service Marketing literature suggests that a customer orientation places the customer at the core of an organization, the purpose, and activity; therefore, seeks to maximize customer satisfaction and allows the company to remain competitive and profitable (McMullan & Gilmore, 2008). Customer satisfaction plays a crucial part in the services (Edvardsson et al., 2000). As the coffee industry has evolved, researchers have made great strides to define and understand the satisfaction from the perspective of the consumer. The importance of understanding what creates the customer satisfaction has led to a growing body of literature that surrounds the satisfaction, how service providers achieved set objectives which results in satisfied customers and the effects it has on the satisfaction of the businesses today (Oliver, 1997; Barsky & Nash, 2002).

Good quality service delivery plays a major role on consumer behavior because the marketplace has currently become competitive and customers are demanding more, to meet these expectations, there is need for the service quality to improve to be able to cater for the demands of the customers or risk losing the dissatisfied customers to competitors or consequent failure (Chen & Hu, 2010). By providing good services, consumers create a connection with the brand and this connection is embedded in their memory. The quality of the product connects itself to the subliminal mind of the consumer and the sensations create feelings that have an effect on both long-term and short-term memory. The feelings become synonymous with the brand. For example, a student celebrates his birthday at a coffee shop with his friends. He gets excellent quality coffee and the coffee shop offers good services. These services and the experience imprints on his mind along with the feeling of happiness. Next time when the consumer is feeling happy or wants to recreate that

feeling, he will automatically make his way to the coffee shop but a dissatisfied customer can be one of the biggest liabilities to a service organization. Edvardsson, et al. (2000) reported that a dissatisfied customer told an average of nine people about their negative experience. As a result, his research also found that service organizations lost an average of twelve percent of their annual customer volume each year due to poor quality service (Blodgett et al., 1993).

Feeling stands out enough to be noticed through our actions and behavior, which then impact our basic leadership forms. Brands that make an energetic relationship with buyers are considerably more dominant compared to the brands that do not place emphasis on building a deep relationship. Though, it is fundamental that an association is created (Lindstrom, 2010, Schmitt, 1999) Feelings are uncontrolled sentiments activated by natural events. Despite the fact that feelings are connected with human conduct, the circumstance and recognitions reflect over various people and societies by deciding the force of the feeling and how much of their general conduct is influenced by that (Hawkins & Kenneth, 2000). According to the present situation, it is basic to make a sensible division among assumptions, sentiments, and states of brain; feelings are portrayed as particular sensations, for example, shock or enjoyment; emotions are the responses to these suppositions, all around at this very moment. Meanwhile, personalities and temperaments are a part of our emotions (Freemantle, 2004). Authors have divided memory into two parts; the fundamental being without further ado memory that operates as the observant eye, inferring that it is responsible for securing the information for a foreordained time span. The second sort is the whole deal or everlasting memory, which starts working from youth, saving events for long amounts, even years in the future (Solomon, 2007). As a result, it is

highlighted that the encodings that are stored in the memories of the people form the basis for how they carry out their tasks and make their choices. The things that were not encoded in the memory do not make a mark and play a role in the decision-making process as that was not encoded. In order to build a strong relationship between the consumers and the products of the company, it is important to promote the interests of the business. By building a strong relationship and encoding the association in the minds of the consumers, the organizations are able to create brand loyalty and a brand image for their products (Vieria, 2009).

Concept of Perceived Health Concerns

Many individuals around the world drink coffee throughout the day in order to remain sharp and steady. The caffeinated beverage keeps them wide-awake and sharpens their senses so that they can work more effectively. Caffeine has been deemed to be favorable to mental health, and investigators in like manner express that there may be a relationship between sharpness of the mind with increasing age and the influence of caffeine (Rogers, 2012).

Youngsters and teenagers were observed to be a large proportion of coffee consumers from an early age, making them more physically dominant. It was also reported by Ruxton, (2012) that many adults who started drinking coffee from a young age benefited greatly and were found to be healthier compared to non-drinkers in terms of their mentality and ability to process information much faster. Over a long period of time, it was assessed that those who drink coffee suffer a proportionally lower decline in their mental capabilities in comparison to those who don’t drink coffee (Lindsay, Carmichael, Kröger, & Laurin, 2012). A study on the deeper benefits

of coffee found that the anti-oxidant that can be found in coffee has been known to reduce a number of health risks including osteoporosis (Choi et al., 2016). The overall health benefits of coffee may be a contributing factor to the overall purchase intentions of non-coffee drinkers. This is largely down to the effects of coffee on the enhancement of one's mental capabilities, should drinkers be looking for a boost in their overall productivity in a given day.

However, there are many negative side effects that pose a threat also. Firstly, it relaxes the esophagus and is known to cause heartburn in certain people. Due to increased adrenaline, increase heart rate, restlessness and the stimulant effect also causes an increase in anxiety making them panic and overly anxious about situations. It causes a 'high' effect which is usually rambling thoughts, unable to understand what is happening, stuttering and confusion **(**Armstrong, McDonald, & Sloan, 1992) Furthermore, it may also lead to insomnia as many people depend on caffeine to get rid of sleep. Continuously doing that also results in getting used to it and inability to get restful sleep. Caffeine intoxication is a dangerous situation when a person is too much addicted to and caffeine consumption increases. The most important negativity is that a person gets addicted to caffeine. It starts with one cup of coffee, then three times a week and before you know it, it becomes a daily habit. All the above-mentioned harmful effects are all a resultant of addiction. Addiction to cigarettes or drugs is not the only form of harmful form of addiction but getting addicted to caffeine is also very dangerous (Rogers, 2012)

Ruxton, (2012) highlights that many a times caffeine pills keep the drinkers sharp and ready but mentally and physically tires their mind in the long run. Caffeine has seemed, to be favorable to mental health, and investigators in like manner express

that there may be a relationship exist between sharpness of the mind with increasing age and the influence of caffeine (Rogers, 2012). In the criteria of the impact of coffee on health, there are two accounts; benefits and risks. Many researchers argue that coffee is highly beneficial for health while others claim that it is more harmful and causes long term repercussions. Young coffee drinkers get sharper as they grow and age plays an essential role in this debate of health impacts of coffee. However, Satel, (2006) claimed that coffee is today's form of slavery as it makes a person heavily dependent on it and makes the people addicted to it.

Concept of Environmental Protection

Consumers' product and brand selections are affected by habits, convenience, value, personal health concerns, and individual responses to social and institutional norms. Due to environmental concerns, consumers frequently make purchase decisions based on how products satisfy their needs, while minimizing negative impacts on the natural environment (GFK, 2007; Torgler et al., 2008). Recent research has it that a majority of consumers make purchase decision based on environmental attributes (Barber et al., 2012; Bazoche et al., 2008; GFK, 2007; Nelson & Christopher, 2013). According to (Bazoche et al., 2008; GFK, 2007; Loureiro, 2003; Laroche et al., 2001; Didier & Lucie, 2008), consumers are keen to paying a premium for environmentally friendly (EF) products (Nelson & Christopher, 2013).

In terms of the enviromental impact of coffee farming, many changes are being made in order to increase the sustainability of coffee production. This starts from the extraction process and leads right up to the product packaging. More

resouceful means of packaging goods has been introduced in the form of recycled materials and biodegradable materials (Salomone, 2003). This has appealed to coffee drinkers who are becoming increasing concerned with the environmental impact that coffee harvesting has contributed to the overall degradation of the environment. In parts of the world where coffee is a large contributor to the export value of a nation's good, such as Brazil, there has been an increase in the soil exhaustion, where by nutrients from the soil is greatly declining (May, 1996). Concious consumers often look for wholly sourced coffee that is extracted by a company that really appeals to reduce the energy and waste emissions of coffee production and therefore, have a higher incentive to purchase from companies that have an eco-friendly mindset.

Another concern among coffee consumers is the exploitation of workers where coffee producers are not being paid the market value price for their coffee and therefore, are not receiving the fair trading price (Gingrich & King, 2012). These producers are often from rural countries where the governmental policies are too weak to represent the rights of their people (Negash, 2016) and has therefore, lead to the over harvesting of goods and reduction in environmental welfare as these producers scrap to increase their output and sales so they have provide for their families. This concern in the coffee industry lead many goverments of home countries, where the coffee is being exported to, impose a fair trade policy where importers of coffee were enforced to charge their suppliers a minimum required price as adjusted by the goverment. This allowed for suppliers to gain a better deal for their goods and has also motivated those in the home country to purchase goods that are not sourced from exploitation of suppliers but rather, supports their overall quality of life.

Concept of Perceived Hedonic Value

The meaning of perceived value in this study depends on the general appraisal of the buyers and the satisfaction received from the product as well as the hedonic of shopping feeling in light of impression of what is gotten and what is given. The measurements of perceived hedonic value are item, shopping environment, benefit quality and exertion which are blended with Lloyd, Yip, & Luk, (2011) seven measurements of product worth and Biyan & Mengshi, (2014) five measurements. These measurements underline the factors that derive satisfaction and pleasure and how this may be obtained upon purchasing a product (Kazakeviciute & Banyte, 2012). Studies have come to conclude that the overall satisfaction that customers derive from the products has a strong influence on the likelihood of the purchasing (Irani & Hanzaee, 2011) However, it is important to recognize that though consumers are looking for the overall satisfaction they will get from the product, they also recognize that there may be some risks involved. A study on these three variables concluded that, should the overall risk of the product be diminished by the perceived hedonic value then the overall likelihood of customer purchasing will increase drastically (Chen, Shang, Shu, & Lin, 2015)

Client loyalty is an important objective in the consumer promoting group as it is a key part for an organization's great haul maintainability Chen & Hu, (2010). Adkins, Burgess, & Wesley, (2002) recommends that loyalty is a methodology of shopping center advancement to build deals and income. Chen & Tsai, (2008) reviewed and proposed that client loyalty can be characterized and evaluated by both attitudinal and behavioral measurements. Oliver, (1999) suggested that client loyalty can be recognized in four measurements which are intellectual loyalty, full of feeling

loyalty, personal loyalty, and activity loyalty. Sirakaya, Turk, Ekinci, & Martin, (2015) demonstrated that in shopping tourism client loyalty identifies with shopping goal loyalty, and loyalty can be measured by goal re-support aim and free exchange.

Concept of Subjective Norm

Subjective norm represent the perceived social pressure a person feels while engaging in a behavior. It is built upon the beliefs of individual that are important to them in their lives. Thus, subjective norm can be influenced by expectations of others regarding a specific behavior combined with the individual's motivation to comply with those expectations (Lee, Bonn, & Cho, 2015). Sparks et al. (1995) argued that the subjective norm construct is the weakest predictor of intentions and, consequently, removed subjective norms from their study. However, Armitage and Conner (2001) demonstrated that subjective norm have a strong relationship with intention. Chen (2007) found that when a consumer's subjective norm were positive, their purchase behavior toward organic products was significantly enhanced. Findings suggested that if consumers believe that people who are important to them consider organic coffee as healthier, fresher, and more credible and produced through environmentally friendly means, then they will have a greater intention to purchase organic coffee.

Concept of Consumer Purchase Behavior

Consumer behavior has been a subject of several studies in marketing and behavioral science in general. According to Solomon (2006) and Blackwell et al. (2001), customer purchase behavior is a complex pattern for market researchers.

Simply defined, it is the study of psychological, social, and physical actions when people buy, use, and dispose products, services, ideas and practices (Massoud, Pham, & Ilham, 2014).

According to (Solomon, 2006; Blackwell et al., 2001), several factors influence consumer behavior among which are family, friends, reference groups and the society in general. Furthermore, consumer behavior theory intending to identify consumer variables, explain relationships between variables and specify cause and effect outcomes from variable interactions (Kioumarsi et al., 2009; Massoud, Pham, & Ilham, 2014).

Factors Affecting Consumer Behavior:

According to Massoud, Pham, & Ilham (2014), factors affecting consumer behavior can be categorized into internal and external factors.

Internal factors: Internal factors are those that stem from within the consumer which includes:

Attitude: Chisnall (1995) postulated that attitude is the consistent favorable and unfavorable evaluation, tendency or feeling of an individual about a particular subject. Putting it another way, Arnold & Zinkhan, (2004) stated that attitude is the overall, enduring evaluation of a concept or object, such as a person, a brand or a service. Attitude is the total sum of mental, emotional or rational predisposition with regard to a fact, state, person or an object. According to Louis, (1928) attitude is the sum of person's feelings toward a given object.

Learning and Knowledge: another internal factor affecting human behavior is learning and knowledge. Learning, from psychological point of view is the transformation in behavior which comes a result of experience (Solomon, 2006). Consumer learning from the marketing point of view, is the process by which individuals acquire the purchase and consumption knowledge and experience they apply to future-related behavior (Arnold & Zinkhan, 2004). According to Kotler and Armstrong, learning is an act that changes people's behavior because of their experiences (Armstrong & Kotler, 2007).

External factors: these are factors outside of the individual that affect his or her consumers, decision-making units and institutions. External factors are made of two groups namely, socio-cultural influences and an organization's marketing efforts. Schiffman & Kanuk (2004) pointed out that the socio-cultural environment has a major influence on the consumer and consists of wide range of non-commercial influences. Social-cultural factors are those factors that affect a consumer's behavior as a result of integration between the consumer and the external environment (Massoud, Pham, & Ilham, 2014).

Marketing managers often adopt the use of intentions as a yardstick to measure predicted purchasing behavior in sales forecasts and new product positioning (Another aspect of actual purchase behavior is accurately estimating consumers' willingness to pay (Wertenbroch & Skiera, 2002). Although behavioral intention measures the relative strength (Morwitz, 2001) and also to segment markets and evaluate the effectiveness of promotions for different individuals (Morwitz, 2001). Academic researchers have also considered purchase intention as a proxy for purchase

behavior (Armstrong et al., 2000). However, research has shown that the predictive cogency of intention is questionable (Armstrong et al., 2000; Chapman, 2001; Morwitz, 2001; Nelson & Christopher, 2013).

It was theorized by Kotler. (1993) that there are 5 stages of consumer purchase decision process which led to purchase behavior in the following:

First, the consumer identify or recognize the need that is to be satisfied. Then he/she searches for information about the product or service. The consumer may have gotten many options in the search, here he/she analyzes the options and set criteria that will help in getting the best alternative. The consumer finally makes a choice and buys the product or service. The circle continues, the consumer decides here, if the product or service satisfies him/her the consumer may repurchase and subsequently became loyal but if dissatisfied he may boycott the product or service (Marketingtearcher, 2017).

Figure 2.1: Consumer Purchase Behavior Process.

2.3: Other Related Documents and Previous Researches:

Lee, Bonn, & Cho (2015) used the theory of planned behavior to investigate consumer choice motives for organic coffee (health, sensory appeal, trust and environmental protection) and how they are affected by ethical concern and price sensitivity to better understand consumer behavior. Behavioral intention is predicted

by 3 motivational factors. 1. Ones attitude toward involving in the behavior. 2. The degree of social pressure felt by one with regard to the behavior (subjective norm). 3. The degree to which the behavior is personally controllable (perceived behavioral control). 482 useable questionnaires were collected from consumers at cafes in 7 major cities in South Korea. The findings established that Ajzen's, (1991) TPB has successfully explained consumer choice behavior regarding organic coffee. Health, sensory appeal, trust and environmental protection were found to be predictors of purchase intention and subjective norm.

Edward, Wang, & Yu (2016) researched the effect of product attribute belief (content sensory, packaging and branding and content functional attributes) of ready to drink coffee and their influence on consumer perceived value. Previous studies established that consumer perceived value can be used to predict consumer purchase behavior (Gupta et al, 2009, Chen & Sun, 2014). They studied perceived value in the perspective of utilitarian and hedonic value. Wang & Yu conducted this survey in train stations in Taiwan, collected 401 valid questionnaires, and found that sensory appeal (taste, sugariness, and homogeneity considered to be intrinsic product attributes), packaging and branding and content functional attribute beliefs affect consumer utilitarian and hedonic value perception and consequently determine purchase or repurchase intentions.

Massoud, Pham, & Ilham (2014), investigated the similarities and differences in consumer purchasing behavior of Taiwanese and Indonesian organic rice consumers, using quantitative methods and collected data from consumers in Indonesia and Taiwan in other to understand customer purchasing behavior toward

organic rice in these countries. A total of 415 (210 Indonesian students and 205 Taiwanese students) useable questionnaires were computed and analyzed. The results of the research depicted a notable differences between Indonesia and Taiwan in their consumer knowledge and consumer purchase behavior (Massoud, Pham, & Ilham 2014).

Silayoi & Speece (2004) studied on the importance of packaging design as a driver for communication and branding in the highly competitive market of packaged food products in Bangkok. Two focus groups consisting of six housewives and six working women were used to understand consumer behavior and how they affect buying decision in this research. Participants were stratified according to household income, marital status, number of children and family members and age. One group made up of 35-42 year old housewives with 2-3 children and the other group comprise of 27-36 year old married working women without children. Household income for both groups adopted was a minimum of 40,000 baht/month and maximum of 80,000 baht/month. Four packaging elements were assumed to affect purchase decisions, these elements were further grouped into visual elements which are graphics and shape/size of packaging and informational elements comprising of information provided and technology used. It was found that visual packaged elements play a major role. Simplified label information was also agreed by the groups to affect the consumer behavior.

Ryu, Han, & Jang (2010) investigated the aims the relationships among hedonic and utilitarian values, customer satisfaction and behavioral intentions in the fast casual restaurant industry, 395 questionnaires were collected from college

students of mid-western university in USA. Ryu, Han, & Jang found that hedonic and utilitarian values have significant influence on customer satisfaction and customer satisfaction consequently influence behavioral intentions (Ryu, Han, & Jang, 2010).

Prasertsith, Kanthawongs, & Kanthawongs (2015) researched the influence of social networking site usage through mobile applications, word of mouth intentions, mobile phone addiction, and cognitive experiential state on purchase intention of fashion accessories through instagram in Bangkok. It was quantitative research and data was collected using survey method, the sample size was 300 analyzed using multiple regression analysis. The results stipulated that most of the respondents are females between the ages of 24 and 29 bachelor degree holders and working with private companies in Thailand with an average monthly income of 15,001 – 25,000 baht. Hypothesis testing result showed that word of mouth ($\beta = 0.511$) and cognitive experiential state ($\beta = 0.325$) have a positive effect on purchase intention at .01 significance level.

Chaisamran & Kanthawongs (2016) studied the impact of car attributes, emotional connection, accessibility, external Influence, brand-loving tendency, support environmental protection, drive for environmental responsibility, and vivacity towards purchase intention of automobile consumers in Bangkok. A sample size of 258 respondents collected at 2015 Thailand's international motor expo at Impact Muang Thong Thani convention Centre in December 2015. The characteristics of the participants indicated that majority are female between the ages of 26 – 35, with a bachelor degree and working with a private company earning less than 30000 baht/month. The data was analyzed using multiple regression analysis showed that

vivacity (β = 0.361) and accessibility (β = 0.141) have positive effect on purchase intention at .05 level of significance.

Pungchoo, Kanthawongs, & Chitcharoen (2014) the study was aimed at investigating how label product, global socio economic conditions, resource availability of organicity, communications of organic distinctiveness, assessment of statements about organic farming, healthy and environmentally friendly and buying motivation influence purchase intention of organic product shop A in Pathumthani province. Questionnaire was the data collection tool with a sample size of 300, participants were customers that visited the organic shop A between April 24 and May 13, 2014. Majority of the respondents were females aged 21 – 30 years old, bachelor degrees, employees of various companies earning between 10,001 – 20,000 baht/month. Hypothesis was tested using multiple regression analysis and found that buying motivation (β = 0.258), assessment of statements about organic farming (β = 0.242), communications of organic distinctiveness (β =0.211), and healthy and environmentally friendly (β = 0.158) have significant influence on purchase intention at .05 significance level.

Furthermore, an extensive survey was carried out by Udomkit & Matthew (2015) consisting of a sample size of four hundred consumers of different coffee chains in Bangkok, during the period of a month. Five leading departmental stores were chosen for the survey as they contain the major coffee players of Bangkok and these departmental stores are visited by a large number of people regularly. Eighty respondents were chosen from each of the five department stores and a convenience sample was carried. Questionnaire method of data collection was used to carry out the

survey, part was focused on coffee consumption behavior of the consumers (Udomkit & Mathew, 2015). The results of the survey indicated by Udomkit & Mathews (2015), that around 32.3 percent of the coffee users consumed the product at least twice a week. 21.8 had a more habitual consumption criteria and they consumed coffee at least four times in a week, while 19.9 percent drank coffee six times in a week. The survey also showed that around 27.3 of the respondents drank coffee on a regular basis. More than half of the respondents ranked Starbucks as their favorite coffee brand. 13.7% of the users favored Café Amazon while others preferred different brand (Udomkit & Mathews, 2015)

Variables used in the Research:

Sensory appeal (SA)

Packaging along with branding (PB)

Service quality (SE)

Perceived health concerns (HE)

Environmental protection (EP)

Perceived hedonic value (PHV)

Subjective norm (SN)

Consumer purchase behavior (CPB)

2.4: Conceptual Framework

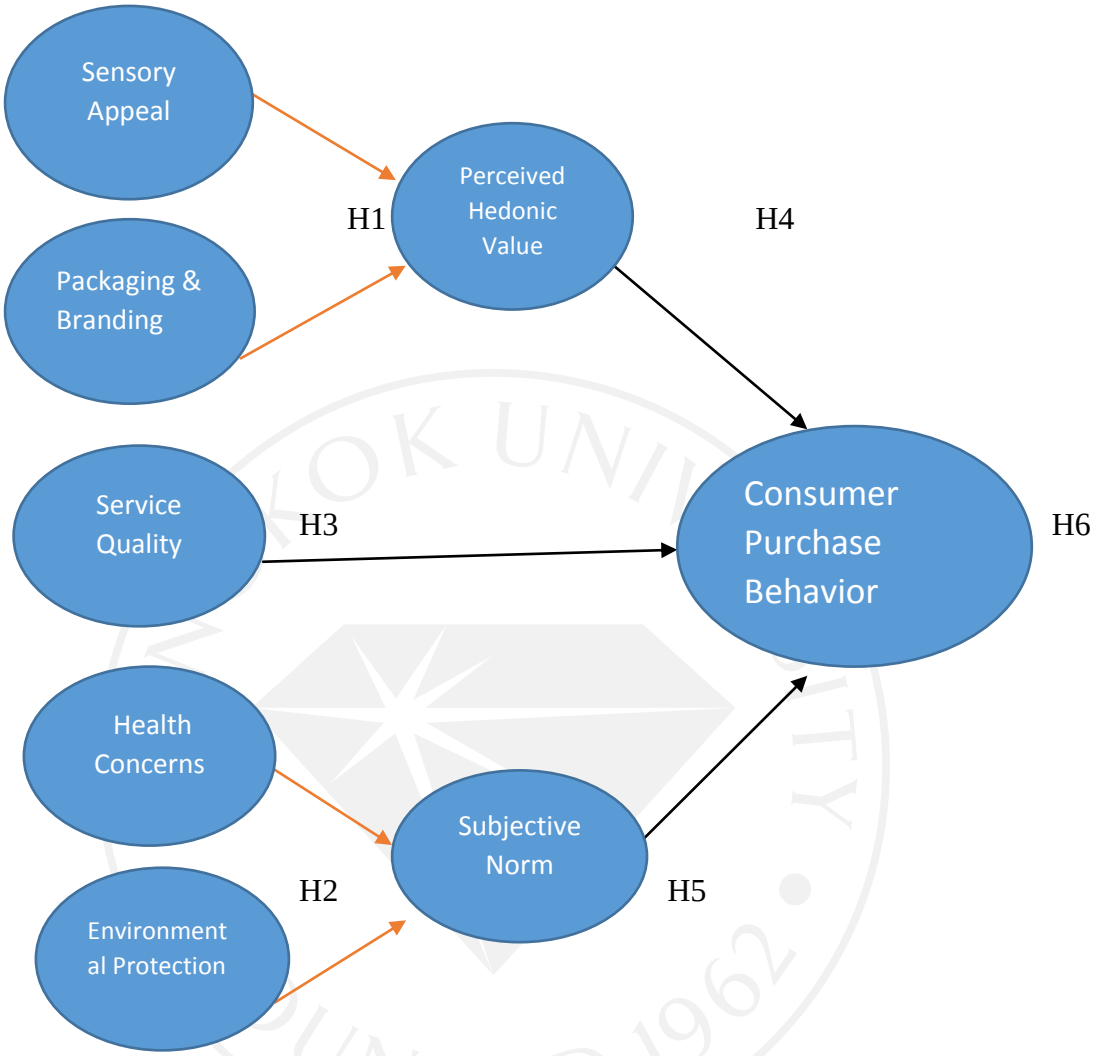

Figure 2.4 Conceptual Framework

2.5: Hypothesis

The following hypotheses are drawn from this conceptual framework:

H1: Sensory appeal and packaging along branding positively impact perceived hedonic value.

H2: Environmental protection and perceived health concerns positively impact subjective norm.

H3: Service quality positively relate to consumer purchase behavior.

H4: Perceived hedonic value positively relate to consumer purchase behavior.

H5: Subjective norm positively relate to consumer purchase behavior.

H6: Service quality, perceived hedonic value, and subjective norm positively impact consumer purchase behavior.

BANGKOK UNIVERSITY • FOUNDED 1962 •

CHAPTER 3

RESEARCH METHODOLOGY

The chapter describes the methodology and approaches used in this research. It also delineates the method of data collection, instruments used, and the data analysis procedures.

Research Design

Population and Sample Selection

Research Instruments

Testing research instruments

Data Collection

Data Analysis

Statistical Methods

Research Design:

The main objective of this research is to explore sensory appeal, packaging along with branding, service quality, environmental protection, perceived health concerns, perceived hedonic value, and subjective norm positive impact on consumer purchase behavior of coffee consumers in Wattana District, Bangkok. It is a quantitative study that uses questionnaire as a data collection tool.

Population and Sample Selection

Population

The population for the research were coffee consumers in Wattana District which were unknown. The sample size was drawn from coffee consumers around coffee shops and bakery shops, convenience stores, fast food stores and street coffee kiosks at Thonglor, Ekkamai, and Prakhanong areas in Wattana District of Bangkok metropolis between December 2016 and July 2017.

Sample Size

The sample size of this research was calculate from 40 pilot questionnaire using G*power version 3.1.9.2, created by Cohen (1977) and approved by several researchers (Erdfelder, Faul, & Buchner, 1996; Kanthawongs, 2017; Wiratchai, 2012), with the Alpha (α) of 0.1, Power (1-β) of 0.90, number of test predictors 7, effect size 0.0767740 (calculated by partial R square of 0.0713). Then, the result showed that the minimum number of the total sample size was 207 (Cohen, 1997). Then, the researcher collected the total sample size of 210.

Sample Selection

The sample was selected using the non-probability sampling methods called convenience sampling; respondents are coffee consumers that were willing to cooperate with the researcher by answering the questionnaire (Saunders, Lewis, & Thornhill, 2012; Trochim, 2006). The researcher handed out questionnaires to the respondents and collected the completed questionnaires on the spot.

Research Instruments

The researcher used questionnaire as an instrument to collect data in order to examine sensory appeal, packaging along with branding, service quality,

environmental protection, perceived health concerns, perceived hedonic value, and subjective norm positively affecting consumer purchase behavior of coffee consumers around coffee shops in Wattana District in Bangkok metropolis. Previous researches in related field were reviewed and modified which help in developing the questionnaire instrument, sensory appeal, packaging and branding, service quality, environmental protection, perceived health concerns, perceived hedonic value, subjective norm, and consumer purchase behavior. The statements were adapted and modified by reviewing works from Lee, Bonn, & Cho, 2015; Edward, Wang, & Yu, 2016; and Chen & Hu, 2010, approved by the thesis advisor.

The questionnaire consists of 4 parts:

1. 6 close ended questions and a checklist answers comprising of the respondent's demographic and general information such as gender, age, marital status, educational qualification, income earned, and occupation.
2. 5 close ended questions and checklist answers about the respondent's purchase behavior.
3. 37 close ended questions. Each respondent was asked to rate a five point Likert type scale as to the extent to which he/she agreed with the statements.
4. The questionnaire items were rated by the respondents on a five Likert scale, each question is on a scale from number 1 with the lowest agreeable level to number 5 with highest agreeable level.

Highest	=5 points
High	=4 points
Moderate	=3 points

Low =2 points

Lowest =1 point

For the measurement analysis, mean and class interval formula was used to calculate the range of information in each level.

$$\text{Class interval} = \frac{\text{higest value} - \text{lowest value}}{\text{number of class}}$$

The section that used interval scale, the researcher used mean scores justification level of agreeable perception according to the following groupings:

Average mean score at 1.00 – 1.49 indicates the respondents agreeable level on sensory appeal, packaging along with branding, service quality, environmental protection, perceived health concerns, perceived hedonic value, subjective norm, and consumer purchase behavior were at the lowest agreeable level.

Average mean score at 1.50 – 2.49 indicates the respondents agreeable level on sensory appeal, packaging along with branding, service quality, environmental protection, perceived health concerns, perceived hedonic value, subjective norm, and consumer purchase behavior were at the low agreeable level.

Average mean score at 2.50 – 3.49 indicates the respondents agreeable level on sensory appeal, packaging along with branding, service quality, environmental protection, perceived health concerns, perceived hedonic value, subjective norm, and consumer purchase behavior were at the moderate agreeable level.

Average mean score at 3.50 – 4.49 indicates the respondents agreeable

level on sensory appeal, packaging along with branding, service quality, environmental protection, perceived health concerns, perceived hedonic value, subjective norm, and consumer purchase behavior were at the high agreeable level.

Average mean score at 4.50 – 5.00 indicates the respondents agreeable level on sensory appeal, packaging along with branding, service quality, environmental protection, perceived health concerns, perceived hedonic value, subjective norm, and consumer purchase behavior were at the highest agreeable level

4. An open ended question that allows the respondents to make suggestions and leave comments for the researcher.

Content validity and Reliability:

To ensure that the content of the questionnaire is simplified and well understood by the respondents, the questionnaire had undergone a 2 stage thorough examination which are content validity and reliability. The author with the help of the thesis advisor, submitted the questionnaire to 2 experts in the related field for evaluation. Questionnaire items were examined and content validity was passed and approved by:

1. Dr. Penjira Kanthawongs (Thesis Advisor) and 2 experts in the coffee industry
2. Mr. Nadim Xavier Salhani - CEO Mudman public company (Au Bon Pain, Dunkin Donuts, and Baskin Robbins)
3. Warapong Thianseang, - Store manager, the coffee club

Pilot Test:

To test and further analyze the reliability of the variables in each factor, 40 pilot survey was launched by the researcher between Dec. 1 and Dec. 14th 2016. SPSS software program version 23.0 was used to analyze the Cronbach's Alpha coefficient. The result from the 40 pilot respondents were good and all were higher than the bench mark value of 0.65. Details on table below (Craig, Justin, & Moores, 2006; Wiratchai, 2012).

The reliability of all the indices in the pilot test and full scale survey was conducted and was good. Cronbach alphas of all the variables passed the bench mark of 0.65. Details found below.

Table 3.1: Cronbach Alphas

Variables	Item	n40 (Pilot test)	n210(full scale)
Sensory appeal	3	.859	.705
Packaging along with branding	4	.776	.797
Service quality	4	.849	.839
Environmental protection	4	.906	.888
Perceived health concerns	4	.692	.777
Perceived hedonic value	4	.695	.789
Subjective norm	4	.701	.799
Consumer purchase behavior	3	.710	.706

Factor Analysis:

Factor Analysis was used to identify few variables from a large number of variables which were used to explain the observed variance in the large variables. The reduced factors formed the basis for further analysis (Field, 2005). The literature review conducted along with IOC questionnaires evaluation form done by two experts were paramount in determining the scores of each construct whose summation helped in conducting the secondary factor loadings of the scale. To establish factorial validity, construct validity was assessed using pilot instruments (Allen & Yen, 1970; Straub, 1989; Kanthawongs, 2017). The researcher employed this technique to answer questions about which measures varied in explaining the highest percentage of the variance in the dataset (Straub, 1989; Kanthawongs, 2017). In brief, results of this test supported the view that measures in the questionnaire were highly interrelated and did constitute a construct. Greater confidence could be placed in the instrument used in the research as the assessment of the validity tests carried out on the questionnaires shows that it has acceptable measurement properties.

Construct Validity was conducted on the following variables:

1) Sensory appeal	3 questions
2) Packaging along with branding	4 questions
3) Service quality	4 questions
4) Environmental protection	4 questions
5) Perceived health concerns	4 questions
6) Perceived hedonic value	4 questions
7) Subjective norm	4 questions

8) Consumer purchase behavior 3 questions

All the 30 questions were analyzed using principal component analysis to find structural component of each factor. Eigenvalue was set at 1 (SPSS statistics default), using varimax orthogonal rotation for certainty that every set of question has the most suitable component. The notion of result after 5 axis rotation was that researchers would consider factor loading value of each question and rearrange the component with the condition that each factor loading value exceed 0.3 (Chen, Srinivasan, Elkasabany, & Berenson, 1999; Chung et al., 2008; Kline, 2014)

Table 3.2: Factor Analysis

	SA	PB	SE	EP	PHV	SN	HE	PI
SA1	.785							
SA2	.656							
SA3	.752							
PB1		.688						
PB2		.674						
PB3		.757						
PB4		.793						
SE1			.711					
SE2			.777					
SE3			.817					
SE4			.796					

(Continued)

Table 3.2: (Continued) Factor Analysis

EP1				.826				
EP2				.882				
EP3				.840				
EP4				.280				
PHV1					.407			
PHV2					.476			
PHV3					.845			
PHV4					.760			
SN1						.819		
SN2						.910		
SN3						.658		
SN4						.545		
HE1							.742	
HE2							.717	
HE3							.760	
HE4							.562	
CPB1								.752
CPB2								.682
CPB3								.721

Note: The factor analysis of EP 4 = .280 this falls below the minimum requirement for a standard research which is 0.3. It is the opinion of this researcher therefore that the questionnaire item EP 4 should not be included in future research however, if any

researcher wish to consider this factor it is advisable that the questionnaire item be modified.

Based on the results, from the content validity and the reliability test the questionnaire was accepted and adopted.

Data Collection:

The data used for the purpose of this research comprises of 2 types which are primary and secondary data.

1. Primary data: the researcher personally handed out questionnaires to the respondents that were willing to participate in the study and the completed questionnaires were collected on the spot. Respondents were from the coffee shops and bakeries, convenience stores, fast food stores, and street coffee kiosk in Wattana District. A total of 240 questionnaires were distributed, 222 were returned but only 210 copies of responses were used for analysis, the remaining was discarded because they were either not completed or wrongly answered, with the advice of thesis advisor before analysis.

2. Secondary data: these are information from the review of literatures in related topics such as articles, books, previous researches, both international and local journals, and the internet. The data collection process for this study was done between December 2016 and July 2017.

Data Analysis:

The researcher used SPSS software program version 23.0 for all the statistical analysis of this study after the data completed questionnaire were coded. Descriptive

statistics analysis was done using frequency and percentage to explain respondents demographic data (gender, age, marital status, level of education, monthly income, and occupation) and consumer purchase behavior (most preferred coffee type, amount spent, coffee drinking frequency, most preferred time to drink coffee, and most preferred place to purchase coffee) was analyzed also using frequency and percentage. Mean and standard deviation were computed to explain the independent variables (sensory appeal, packaging along with branding, service quality, environmental protection, perceived health concerns, perceived hedonic value, and subjective norm and the dependent variable (consumer purchase behavior) (Likert scale questions). Open ended response question was analyzed to find other related factors to this study.

Pearson correlation coefficient was used to measure the strength of the linear relationship between two variables and it detected relationships in this research reported by a straight line between the variables (Keppel & Zedeck, 1989; Kanthawongs, 2017). The hypothesis testing was tested using multiple regression analysis to analyze the influence of the independent variables toward dependent variable. Also, the analysis of variance (ANOVA) in this study was applied to look at the total amount of variance in the dependent variable, and how much of the variance is accounted for by the independent variables (Miles & Shevlin, 2001; Kanthawongs, 2017). The analysis of variance (ANOVA) is useful in testing the importance of the overall model (Kanthawongs, 2017).

Statistical Method:

Statistical analysis methods in this research consisted of

The Reliability of the Test applied Cronbach's Alpha Coefficient (Vanichbuncha, 2009)

$$\alpha = \frac{n}{n-1}\left[1-\frac{\sum S_i^2}{S_t^2}\right]$$

α	Reliability value of total questionnaire
n	Number of question
$\sum S_i^2$	Total variability of questionnaire
S_t^2	Variability of total questionnaire

Descriptive Statistics Analysis

Percentage

$$p = \frac{f}{N} \times 100$$

P	percentage
f	percentage frequency
N	frequency

Mean

$$\bar{x} = \frac{\sum x}{n}$$

$\bar{x}$	Mean
$\sum x$	Total group score
n	Number of group score

Standard Deviation

$$S.D. = \sqrt{\frac{\Sigma(X - \bar{X})^2}{n-1}}$$

S.D. Standard deviation

X Score

n Number of score in each group

∑ Total amount

Inferential Statistics

Multiple Regression Analysis (MRA) is an analysis progress to find relationship between Dependent Variable and Independent Variable (Vanichbuncha, 2009).

$\acute{Y} = b0+b1X1+b2X2+ \cdots +bkXk$

Ý predicted dependent variable

$b0$ value of Y when all of the independent variables are equal to zero

$b1$,..., bk estimated regression coefficients

$X0$,…, Xk predictor variables

3.7.3.2 ANOVA Analysis has hypothesis that H0: $\beta1 = \beta2 =\ldots= \beta k = 0$ compare to H1 : with at least 1 βi at $\neq 0$ (i=1,…,k)

Table 3.3: ANOVA Analysis

Source of Variance	**Df**	**Sum Square: SS**	**Mean Square: MS**	**F–Statistics**
Regression	K	SSR	MSR = $\frac{SSR}{K}$	F = $\frac{MSR}{MSE}$
Error/ Residual	n-k-1	SSE	MSE = $\frac{SSE}{n-k-1}$	
Total	n-1	SST		

Source: Vanichbuncha, A. (2008). *Multivariate analysis*. Thailand: Thammasarn.

k number of independent variable

n number of example

SST Sum Square of Total

SSR Sum Square of Regression

SSE Sum Square of Error/ Sum Square of Residual

MSR Mean Square of Regression

MSE Mean Square of Error

F F-Statistic

Pearson Product-Moment Correlation Coefficient

$$r = \frac{n\sum XY - \sum X \sum Y}{\sqrt{\left[N\sum X^2 - \left(\sum X\right)^2\right]\left[n\sum Y^2 - \left(\sum Y\right)^2\right]}}$$

R_{xy} Pearson Correlation Coefficient

x Values in the first set of data

y Values in second set of data

n Total number of value

The value of Pearson Correlation Coefficient is between $-1 \leq r \leq 1$. The positive and negative value of r determine the direction of relationship.

Positive r show that 2 variable have same direction of relationship.

Negative r show that 2 variable have opposite direction of relationship.

The size of the relationship can be determine by value of r

r value nearly +1 show that 2 variable have close relationship in the same direction.

r value nearly -1 show that 2 variable have least relationship in opposite direction.

r value equal to 0 mean there is no correlation between 2 variable.

r value close to 0 mean that 2 variable has few relationship

BANGKOK UNIVERSITY FOUNDED 1962

CHAPTER 4
RESEARCH FINDINGS AND ANALYSIS

In this chapter the researcher presents the empirical study of the research along with an analysis of the empirical study. The research questions which was designed to examine factors positively affecting purchase behavior of coffee consumers in Wattana District in Bangkok. The data was collected from 210 respondents through survey questionnaire. The respondents were coffee consumers in Wattana District in Bangkok. The closed – end questionnaire which was multiple questions and Likert scale questions total 41 questions were applied to find the result in form of quantitative research.

The value of the Cronbach's Alpha Coefficient of the 8 factors in the study is shown as follows: sensory appeal 0.705, packaging along with branding 0.797, service quality 0.839, environmental protection 0.888, perceived health concerns 0.777, perceived hedonic value 0.789, subjective norm 0.799, and consumer purchase behavior 0.706 respectively. All the factors exceeded the minimum coefficient, 0.65. That is, all alpha coefficients passed the recommended level and had proven to be reliable (Craig & Moores, 2006).

4.1: The Analysis of Demographic Information.

Table 4.1: Frequency and percentage of demographic information.

	Gender	Frequency	Percentage
	Male	77	36.7

(Continued)

Table 4.1: (Continued) Frequency and percentage of demographic information.

	63.3	133
	100.0	210

From the table above, majority of the respondents are females with a total number of 133 responses (63.3%), and 77 male respondents (36.7%), therefore, the result shows that females were more.

Table 4.2: Frequency and percentage of demographic information.

Age	Frequency	Percentage
24 and under	28	13.3
25-35	76	36.2
36-45	47	22.4
46-55	36	17.1
56 and over	23	11.0

From the 210 responses, most respondents are in the age range of 25-35 years old amounting to 76 responses (36.2%) followed by 36-45 years old with 47 responses (22.4%), 46-55 years 36 responded to the survey (17.1%), 24 and lower years old 28 responded to the survey (13.3%), and 55 and over years old 23 responses (11.0%) respectively.

Table 4.3: Frequency and percentage of demographic information.

Status	Frequency	Percentage
Single	117	55.7
Married	78	37.1
Divorced/Widowed /Separated	15	7.1
Total	210	100.0

Most of the respondents are singles totaling 117 (55.7%), 78 married responded to the survey (37.1%), and divorced/widowed totaled 15 (7.1%) respectively.

Table 4.4: Frequency and percentage of demographic information.

Educational qualification	Frequency	Percentage
Under Bachelor Degree	30	14.3
Bachelor Degree	97	46.2
Master Degree	57	27.1
Doctorate Degree	7	3.3
Others	19	9
Total	210	100.0

From the 210 responses, majority of the respondents have a bachelor degree with a number equal to 97 which is (46.2%) of the responses followed by those that has master degree totaled 57 (27.1%), under bachelor 30 (14.3%), others 19 (9%), and 7 respondents have a doctorate degree (3.3%) respectively.

Table 4.5: Frequency and percentage of demographic information.

Monthly income	Frequency	Percentage
Less than 10,000	22	10.5
10,001 - 20,000	29	13.8
20,001 - 30,000	50	23.8
30,001 - 40,000	45	21.4
40,001 - 50,000	25	11.9
Over 50,000	39	18.6
Total	210	100.0

From the 210 responses, majority of the respondents earn between 20000 and 30000 baht monthly totaling 50 that's (23.8%), 30001-40000 baht 45 respondents (21.4%), over 50000 baht 39 respondents (18.6%), 10000-20000 baht 29 respondents (13.8%), 40001-50000 baht 25 respondents (11.9%), and less than 10000 have 22 respondents (10.5%) respectively.

Table 4.6: Frequency and percentage of demographic information.

Occupation	Frequency	Percentage
State enterprise	24	11.4
Private Employee	71	33.8
Self-Employed	27	12.9
Others (secretary, teacher)	88	41.9
Total	210	100.0

From the 210 responses, most of the respondents work in others which equals 88 responses (41.9%), private employees 71 (33.8%), self-employed 27 (12.9%), and state enterprise 24 (11.4%) respectively.

Table 4.7: Frequency and percentage of general information.

Preferred type of coffee	Frequency	Percentage
Espresso	32	15.2
Americano	32	15.2
Cappuccino	61	29.0
Irish coffee	6	2.9
Latte	56	26.7
Others	23	11.0

From 210 responses, majority of the respondents prefer cappuccino 61 (29%), latte 56 (2672%), Americano 32 (15.2%) and espresso 32 (15.2%) each, others 23 (11%), and Irish coffee 6 (2.9%) respectively.

Table 4.8: Frequency and percentage of general information.

Amount spent	Frequency	Percentage
Less than 100	120	57.1
100-199	66	31.4
200-299	13	6.2
300-399	5	2.4
400-499	5	2.4
500 and more	1	0.5
Total	210	100.0

From the 210 responses on the table above, most of the respondents spent or are willing to spend less than 100 baht 120 (57.1%), 100-199 baht 66 (31.4%), 200-

299 baht 13 (6.2%), 300-399 baht 5 (2.4%), 400-499 baht 5 (2.4%), and 500 and more 1 (.5%) respectively.

Table 4.9: Frequency and percentage of general information.

Frequency of drinking	Frequency	Percentage
Once daily	71	33.8
Twice or more daily	58	27.6
3-5 times a week	29	13.8
Once a week	7	3.3
Occasionally	43	20.5
Others	2	1
Total	210	100.0

From the table above, of all the 210 responses, most of the respondents take coffee once daily totaled 71 frequencies (33.8%), twice or more daily 58 (27.6%), occasionally 43 (20.5%), 3-5 times a week 29 (13.8%), once a week 7 (3.3%), and others 2 (1%) respectively.

Table 4.10: Frequency and percentage of general information.

Most preferred time	Frequency	Percentag
Morning	121	57.6
Afternoon	41	19.5
Evening	3	1.4
Night	3	1.4
Anytime	42	20.
Total	210	100.0

The table above indicated that of the 210 responses, majority of the respondents take coffee in the morning with a total number of 121 which is (57.6%), any timers 42 respondents (20%), afternoon 41 (19.5%), evening and night have responses each (1.4%) respectively.

Table 4.11: Frequency and percentage of general information.

Most preferred place	Frequency	Percentage
Branded store	77	36.7
Fast food stores	6	2.9
Convenience store	61	29
Ready to drink	27	12.9
Street vendors	25	11.9
Others	14	6.7
Total	210	100.0

From the table above, of all 210 responses most of the respondents totaling 77 which is 36.7% like going to branded stores for their coffee, 61 (29%) go to convenience stores, 27 (12.9%) take ready to drink (RTD), 25 (11.9%) prefer street vendors, and others 14 (6.7%) respectively.

4.2 The analysis of the Independent and the Dependent Variables.

All the independent variables (sensory appeal, packaging and branding, service quality, environmental protection, perceived health concerns, perceived hedonic value, and subjective norm) were measured on a five point Likert scale ranging from 1 as lowest agreeable to 5 as the highest agreeable level.

5 = Strongly Agree

4 = Somehow Agree

3 = Moderately Agree

2 = Somehow Disagree

1 = Strongly Disagree

The highest mean scores of the independent variables means highest interest of the customers on the independent variables which is used in determining purchase intentions.

The total mean scores can be grouped as follows:

1.00 – 1.49 indicates lowest interest level

1.50 – 2.49 indicates low interest level

2.50 – 3.49 indicates moderate interest level

3.50 – 4.49 indicates high interest level

4.50 – 5.00 indicates highest interest level

Table 4.12: Mean and Standard Deviation Sensory Appeal:

Sensory Appeal	Mean	Standard Deviation	Interpretation
The rich texture and flavor of coffee can brighten your day	3.83	.98	High
The taste of coffee should be consistent every day	3.73	1.03	High
My coffee should have a pleasant aroma	4.01	.88	High
Total	3.86	1.03	High

From the data presented on table 12, the results of the respondents' opinion on sensory appeal depict an overall high mean score (mean =3.85, S. D =1.03) which can be explained in details as follows:

The item that ranked highest is the coffee aroma (mean =4.01, S.D = 0.88), texture and flavor of coffee ranked high level (mean =3/83, S.D =0.98), and consistent taste also ranked high (mean =3.73, S.D =1.03) respectively.

Table 4.13: Mean and Standard Deviation Packaging along with Branding:

Packaging and Branding	Mean	Standard Deviation	Interpretation
The color of the coffee cups should be appealing	3.39	1.09	Moderate
The coffee cups should be creatively designed.	3.25	1.11	Moderate
The brand of my coffee should be well-known.	3.02	1.12	Moderate
The brand of my coffee should be memorable.	3.10	1.22	Moderate

The total mean scores on table 13 shows a moderate interest on all the items under packaging and branding. The coffee cups color (mean =3.39, S.D =1.09), cups design (mean =3.25, S.D =1.11), memorable brand name (mean =3.10, S.D =1.22), and well-known brand (mean =3.02, S.D =1.12) respectively.

Table 4.14: Mean and Standard Deviation Service Quality:

Service quality	Mean	Standard Deviation	Interpretation
Coffee shops should have friendly employees	4.41	.68	High
Coffee shops should provide fast services	4.16	.76	High
Coffee shops employees should have service minded attitude.	4.29	.72	High
Coffee shops employees should fulfill orders accurately.	4.39	.70	High

The total mean score on table 15 shows a high ranking on all the items on service, employees friendliness (mean =4.41, S.D =0.69), fulfilling orders accurately (mean =4.39, S.D =0.70), service mindedness (mean =4.29, S.D =0.72), and fast service offering (mean =4.16, S.D =0.76) respectively.

Table 4.15: Mean and Standard Deviation Environmental Protection

Environmental Protection	Mean	Standard Deviation	Interpretation
The coffee I drink should be produced without destroying our natural habitat.	4.22	.80	High
The coffee I drink should have environmental friendly packaging.	4.10	.90	
The coffee shops should produce their products considering environmental protection.	4.05	.85	High
The coffee I drink should have least waste.	4.49	5.04	High

The total mean scores on table 16 show a high ranking on all the items on environmental protection, least waste production (mean =4.49, S.D =5.04), without destroying natural habitat (mean =4.22, S.D =0.80), environmental friendly packaging (mean =4.10,S.D =0.90), and considering environmental protection (mean =4.05, S.D =0.85) respectively. The overall view of the total mean scores of the questionnaire items are that respondents are likely to have high interest in environmental protection.

Table 4.16: Mean and Standard Deviation Perceived Hedonic Value

Perceived Hedonic Value	Mean	Standard Deviation	Interpretation
Making new friends, keeping old ones over a cup of coffee is fulfilling.	3.75	.86	High
Drinking coffee is part of my daily routine.	3.52	1.14	High
Drinking coffee gets me going.	3.52	1.07	High
Drinking coffee is fun.	3.45	1.07	Moderate
Drinking coffee is very entertaining.	3.34	1.12	Moderate

The total mean scores on table 4.17 show 3 high rankings and 2 moderate ranking on the items on perceived hedonic value. Making new friends, keeping old ones over a cup of coffee is fulfilling (mean = 3.75, S.D = 0.86), drinking coffee is part of my daily routine (mean =3.52, S.D = 1.14), drinking coffee gets me going (mean = 3.52, S.D =1.07), drinking coffee is fun (mean =3.45, S.D = 1.07), and drinking coffee is very entertaining (mean = 3.34, S.D = 1.12) respectively.

Table 4.17: Mean and Standard Deviation Subjective Norm

Subjective Norm	Mean	Standard Deviation	Interpretation
My friends recommend me to drink coffee.	2.59	1.04	Moderate
My relatives tell me to drink coffee.	2.40	1.11	Low
Most people who are important to me think positively of my buying coffee.	2.79	1.15	Moderate
The majority of the people who are relevant to me help me purchase coffee.	2.69	1.26	Moderate

The total mean scores on table 4.18 show a moderate ranking on 3 of the items and 1 low ranking under subjective norm. Most people who are important to me think positively of my buying coffee (mean =2.79, S.D = 1.15), the majority of the people who are relevant to me help me purchase coffee (mean =2.69, S.D = 1.26), my friends recommend me to drink coffee (mean = 2.59, S.D =1.04), and my relatives tell me to drink coffee (mean =2.40, S.D = 1.11) respectively.

Table 4.18: Mean and Standard Deviation Perceived Health Concerns

Perceived health concerns	Mean	Standard Deviation	Interpretation
The coffee I drink should be nutritional.	3.48	1.15	Moderate
The coffee I drink should not have harmful ingredients.	4.20	.94	High
The coffee I drink should enhance my wellbeing.	3.81	.98	High
The coffee I drink should be organic.	3.49	1.11	Moderate

The total mean scores on table 4.19 show 2 high and 2 moderate ratings on the items on health. Not have harmful ingredients (mean =4.20, S.D = 0.94), should enhance wellbeing (mean = 3.81, S.D = 0.98), organic coffee (mean = 3.49, S.D = 1.11), and should be nutritional (mean = 3.48, S.D = 1.15) respectively.

Table 4.19: Mean, Standard Deviation of the dependent variable Customer Purchase Behavior

Customer purchase behavior	Mean	Standard Deviation	Interpretation
I purchase coffee every day.	3.18	1.27	Moderate
I buy coffee that is not my usual choice if it's accessible.	3.14	1.01	Moderate
I make an effort to purchase coffee.	3.12	1.15	Moderate

The total mean scores on table 4.20 show a moderate ranking on all the items on customer purchase behavior. I purchase coffee every day (mean = 3.18, S.D = 1.27), I buy coffee that is not my usual choice if it's accessible (mean = 3.14, S.D =1.01), and I make an effort to purchase coffee (mean = 3.12, S.D = 1.15) respectively.

4.3: Hypothesis Testing

Basically, this study aims to explore the relationship between sensory appeal and packaging and branding (independent variables) and perceived hedonic value (dependent variable), environmental protection and perceived health concerns (independent variables) and subjective norm (dependent variable), service quality(independent variable) and consumer purchase behavior (dependent variable), perceived hedonic value (independent variable) and consumer purchase behavior (dependent variable), subjective norm (independent variable) and consumer purchase behavior (dependent variable) and sensory appeal, packaging along with branding, service quality, environmental protection, perceived hedonic value, subjective norm, and perceived health concerns (independent variables) towards consumer purchase behavior (dependent variable).

4.3.1: Pearson Correlation Coefficient

Pearson correlation coefficient measures the strength and direction of linear relationships between pairs of continuous variables. Pearson correlation is commonly used to measure correlation among variables and correlation within and between set of variables. It also indicates the following:

1. Whether a statistically significant linear relationship exist between two continuous variables.
2. The strength of a linear relationship
3. The direction of a linear relationship (increasing and decreasing)

Correlation can take on any value in the range -1 and 1. The sign of correlation coefficient indicates the direction of the relationship, while the magnitude of the correlation that is how close it is to -1 or 1 indicates the strength of the relationship.

-1 = perfectly negative linear relationship meaning as the value of one variable increases the value of the other variable decreases.

1 = perfectly positive linear relationship that is as the value of one variable increases so does the value of the other variable.

0 = no relationship

(Cohen, 1988; Kent State University, 2017)

Using SPSS software to compute the correlation coefficient for this study hence the following guidelines have been proposed.

Table 4.20: Correlation Coefficient Guidelines Coefficient, r

Strength of relationship	Positive	Negative
Small	.1 to .2.9	-.1 to -.2.9
Medium	.3 to .5	-.3 to -.4.9
Large	.5 to 1	-.5 to -1

(Cohen, 1988)

Pearson correlation coefficient is used to test hypothesis 1 (H1) to hypothesis (H6) as it is expected that a positive relationship exist between the independent variables and the dependent variable.

Table 4.21: Hypothesis of the research

H1: Sensory Appeal and packaging along with branding positively impact perceived hedonic value.
H2: Environmental protection and perceived health concerns positively impact subjective norm.
H3: Service quality positively relate to customer purchase behavior
H4: Perceived hedonic value positively relate customer purchase behavior
H5: Subjective norm positively relate customer purchase behavior
H6: Service quality, perceived hedonic value, and subjective norm positively impact customer purchase behavior

4.3.2: Multiple Regression Analysis

Multiple regression analysis is a tool commonly used to study the correlation between a dependent variable and a number of independent variables (Shun-jing et al., 2017). The multiple regression assumptions are confirmed to be not violated and the assumptions include normal distribution, independence of errors, equality of variance, influential outliers, and multicollinearity (Laerd statistics, 2017). Multiple regression analysis could be used to establish the individual influence of a set of independent variables on a dependent variable (Blaikie, 2003). To be able to determine the influence of one independent variable, the influence of the other independent variables were held constant.

4.3.3: Multicollinearity

Multicollinearity generally occurs when there are high correlations between two or more independent variables. Multicollinearity or high correlation between the independent variables in a regression equation can make it difficult to correctly identify the most important contributors to a physical process. Multicollinearity constitutes a threat of effective estimation of structural relationship commonly sought

through the use of regression techniques (Sarkar, Ranjan Mukhopadhyay, & Kumar Ghosh, 2014). Multicollinearity inflates the variance of the parameter estimates hence it may lead to lack of statistical significance of individual independent variables even though the overall model may be significant. Multicollinearity could be detected by using variance inflation factor (VIF). VIF is an index which measures how much variance of an estimated regression coefficient is increased because of multicollinearity. A VIF of 1 means that there is no correlation among the predictor variables and hence the variance is not inflated. The Thumb general rule states that VIF of 4 and exceeding 10 are signs of serious multicollinearity that requires correction or the results of the analyses are questioned (Robert, 2007)

The table below shows the collinearity diagnostics for all the independent variables for this study, the diagnostics show that both the tolerance values and the VIFs are within the acceptable range hence proves that there is no multicollinearity.

Table 4.22: Collinearity Diagnostics for All the Independent Variables

Independent Variables	Tolerance	VIF
Sensory appeal	.889	1.125
Packaging and branding	.760	1.316
Service quality	.712	1.405
Environmental protection	.727	1.376
Perceived hedonic value	.730	1.369
Subjective norm	.773	1.293
Health concerns	.672	1.487

Table 4.23: Multiple regression analysis, hypothesis 1, 2, and 6

Hypothesis 1:	Independent Variable	Std. Error	Beta (β)	Sig.	VIF
Dependent Variable: Perceived Hedonic Value. r = .405, R^2 = .164, Constant = 1.862	Sensory Appeal (SA)	.064	.230**	.000*	1.039
	Packaging and Branding (PB)	.055	.292**	.000*	1.039
Hypothesis 2:	Perceived health concerns (PHC)	.083	.290**	.000*	1.240
Dependent Variable Subjective Norm. r = .289, R^2 = .083, Constant = 1.416	Environmental protection (EP)	.087	-.002	.976	1.
Hypothesis 6:	Service quality (SQ)	.096	-.022	.723	1.033
Dependent Variable Consumer Purchase Behavior. r = .484, R2 = .234, Constant = 1.186, p = .01	Perceived hedonic value (PHV)	.081	.450**	.000*	1.228
	Subjective norm (SN)	.067	.080	.231	1.192

*Statistical significant level of .01, n = 210

Hypothesis 1, sensory appeal and packaging along with branding have positive impact on perceived hedonic value. At .01 level of significance, sensory appeal and packaging and branding (independent variables) show a medium positive influence on perceived hedonic value (dependent) hence the hypothesis is accepted.

The result from analysis of variance (ANOVA) in the multiple regression output yield a significant result, F (2,207) = 20.329, p = .01. It could be concluded from this that, the 2 independent variables explained 16.4% (R =.405, R2 = .164) of the variance.

Hypothesis 2, perceived health concerns and environmental protection have positive impact towards subjective norm. Statistical significant level of .01 perceived health concerns and environmental protection (independent variables) show a positive result but only perceived health concerns has a medium positive impact on subjective norm (dependent value) at .01 significant level still the hypothesis is accepted.

The result from analysis of variance (ANOVA) in the multiple regression output yield a significant result, F (2,207) = 9.420, p = .01. It could be concluded from this that, the 2 independent variables explained 8.3% (R =. 289, R2 =. 083) of the variance.

Hypothesis 6, service quality, perceived hedonic value, and subjective norm have positive impact towards consumer purchase behavior. At .01 significance level, perceived hedonic value show a high positive impact towards consumer purchase behavior whereas service quality and subjective do not have an impact towards consumer purchase behavior however, the hypothesis is accepted.

The result from analysis of variance (ANOVA) in the multiple regression output yield a significant result, F (3,206) = 21.032, p = .01. It could be concluded from this that, the 3 independent variables explained 23.4% (R = .484, R2 = .234) of the variance

Table 4.31: Hypothesis 3, 4 and 5 can be interpreted from Pearson's correlation coefficient analysis as follows.

Analysis of correlation between independent variables and the dependent variable using Pearson's Correlation Coefficient of service quality, perceived hedonic value, and subjective norm that positively affecting coffee consumers in Wattana District

Table 4.24: Analysis of correlation between independent and dependent variables

Variables	Mean	SD	SQ	PHV	SN	CPB
Service quality(SQ)	4.31	.59	1			
Perceived hedonic value (PHV)	3.54	.76	.176*	1		
Subjective norm (SN)	2.62	.90	.049	.128*	1	
Purchase behavior(CPB)	3.15	.91	.061	.478**	.259**	1

Correlation is significant at the .01 level

Correlation is significant at the .05 level

Hypothesis 3, service quality has positive relationship towards consumer purchase behavior. The Pearson's correlation analysis result depicted that service had no relationship towards consumer purchase behavior, .061 at .01 significant level, hence the hypothesis is rejected.

Hypothesis 4, perceived hedonic value has positive relationship towards consumer purchase behavior. The analysis result portrayed that perceived hedonic value had positive relationship towards consumer purchase behavior from Pearson's correlation coefficient, .478** at .01 significant level, therefore the hypothesis is accepted.

Hypothesis 5, subjective norm has positive relationship towards consumer purchase behavior. The analysis result signified that subjective norm had positive relationship towards consumer purchase behavior from Pearson's correlation coefficient, .259** at .01 statistical significant level, therefore the hypothesis is accepted.

The multiple regression analysis could be said to be proper model for consumer purchase behavior prediction. From the regression coefficient results illustrated in the table above, it shows that two independent variables had significant influence on the dependent variable (consumer purchase behavior) at .01 significant level. The independent variables that could predict consumer purchase behavior include perceived hedonic value, and subjective norm are all positive, however, only perceived hedonic value proved to predict customer purchase behavior at .01 significance level whereas subjective norm had a positive beta but could not be accepted in this research because it is not within .01 level of significance. The unstandardized coefficient (B) tells how much an independent variable could increase the dependent variable whereas the standardized coefficient (β) tells which of the independent variable has the most influence on the dependent variable. Conclusively, the independent variable with the most influence on the dependent variable is perceived hedonic value (sig = .000, β = .450). While service quality (sig = .723, β= -.022), and subjective norm (sig = .231, β= .080) have no influence on the dependent variable. Perceived hedonic value explained positive influence on consumer purchase behavior at 23.4% the remaining 76.6% might be influence from other variables not used in this research. The standard error was ±.457 using the following equation.

Y (consumer purchase behavior) = 1.186 + .450 (perceived hedonic value)

The implication of this equation is as below

If, perceived hedonic value was increased by 1 point and other factors remained the same it will then result in consumer purchase behavior being increased by .450 points.

Data from the table above was used to test the following hypothesis.

Hypothesis 6, using Multiple Regression Analysis. The result showed that perceived hedonic value had positive influence towards consumer purchase behavior at statistical significant level of .01. Whereas, service quality, and subjective norm had no positive influence on consumer purchase behavior at .01 level of significance

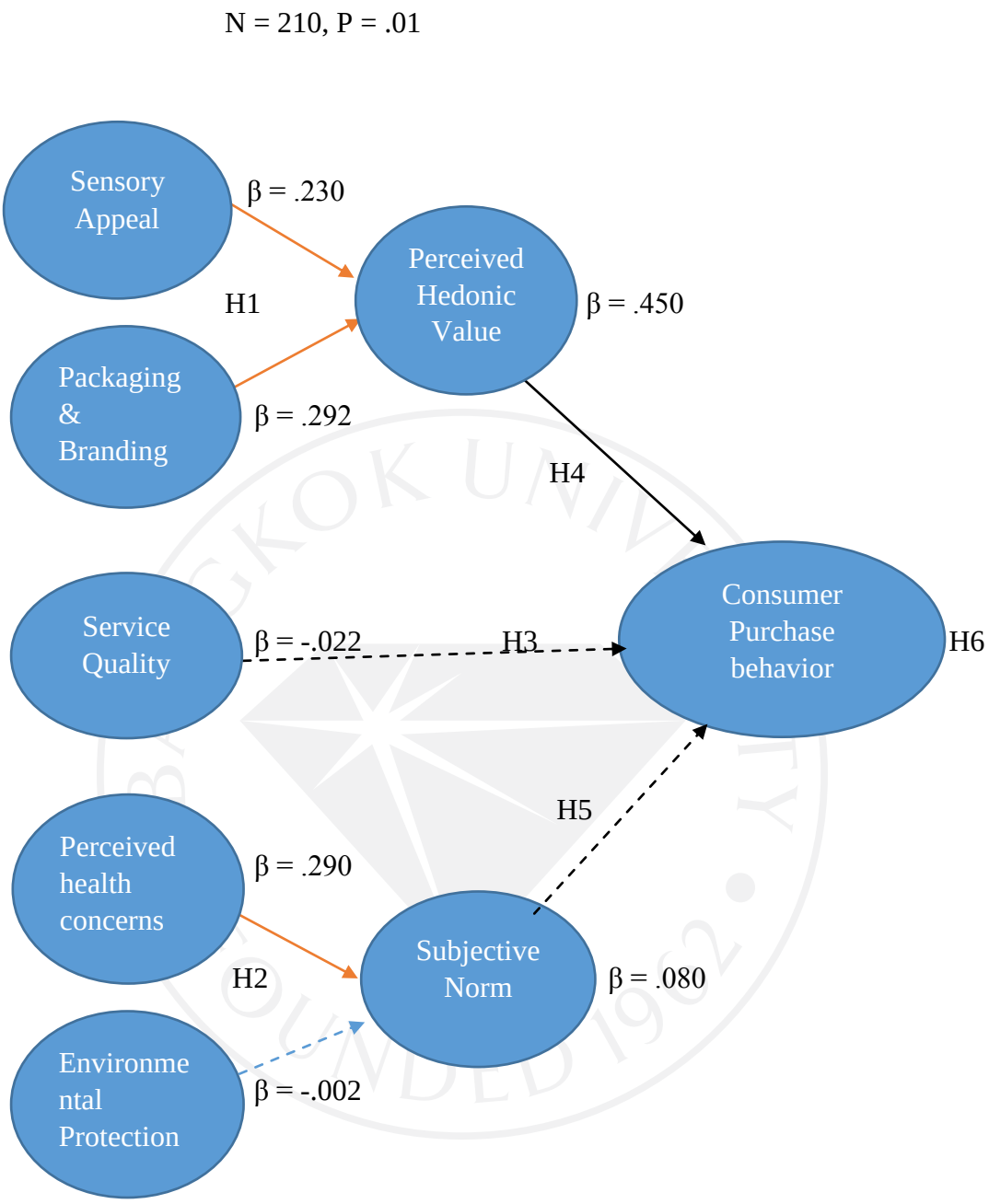

Figure 4:1: Result of Hypothesis Testing

Table 4.25: Summary of Result from Hypothesis Testing

Hypothesis	Support
H1: Sensory appeal and packaging and branding positively impact perceived hedonic value	Yes
H2: Perceived health concerns and environmental protection positively impact subjective norm	Yes
H3: Service quality positively relate to customer purchase behavior	No
H4: Perceived hedonic value positively relate to customer purchase behavior	Yes
H5: Subjective norm positively relate to customer purchase behavior	Yes
H6: Service quality, perceived hedonic value, and subjective norm positively impact customer purchase behavior	Yes

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

This chapter summarizes and presents the main points from the research analysis. This research aims to answer the assumptions of this study.

Summary of the Study

The purpose of this research was to study the positive influence of sensory appeal, packaging along with branding, service quality, environmental protection, perceived health concerns, perceived hedonic value, and subjective norm on coffee consumers in Wattana District in Bangkok metropolis. A quantitative approach that used questionnaire as a data collecting tool.

The population for the research was from Wattana District which was around 84,214 people in 2015 (Fiscal Invesment Information Center of BMA, 2015). The sample size was drawn from coffee consumers in coffee shops and bakery shops, convenience stores, fast food stores and street coffee kiosks at Thonglor, Ekkamai and Prakhanong areas in Wattana District of Bangkok metropolis between February 2017 and April 2017. A sample size of 210 respondents and the results were analyzed using SPSS version 23.0 program.

Hypothesis Assumption

The factors studied are sensory appeal, packaging along with branding, service quality, environmental protection, perceived health concerns, perceived hedonic value, and subjective norm and their influence on coffee consumers in Wattana

District in Bangkok found that majority of the participants are females between the ages of 25-35 years old and singles. Most had obtained bachelor degrees, majority earned between 20,000 and 30,000 baht per month and working with others. Most of the respondents preferred cappuccino and like coffee in the morning from branded stores.

Hypothesis 1 sensory appeal and packaging along with branding have positive impact towards perceived hedonic value. The result from the analysis proves that sensory appeal, and packaging along with branding have positive impact towards perceived hedonic value at .01 level of significance, therefore the hypothesis is accepted.

Hypothesis 2 perceived health concerns and environmental protection have positive impact towards subjective norm. The result from the analysis indicates that perceived health concerns has positive impact towards subjective norm at .01 significant level but environmental protection does not, still the hypothesis is accepted.

Hypothesis 3 service quality has positive relationship towards customer purchase behavior. The result from the analysis depicts that service quality has no positive relationship towards customer purchase behavior at .01 level of significance hence the hypothesis is rejected.

Hypothesis 4 perceived hedonic value has positive relationship towards customer purchase behavior. The result from analysis shows that perceived hedonic value has positive relationship towards customer purchase behavior at .01 significance level, therefore the hypothesis is accepted.

Hypothesis 5 subjective norm has positive relationship towards customer purchase behavior. The result from the analysis stipulates that subjective norm has positive relationship towards customer purchase behavior at .01 significance level, so the hypothesis is accepted.

Hypothesis 6 service quality, perceived hedonic value, and subjective norm have positive impact towards customer purchase behavior. The result from the analysis portrayed that perceived hedonic value have positive impact towards customer purchase behavior so the hypothesis is accepted.

From the above, the factors that could predict perceived hedonic value were sensory appeal, and packaging along with branding, the factor that could predict subjective norm is perceived health concerns and the one that could predict consumer customer purchase behavior is perceived hedonic value with 23.4% influence, 76.6% must be influence from other factors not included in this study. The standard error was ±.457 using the following equation.

Y (consumer purchase behavior) = 1.186 + .450 (perceived hedonic value)

Summary

The factors studied are sensory appeal, packaging along with branding, service quality, environmental protection, perceived health concerns, perceived hedonic value, and subjective norm and their influence on customer purchase behavior on coffee consumers in Wattana Distrist in Bangkok. A quantitative approach that used questionnaire as a data collecting tool. The population for the research was from Wattana District which was around 84,214 people in 2015 (Fiscal Invesment Information Center of BMA, 2015). The sample size was drawn from coffee

consumers in coffee shops and bakery shops, convenience stores, fast food stores and street coffee kiosks at Thonglor, Ekkamai and Prakhanong areas in Watthana District of Bangkok metropolis between December 2016 and July 2017. A sample size of 210 respondents and the results were analyzed using SPSS version 23.0 program.

Hypothesis 1 which determines whether sensory appeal and packaging along branding have positive impact on perceived hedonic value was accepted because multiple regression analysis results, at .01 significant level showed that sensory appeal and packaging along with branding have positive impact towards perceived hedonic value. Sensory attributes which include the rich texture and flavor of coffee, no change in the taste of coffee, appealing to the drinkers' sense of smell, and sugar content (Edward, Wang, & Yu, 2016), packaging along with branding attributes include capacity, color, shape, typography, and brand name (Sorenson & Bogue, 2006) are important factors that influence customer perceived hedonic value, this is paramount because perceived hedonic value in this context was based on the positive emotional response consumers experience such as fun, joy, as well as making new friends derived by drinking coffee. (Lin, Wang, & Chang, 2011; Edward, Wang, & Yu, 2016). This can be concluded that sensory appeal and packaging along with branding appeal to the consumers emotions hence trigger excitement and pleasure.

Hypothesis 2 was to find out the positive impact of perceived health concerns and environmental protection towards subjective norm. The result from multiple regression analysis at .01 significant level proved that perceived health concerns has positive impact towards subjective norm but environmental protection does not. Perceived health concerns is believed to be a predictor of subjective norm. A rational

consumer always put health consideration in the forefront especially nowadays that a lot of diseases are linked to coffee consumption (Armstrong, McDonald, & Sloan, 1992). Some coffee consumers opt to drink coffee in the morning due to health benefits of giving fresh start and alertness to work(Rogers, 2012). Others are also concern about taking much coffee due to health consequencies of caffein found in coffee drinks. On the other hand, coffee consumers pay less attention to the issue of enviromental protection as some consider that an issue that coffee makers should deal with. An attractive packaging is good and considerable for coffee consumers but yet consumers do not really bother if the packaging is environmentally friendly or not.

Hypothesis 3 the hypothesis was formulated to study if service quality has positive relationship towards customer purchase behavior. Pearson's correlation analysis result at .01 significant level indicated that there is no relationship between service quality and customer purchase behavior. Chen & Hu, (2010) investigated empirically how the determinant attributes of coffee service quality influenced customer-perceived value in the coffee outlet industry found that service quality significantly impacted customer purchase behavior because the service industry including coffee outlets were forced to find new ways of offering competitive advantage such as providing cheerful attitudes of staff, no waiting times for customers, genuine service minded staff, and service minded in taking orders by staff (Chen & Hu, 2010). This research proved otherwise probably because from the result of the demographic information analysis, majority of the respondents are single working class population who enjoyed drinking coffee in the morning and prefer purchasing coffee from branded stores like Starbucks, true coffee, etc. this confirms the researcher's observation that most of the respondents prefer to buy the coffee and

leave to their various places of work instead of enjoying the comfort of the store moreover, most of the respondents seem satisfied buying coffee from their favorite brands hence do not bother about the service delivery, furthermore, coffee seems to be an inelastic commodity and as such consumers might not be bothered much about service delivery once they have craving for coffee, they are willing to pay the price obtainable at the moment and not so much mindfull of the service offered them. These are the likely in the researcher's opinion reasons why service quality could not have influence on consumer purchase behavior.

Hypothesis 4 is to study whether perceived hedonic value has positive relationship towards customer purchase behavior. The result from pearson correlation analysis depicted that at .01 level of significance, perceived hedonic value has positive relationship towards customer purchase behavior. There was evidence in the past literature that hedonic value represented the emotional responses associated with product or service consumption and customer purchase behavior (Edward, Wang, & Yu, 2016). This could help to establish, as suggested by Ryu, Han, & Jang, (2010) that, coffee shop owners should make an effort to produce a more enjoyable and pleasant environment. This may involve or require the use of a more entertaining atmosphere, such as lighting, color, music, unique interior design and decor, professional appearance of employees, and other aspects of experiences that make them enjoyable or exciting to experience (Ryu et al., 2010).

Hypothesis 5 this hypothesis seeks to find if subjective norm has positive relationship towards customer purchase behavior. From pearson's correlation analysis, subjective norm depicts positive relationship towards customer purchase behavior at .01 significant level. Subjective norm illustrates the perceived social

pressure a person feels while engaging in a behavior, which was built upon her/his beliefs of individuals that were important to her/his lives. Several researchers found that subjective norm had strong relationship with intentions and consequently behavior (Armitage & Conner, 2001; Chen, 2007). Lee et al. (2015) confirmed that if consumers believed that people who were important to them considered organic coffee as healthier, fresher, more credible, and produced through environmentally friendly means, then they would purchase organic coffee.

Subjective norm has to do with respondents relationships (friends and family). The result from multiple regression analysis in this study proves that subjective norm has no impact on consumer purchase behavior probably because the respondents drink coffee for their own pleasure and excitement and were hardly with any friend or family.

Hypothesis 6 is formulated to study whether service quality, perceived hedonic value, and subjective norm have positive impact towards customer purchase behavior. The result from multiple regression analysis at .01 significant level showed that only perceived hedonic value have positive impact on customer purchase behavior while service quality and subjective norm do not have positive relationship towards customer purchase behavior. Perceived hedonic value is the positive emotional response consumers experience such as fun, joy, as well as making new friends derived by drinking coffee. (Lin, Wang, & Chang, 2011; Edward, Wang, & Yu, 2016)

Suggestion for Businesses

The result of this research titled the study of factors positively affecting purchase behavior of coffee consumers in Wattana District in Bangkok metropolis, can be used by coffee business owners and marketing managers as an added value development to the business and marketing strategies they have to be able to maximize the findings of this research.

These results supported the previous research of Lin et al. (2011), and Edward, Wang, & Yu (2016) that perceived hedonic value was based on the positive emotional response consumers experience such as fun, joy, as well as making new friends derived by drinking coffee. The findings supported the work of Edward, Wang, & Yu (2016) which stated that sensory appeal correlated positively with the fact that consumers wanted to pay for food based on their judgment of the taste and the results were similar to the studies of Chen & Sun (2014) and Grundey (2010) product packaging along with branding conveyed the functional, symbolic, and experiential benefits of products and was one of the most powerful elements in the marketing communications mix. Furthermore, the result also supported the work of Lee, Bonn, & Cho (2015) that perceived health concerns is a predictor and has positive impact towards subjective norm.

Coffee business owners like starbuck, true coffee, and café amazon or coffee marketing managers should emphasize on perceived hedonic value by illustrating that drinking coffee is fun, joy, enjoyable and great for making new friends in order to gain coffee purchase behavior from their customers. They should emphasize on sensory appeal of coffee such as rich texture, flavor of coffee, and consistent tastes

also emphasize on packaging along with branding by using brightly colored, and wrapping, creative design, great brands, and memorable brands for their coffee consumers to be able to portray that drinking coffee is fun (perceived hedonic value). Then, they should emphasize on perceived health concerns such as the nutrient content, no harmful ingredients, and how one's wellbeing can be enhance through coffee consumption to be able to encourage subjective norm which consist of word of mouth about great coffee, building trust among close friends through coffee purchasing promotions, and confirming positive choice to buy coffee if his/her sphere of influence agreed to it.

Most respondents of this research suggested the following in the open ended section of the questionnaire survey they answered, and I feel it will be good for businesses if owners could consider them.

Cleanliness: a clean environment is welcoming and an attraction to a lot of people. Not only should the inside of the store be kept constantly clean, even the outside environment where the store is located should be properly maintained as clean as possible. Products displayed on shelves should always be clean because goods covered with dust could turn customers away. Businesses that should maintained a high level of cleanliness includes medical treatment facilities, hotels, and restaurants of which coffee shops fall within the categories.

Organization: a well organize store makes it easy for customers to shop around especially where there are different kinds and types in display. The different types should be displayed in such a way that they are visible especially the popular ones. In case they are many, proper labeling will be helpful in making customers identify the ones they need.

Colors, lightings and music: Businesses that provide entertainments requires suitable place for customers' relaxation. Coffee shop owners should take in to consideration colors used in beautifying their shops, the proper lightings to suit the time, and occasion and the type of music that is played. The target customers should be considered when putting together the above in place. Youngsters prefer bright colors and upbeat music playing in the store. Lighting and trending fixtures may be all you needed to create a hip atmosphere for young customers.

Recommendations for Future Research

The following issues are worth considering for future study by a would-be researcher on this topic.

Thoeries and knowledge on perceived hedonic value, subjective norms, packaging along with branding, and sensory appeal had been expanded. Future research includes data collection in other cities like Chiang Mai or Phuket to compare the results. Also, data can be collected, compared, and analyzed between Thai, and foreign coffee consumers in Thailand.

The result of this empirical work was quite surprising that service quality was not a determinant of consumer purchase behavior. Then, future research should be considered on whether service quality might be determinant of brand equity since coffee consumers in Bangkok may mainly rely on coffee brands and expect to receive best service delivery.

Store atmosphere: from the questionnaires administered, there were several comments suggesting that store atmosphere could influence purchase behavior. This being the case, the researcher would like to recommend for further study the issue of

store atmosphere as a variable in future research. Store atmosphere represent the physical outlook of a business used to create an image.

Price disparity: it had been described by the respondents that foreign companies had high and premium price for their imported coffee to Thailand while locally grown coffee producers sell cheap price. Some respondents did commented on this issue in the open ended section of the questionnaires administered to them, the researcher after due consideration found it an important matter to be included in recommendation for future study.

From the researcher's understanding, coffee business in Thailand has a lot of participants both local and international. Fair dealing among participants will remove unhealthy competition and promote the general growth of the industry. A further study on this subject is highly recommended.

Limitation of the Research

A question had factor loading value of less than 0.3 during factor analysis, this question need to be adjusted or deleted from the group during future research (Chen, Srinivasan, Elkasabany, & Berenson, 1999; Chung et al., 2008; Kline, 2014). The question that falls short of the recommended factor loading value is: the coffee I drink should have least waste (EP4) in environmental grouping, question 4.

The use of a convenience sample presents constraints in that the findings may not be representative of the entire study population. To provide evidence of generalizability, further research is needed to replicate the findings in other sampling methods.

BIBLIOGRAPHY

Adkins, L., Burgess, B., & Wesley, S. (2002). Expanding the loyalty concept to include preference for a shopping mall. *The International Review of Retail, Distribution and Consumer Research, 12(*3), 225-236.

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Process, 50*(2), 179-211.

Allen, M.J., & Yen, W.M. (1979). *Introduction to measurement theory.* Monterey: Brooks-Cole.

Angkasith, P. (2002). *Coffee Production Status and Potential of Organic Arabica Coffee in Thailand.* Retrieved from http://www.journal.au.edu/au_techno/2002/jan2002/article3.pdf

Armitage, C. J., & Conner, M. (2001). Efficacy of the theory of planned behavior: a meta-analytic review. *British Journal of Social Psychology, 40(*4), 471-499.

Armstrong, G. & Kotler, P. (2007). *Marketing: An Introduction*. Prentice Hall, NJ, pp.

Armstrong, J. S., Morwitz, V. G., & Kumar, V. (2000). Sales forecasts for existing consumer products and services: do purchase intentions contribute to accuracy? *International Journal of Forecasting, 16*, 383-397.

Armstrong, B. G., McDonald, A. D., & Sloan, M. (1992). Cigarette, alcohol, and coffee consumption and spontaneous abortion. *American journal of public health, 82*(1), 85-87.

Arnold, E. J., & Zinkhan, G. M. (2004). *Consumers.* NY*:* McGraw-Hill/Irwin Series.

Barber, N., Kuo, P., Bishop, M. & Goodman, R. (2012). Measuring psychographics to

assess purchase intention and willingness to pay. *Journal of Consumer Marketing*, *29*(4), 280-293.

Barsky, J., & Nash, L. (2002). Evoking emotion: affective keys to hotel loyalty. *The Cornell Hotel and Restaurant Administration Quarterly*, *43*(1), 39-46.

Bazoche, P., Deola, C. & Soler, L. (2008). *An experimental study of wine consumers' willingness to pay for environmental characteristics.* Paper presented at the 12th Congress of the European Association of Agriculture Economists. Retrieved

from www.legrenelleenvironment.fr/grenelle-environment

Berry, L. L. (2000). Cultivating service brand equity. *Journal of the academy of Marketing Science*, *28*(1), 128-137.

Biyan, W., & Mengshi, T. (2014). The relationship between the section of perceived value and shopping satisfaction. *Business Research, 6*, 134-143.

BlackCanyonCoffee. (2017). *History*. Retrieved from http://blackcanyonthai.com/about_us.aspx

Blackwell, R., Miniard, P., & Engel, J. (2001). *Consumer Behavior*. South-Western: Ohio.

Blaikie, N. (2003). *Analyzing quantitative data from description to explanation*. London: Sage.

Blodgett, J. G., Granbois, D. H., & Walters, R. G. (1993). The effects of perceived justice on complainants' negative word-of-mouth behaviour and repatronage intentions. *Journal of retailing*, *69*(4), 399-428.

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: what is it? How is it measured? Does it affect loyalty? *Journal of Marketing Research, 73*(3), 52-68.

Bronnenberg, B. J., Dhar, S. K., & Dubé, J. P. (2007). Consumer packaged goods in the United States: National brands, local branding. *Journal of Marketing Research, 44*(1), 4-13.

Chaisamran, C., & Kanthawongs, P. (2016). *Factors positively affecting automobile consumers at Thailand international motor expo 2015 in Bangkok*. Phranakhon Rajabhat University conference Bangkok. Graduate school Phranakhon Rajabhat University.

Chapman, K. J. (2001). Measuring intent: there's nothing 'mere' about mere measurement effects. *Psychology and Marketing, 18*, 811-841.

Chen, C. F., & Tsai, M. H. (2008). Perceived value, satisfaction, and loyalty of TV travel product shopping: Involvement as a moderator. *Tourism Management, 29*, 1166-1171.

Chen, H., & Sun, T.-H. (2014). Clarifying the impact of product scarcity and perceived uniqueness in buyers' purchase behavior of games of limited-amount version. *Asia Pacific Journal of Marketing and Logistics, 26*(2), 232-249.

Chen, M. F. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: moderating effects of food-related personality traits. *Food Quality and Preference, 18*(7), 1008-1021.

Chen, P., & Hu, H. (2010). How determinant attributes of service quality influence customer- perceived value: An empirical investigation of the Australian coffee outlet industry. *International Journal of Contemporary Hospitality Management, 22*(4), 535-551. doi: doi:10.1108/09596111011042730

Chen, P. T., & Hu, H. H. (2010). The effect of relational benefits on perceived value in relation to customer loyalty: An empirical study in the Australian coffee outlets industry. *International journal of hospitality management, 29*(3), 405-412.

Chem, W., Srinivasan, S. R., Elkabasany, A., & Berenson, G. S. (1999). Cardiovascular risk factors clustering features of insulin resistance syndrome (syndrome X) in a biracial (black- white) population of children, adolescents, and young adults the bogalusa heart study. *American journal of epidemiology, 150*(7), 667-674.

Chen, Y.-C., Shang, R.-A., Shu, C.-Y., & Lin, C.-K. (2015). The Effects of Risk and Hedonic Value on the Intention to Purchase on Group Buying Website: The Role of Trust, Price and Conformity Intention. *Universal Journal of Management, 3*(6), 246-256.

Chisnall, P. M. (1995). *Consumer Behavior.* London: McGraw-Hill.

Choi, E., Choi, K.-H., Park, S. M., Shin, D., Joh, H. K., & Cho, E. (2016). The Benefit of Bone Health by Drinking Coffee among Korean Postmenopausal Women: A Cross-Sectional Analysis of the Fourth & Fifth Korea National Health and Nutrition Examination Surveys.

Chung, F., Yegneswarn, B., Liao, P., Chung, S. A., Vairavanathan, S., Islam, S., Shapiro, C.M. (2008). Stop questionnaire: A tool to screen patients for

obstructive sleep apnea. *The journal of the American society of anesthesiologists, 108(*5), 812-821.

Clark, E. (2016). *How to Start Your Own Business in Thailand*. Retrieved from https://toughnickel.com/starting-business/How-to-Start-Your-Own-Business-in-Thailand.

Cohen, J. (1977). *Statistical Power Analysis for the Behavioral Sciences*. New York: Academic.

Craig, J. B., & Moores, K. (2006). A 10- Year longitudinal investigation of strategy, systems, and environment on innovation in family firms. *Family Business Review, 19*(1), 1-10.

Didier, T. & Lucie, S. (2008). Measuring consumer's willingness to pay for organic and fair trade products. *International Journal of Consumer Studies, 32*, 479-490.

Edvardsson, J. Gustafsson, A. & Strandvik, A. (2000). The effects of satisfaction and loyalty on profits and growth: products versus services. *Total quality management, 11*(7), 917-927.

Erdfelder, E., Faul, F., & Buchner, A. (1996). GPOWER: A general power analysis program. *Behavior Research Methods Instruments & Computers, 28*(1), 1-11. doi: 10.3758/BF03203630

Euromonitor. *(2017). Cafés/Bars in Thailand.* Retrieved from *http://www.euromonitor.com/cafes*-bars-in-thailand/report

Field, A. P. (2005). *Discovering statistics using SPSS*. London: Sage.

Freemantle, D. (2004). *What customers like about you: Adding emotional value*. Nicholas: Brealey.

GFK (2007). Americans reach environmental turning point: Companies need to catch Up. *Custom Research North America*. Retrieved from www.prnewswine.com/cgi-bin/stories. pl?acct¼104&story¼/www.story/08-22 207/00046497348$edate#linktoppagebottom (accessed August 15, 2012

Gingrich, C., & King, E. (2012). Does Fair Trade Fulfil the Claims of its Proponents? Measuring the Global Impact of Fair Trade on Participating Coffee Farmers. *Journal of Cooperatives, 26*, 17-39.

Grundey, D. (2010). Functionality of product packaging: Surveying consumers' attitude towards selected cosmetic brands. *Economics & Sociology, 3*(1), 87-103.

Gupta, S., Jain, K., & Jain, D. (2009). Customer retention strategies for organized retailers in semi-urban markets. *IUP Journal of Marketing Management, 8* (2), 23-37.

Huang, C. L. (1996). Consumer preferences and attitudes towards organically grown produce. *European Review of Agricultural Economics, 23*(3-4), 331-342.

Irani, N., & Hanzaee, K. H. (2011). The Effects of Variety-seeking Buying Tendency and Price Sensitivity on Utilitarian and Hedonic Value in Apparel Shopping Satisfaction. *International Journal of Marketing Studies, 3*(3), 89-103.

Kanthawongs, P. (2017). *How To Use G*Power To Calculate Sample Size with Multiple Regression Analysis*. Bangkok: Bangkok University.

Kazakeviciute, A., & Banyte, J. (2012). The Relationship of Consumers Perceived Hedonic Value and Behavior. *Inzinerine Ekonomika-Engineering Economics, 23*(5), 532-540.

Kent State University. (2017). *SPSS tutorial: Pearson Correlation*. Retrieved from http://libguides.library.kent.edu/SPSS/PearsonCorr

Keppel, G., & Zedeck, S. (1989). *Data analysis for research design: Analysis of variance and multiple regression/correlation approaches.* Gordonsville, VA: W. H. Freeman.

Kioumarsi H., Khorshidi, K.J., Yahaya, Z.S., VanCutsem, I., Zarafat. M Rahman, W.,A (2009). Consumer satisfaction: the case of fresh meat eating quality preferences and the USDA yieldgrade standard. *Int'l Journal of Arts & Sciences (IJAS) Conference*, Gottenheim, Germany.

Kline, P. (2014). *An easy guide for factor analysis*. London: Routledge.

Kotler, P., & Gertner, D. (2002). Country as brand, product, and beyond: A place marketing and brand management perspective. *Journal of brand management, 9*(4), 249-261.

Kupiec, B., & Revell, B. (2001). Measuring consumer quality judgments. *British Food Journal, 103*(1), 7-22.

Laerd statististics. (2017). *Multiple regression analysis using SPSS*. Retrieved from https://statistics.laerd.com/spss-tutorials/multiple-regression-using-spss-statistics.php

Laroche, M., Bergeron, J. & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing, 18*, 503-520.

Lee, C., & Liao, C. (2009). The effects of consumer preferences and perceptions of Chinese tea beverages on brand positioning strategies. *British Food Journal*, *111*(1), 80-96.

Lee, K. H., Bonn, M. A., & Cho, M. (2015). Consumer motives for purchasing organic coffee: The moderating effects of ethical concern and price sensitivity. *International Journal of Contemporary Hospitality Management*, *27*(6), 1157-1180. doi: doi:10.1108/IJCHM-02-2014-0060

Lin, H.-H., Wang, Y.-S., & Chang, L.-K. (2011). Consumer responses to online retailer's service recovery after a service failure. *Managing Service Quality*, *21*(5), 511-534.

Lindsay, J., Carmichael, P.-H., Kröger, E., & Laurin, D. (2012). *Coffee: Emerging health effects and disease prevention.* Wiley: 97-110.

Lloyd, A. E., Yip, L. S., & Luk, S. T. (2011). An examination of the differences in retail service evaluation between domestic and tourist shoppers in Hong Kong. *Tourism Management*, *32*(3), 520-533.

Louis, L.T. (1928). Attitudes can be measures. *The American Journal of sociology*, *33* (3), 529 – 554.

Loureiro, M. (2003). Rethinking new wines: implications of local and environmentally friendly labels. *Foods policy*, *28*, 547- 560.

Magnusson, M. K., Arvola, A., Hursti, U. K. K., Åberg, L., & Sjöden, P. O. (2003). Choice of organic foods is related to perceived consequences for human health and to environmentally friendly behavior. *Appetite*, *40*(2), 109-117.

Marketingtearcher. (2017). *Buyer decision process.* Retrieved from http://www.marketingteacher.com/buyer decision process.htm

Massoud, M., Pham, V. K., & Ilham, D. (2014). Differences of customer purchase behavior toward organic rice in Indonesia and Taiwan. *International Journal of Quality and Service Sciences, 6*(4), 348-368. doi: doi:10.1108/IJQSS-04-2013-0024

May, P. H. (1996). *Coffee and the Environment*. Retrieved from http:// www.internationalcoffeeorganization.com

McMullan, R., & Gilmore, A. (2008). Customer loyalty: An empirical study. *European Journal of Marketing, 42*(9/10), 1084-1094.

Méndez, J. L., Oubiña, J. & Rubio, N. (2011). The relative importance of brand-packaging, price and taste in affecting brand preferences. *British Food Journal, 113* (10), 1229-1251.

Miles, J., & Shevlin, M. (2001). *Applying regression & correlation: A guide for students and researchers.* London: Sage.

McWilliam, G. (1997). Low involvement brands: Is the brand manager to blame? *Marketing Intelligence & Planning, 15*(2), 60-70.

Morwitz, V.G. (2001). Methods for forecasting from intentions data. *AIDS, 15,* S23.

Negash, R. (2016). Impact of fair-trade coffee certification on smallholder producers: Review paper. *Global Journal of Management and Business Research: B Economics and Commerce, 16*(5), 33-38.

Nelson, A. B., & Christopher, T. (2013). Experimental approach to assessing actual wine purchase behavior. *International Journal of Wine Business Research, 25*(3), 203-226. doi: doi:10.1108/IJWBR-2012-0013

Oliver, R. L. (1999). Whence consumer loyalty. *The Journal of Marketing*, 33-44.

Peter, J. P., & Olson, J. C. (2008) *Consumer behavior and marketing strategy*, (8th ed.). NY: McGraw-Hill Companies.

Pongsiri, K. (2015). Market feasibility for new brand coffee house: The case study of Thailand. *International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering, 7*(8), 2414-2416

Prasertsith, K., Kanthawongs, P., & Kanthawongs, P. (2015). *The factors affecting purchase intention of fashion accessories through instagram*. Retrieved from https://www.researchgate.net/publication/280056014_The_Factors_Affecting_Purchase_Intention_of_Fashion_Accessories_through_Instagram

Prendergast, G., & Pitt, L. (1996). Packaging, marketing, logistics and the environment: Are there trade-offs. *International Journal of Physical Distribution & Logistics Management, 26*(6), 60-72.

Pungchoo, O., Kanthawongs, P., & Chitcharoen, C. (2014). *The Relationship and the Influences of the Factors Affecting Purchase Intention of Organic Product Shop "A" in Pathumthani Province*. Suan Sunandha Rajabhat Conference Bangkok: Graduate School Suan Sunandha Rajabhat.

Radder, L., & Huang, W. (2008). High-involvement and low-involvement products: A comparison of brand awareness among students at a South African university. *Journal of Fashion Marketing and Management, 12*(2), 232-243.

Rogers, P. J. (2012). *Caffeine-our favorite drug.* Dushkin: McGraw-Hill.

Rolfe, J., Bretherton, P., Hyland, P., & Soosay, C. (2006). Statistical techniques to facilitate the launch price of fresh fruit: Bringing science to the art of pricing. *British Food Journal, 108*(2), 200-212.

Ruxton, C. (2012). *Health aspects of caffeine: benefits and risks*. Dushkin: McGraw-Hill.

Ryu, K., Han, H., & Jang, S. (2010). Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast- casual restaurant industry. *International Journal of Contemporary Hospitality Management, 22*(3), 416-432. doi: doi:10.1108/09596111011035981

Salomone, R. (2003). Life cycle assessment applied to coffee production: Investigating environmental impacts to aid decision making for improvements at company level. *Food, Agriculture & Environment, 1*(2), 295-300.

Satel, S. (2006). Is Caffeine Addictive? *The American Journal of Drug and Alcohol Abuse, 32*, 493-502.

Saunders, M., Lewis, P., & Thornhill, A. (2012). *Convenience sampling*. Retrieved from http://research-methodology.net/sampling-in-primary-data-collection/convenience-sampling/

Sarkar, A., Ranjan Mukhopadhyay, A., & Kumar Ghosh, S. (2014). Developing a model for process improvement using multiple regression technique: A case example. *The TQM Journal, 26*(6), 625-638. doi: doi:10.1108/TQM-12-2012-0105

Sazrinee, Z. A., Raja, A. A., Raja, A. E., Rahinah, I., & Muhammad, Z. I. (2014). A semantic approach in perception for packaging in the SME's food industries in Malaysia: a case study of Malaysia food product branding in United Kingdom. *Procedia - Social and Behavioral Sciences, 115*, 115-130.

Scarpi, D. (2006). Fashion stores between fun and usefulness. Journal of Fashion. *Marketing and Management, 10*(1), 7-24.

SCB EIC. (2014). *Cafe culture in Asian countries*. Retrieved from http://www.bangkokpost.com/print/388172/

Schiffman, L. G., & Kanuk, L. L. (2004). *Consumer behavior*. Upper Saddle River, NJ: Prentice-Hall.

Schmitt, B. (1999). *Experiential Marketing. How to get customers to sense, feel, think, act, and relate to your company and brands*. New York: The Free.

Sethitorn, S. (2015). *Thailand Food Market Report: Drinking and cup yogurt in Thailand*. Bangkok: National Food Institute.

Shun-jing, L., Rui-yun , C., Li, H., Rui-hong, L., Cheng-mei, L., & Jun, C. (2017). Investigation on the influence of pectin structures on the pasting properties of rice starch by multiple regression. *Food Hydrocolloids, 63*, 580-584.

Silayoi, P., Malai, V., Rajatanavin, R., & Speece, M. (2003). *The effects of packaging on consumer satisfaction and loyalty.* Paper presented at the Eighth International Conference on Marketing and Development Bangkok, Thailand.

Sirakaya, Turk E, Ekinci, Y., & Martin, D. (2015). The efficacy of shopping value in predicting destination loyalty. *Journal of Business Research, 30*(11), 144-159.

Sparks, P., Shepherd, R., Wieringa, N. & Zimmermans, N. (1995). Perceived Behavioral Control, unrealistic optimism and dietary change: An exploratory study. *Appetite, 24* (3), 243-255.

Solomon, M.R. (2006). *Consumer behavior: Buying, having and being.* NJ: Practice-Hall.

Solomon, M. R. (2007). *Consumer behavior*. NJ: Pearson Education.

Sorenson, D., & Bogue, J. (2006). Modelling soft drink purchasers' preferences for stimulant beverages. *International Journal of Food Science & Technology, 41*(6), 704-711.

Statista. (2017). *Total coffee consumption in Thailand from 1990 to 2016* (in 1,000 bags*). Retrieved from https://www.statista.com/statistics/314998/thailand-total-coffee-consumption/

Straub, D. W. (1989). Validating instruments in MIS research. *MIS Quarterly, 13*(2), 146- 169.

Torgler, B., Garcia-Valinas, M. & Macintyre, A. (2008). *Differences in preference towards the environment: The impact of a gender, age and parental effect.* Discussion Paper No. 221, QUT School of Economics and Finance, 1-37.

Torjusen, H., Lieblein, G., Wandel, M. & Francis, C.A. (2001). Food system orientation and quality perception among consumers and producers of organic food in Hedmark County, Norway. *Food Quality and Preference*, *12*(3), 207-216.

Trochim, W. M. K. (2006). *Nonprobability Sampling.* Retrieved from https://www.socialresearchmethods.net/kb/sampnon.php

TrueCoffee. (2017). *About.* Retrieved from http://truecoffee.truecorp.co.th/th

Udomkit, N., & Mathew, P. (2015). The analysis of Bangkok coffee chain's consumers and the influence of brand personalities on their purchasing decision. *Global Business Review, 16*(3), 415-424.

Underwood, R. L. (2003). The communicative power of product packaging: Creating brand identity via lived and mediated experience. *Journal of Marketing Theory and Practice, 11*(1), 62-76.

Underwood, R. L., & Klein, N. M. (2002). Packaging as brand communication: effects of product pictures on consumer responses to the package and brand. *Journal of Marketing Theory and Practice, 10*(4), 58-69.

Vanaja, M. V. (2013). Multi- culture consumer behaviour in the Abu Dhabi markets. *Education, Business and Society: Contemporary Middle Eastern Issues, 6*(1), 42-54. doi: doi:10.1108/17537981311314718

Vanichbuncha, K. (2008). *Multivariate analysis*. Bangkok: Thammasarn.

Vanichbuncha, K. (2009). *Statistics for research*. Bangkok: Thammasarn.

Vieria, J. (2009). *Emotional Engineering (How much emotions influence the purchase decision*. Paper presented at the ASOMERCADEO, Medellin, Colombia.

Wanh, Y.-H., & Chen, L.-Y. (2016). An Empirical Study of the Effect of Perceived Price on Purchase Intention Evidence from Low-Cost Carriers. *International Journal of Business and Social Science, 7*(4), 97-107.

Wang, E. S.T. (2013). The influence of visual packaging design on perceived food product quality, value, and brand preference. *International Journal of Retail & Distribution Management, 41*(10), 805-816.

Wang, E. S.-T., & Yu, J.-R. (2016). Effect of product attribute beliefs of ready-to-drink coffee beverages on consumer-perceived value and repurchase intention. *British Food Journal, 118*(12), 2963-2980. doi: doi:10.1108/BFJ-03-2016-0128

Wertenbroch, K. & Skiera, B. (2002). Measuring consumers' willingness to pay at the point of purchase. *Journal of Marketing Research, 39*, 228-241.

Wikipedia. (2017). *Coffee production in Thailand*. Retrieved from https://en.wikipedia.org/wiki/Coffee_production_in_Thailand

Wiratchai, N. (2012). *Interested sample size and statistical analyzes determination*. Bangkok: National Research Council of Thailand.

Worldatlas.com. (2017). *Top Coffee Producing Countries*. Retrieved from http://www.worldatlas.com/articles/top-coffee-producing-countries.html

APPENDIX

BANGKOK UNIVERSITY • FOUNDED 1962 •

[;.

มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

Questionnaire

On

Factors positively affecting purchase behavior of coffee consumers in Wattana District in Bangkok

Instruction: The objective of this survey is to collect data for use in Master of Business Administration Research of Bangkok University. The result of this research will be beneficial to the academic fields as well as coffee businesses. In this regard, cooperation from the respondents is needed. I, Godiya Jis Jelison, Master's Degree of Business Administration student from Bangkok University thank you for your cooperation.

Instruction: Please answer the following question and put ✓in ☐ that matches you most.

1. Gender

☐ 1) Male ☐ 2) Female

2. Age

☐ 1) 24 and under years old ☐ 2) 25–35years old

☐ 3) 36–45years old ☐ 4) 46–55years old

☐ 5) 56 and over years old

3. Status

☐ 1) Single ☐ 2) Married

☐ 3) Divorced/ Widowed/ Separated

4. Level of education

☐ 1) Under Bachelor Degree ☐ 2) Bachelor Degree

☐ 3) Master Degree ☐ 4) Doctorate Degree

☐ 5) Others.....

5. Monthly income

☐ 1) 10,000 baht and lower ☐ 2) 10,001–20,000 baht

☐ 3) 20,001–30,000 baht ☐ 4) 30,001–40,000 baht

☐ 5) 40,001–50,000 baht ☐ 6) More than 50,000 baht

6. Occupation

☐ 1) State enterprise employee ☐ 2) Private employee

☐ 3) Self-Employed ☐ 4) Others .....

7. The kind of coffee you mostly prefer to drink (You can choose more than one answer)

☐ 1) Espresso ☐ 2) Americano

☐ 3) Cappuccino ☐ 4) Irish coffee

☐ 5) Latte ☐ 6) Others

8. Amount spent or willing to spend on coffee daily

☐ 1) Less than 100 baht ☐ 2) 100 – 199 baht

☐ 3) 200 -299 baht ☐ 4) 300 -399 baht

☐ 5) 400-499 baht ☐ 6) 500 baht and more

9. How often do you drink coffee?

☐ 1) Once daily ☐ 2) Twice or more daily

☐ 3) 3-5 times a week ☐ 4) Once a week

☐ 5) Occasionally ☐ 6) Others……

10. What time of the day do you prefer taking coffee? (You can choose more than one answer)

☐ 1) Morning ☐ 2) Afternoon

☐ 3) Evening ☐ 4) night

☐ 5) Anytime

11. Where do you purchase your coffee? (You can choose more than one answer)

☐ 1) Brand store ☐ 2) Quick service restaurants (Mc Donald, KFC, Dunkin donuts)

☐ 3) Convenience store ☐ 4) Ready to drink (RTD) coffee

☐ 5) Street vendors ☐ 6) others……

Please mark every question with only one ✓in the box that most corresponds to your comments.

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Sensory Appeal						
1	The rich texture and flavor of coffee can brighten your day.					
2	The taste of coffee should be consistent every day.					
3	My coffee should have a pleasant aroma.					
Packaging along with Branding.						
1	The color of the coffee cups should be appealing.					
2	The coffee cups should be creatively designed.					
3	The brand of my coffee should be well-known.					
4	The brand of my coffee should be memorable.					
Service Quality.						
1	Coffee shops should have friendly employees.					
2	Coffee shops should provide fast services.					
3	Coffee shops employees should have service					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
	minded attitude.					
4	Coffee shops employees should fulfill orders accurately.					
Environmental Protection.						
1	The coffee I drink should be produced without destroying our natural habitat.					
2	The coffee I drink should have environmental friendly packaging.					
3	The coffee shops should produce their products considering environmental protection.					
4	The coffee I drink should have least waste.					
Perceived Hedonic Value.						
1	Drinking coffee is part of my daily routine.					
2	Drinking coffee gets me going.					
3	Drinking coffee is fun.					
4	Drinking coffee is very entertaining.					
Subjective Norm.						
1	My friends recommend me to drink coffee.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
2	My relatives tell me to drink coffee.					
3	Most people who are important to me think positively of my buying coffee.					
4	The majority of the people who are relevant to me help me purchase coffee.					
Perceived Health Concerns.						
1	The coffee I drink should be nutritional.					
2	The coffee I drink should not have harmful ingredients.					
3	The coffee I drink should enhance my wellbeing.					
4	The coffee I drink should be organic.					
Consumer Purchase Behavior.						
1	I purchase coffee every day.					
2	I buy coffee that is not my usual choice if it's accessible.					
3	I make an effort to purchase coffee.					

Please recommend other factors that might affect coffee purchase behavior

Thank you for your cooperation

Mrs. Godiya Jis Jelison

E–Mail: godibay89@gmail.com

BANGKOK UNIVERSITY • FOUNDED 1962 •

Block U22B, Sunnyvale Homes

Dakwo District, Abuja

Nigeria

December 20, 2016

Reference: Acceptance to be the Advisor in reviewing questionnaire items for the research as a part Thesis of M.B.A student at Bangkok University

To Dr. Penjira Kanthawongs

Advisor, Bangkok University

I, Godiya Jis Jelison, a Master of Business Administration's student majoring in Business Admistration (English Program) at Bangkok University is conducting a research as a part of Thesis titled, Factors Positively Affecting Purchase Behavior of Coffee Consumers in Wattana District in Bangkok.

Due to your expertise in research, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **0** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research, I greatly appreciate your kind assistance.

Kind Regards,

Signature.[redacted]

(Dr. Penjira Kanthawongs)

Advisor

Signature.[redacted]

(Godiya Jelison)

Researcher

Block U22B, Sunnyvale Homes

Dakwo District, Abuja

Nigeria

November 22, 2016

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of thesis of M.B.A student at Bangkok University.

To: Nadim Xavier Salhani

Chief Executive Officer

Mudman Public Company Limited (Bakery and coffee café)

Dear Mr Salhani,

I, Godiya Jis Jelison, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of thesis titled, **FACTORS POSITIVELY AFFECTING PURCHASE BEHAVIOR OF COFFEE CONSUMERS IN WATTANA DISTRICT IN BANGKOK**.

Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **0** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciate your kind assistance.

Best Regards,

Signature.....
(Nadim Xavier Salhani)
Expert

Signature.....
(Godiya Jelison)
Researcher

Block U22B, Sunnyvale Homes

Dakwo District, Abuja

Nigeria

November 22, 2016

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of thesis of M.B.A student at Bangkok University.

To: The Manager

The Coffee Club Store

Dear Sir/ Madam,

I, Godiya Jis Jelison, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of thesis titled, **FACTORS POSITIVELY AFFECTING PURCHASE BEHAVIOR OF COFFEE CONSUMERS IN WATTANA DISTRICT IN BANGKOK.**

Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **0** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciate your kind assistance.

Best Regards,

Signature.....
(Waraporn Thianseang)
Expert

Signature.....
(Godiya Jelison)
Researcher

Factors	Eng. Version.	Adjusted Eng. version	IOC	Comments from the expert	Total points
Sensory Appeal (SA) (Edward, Wang, & Yu, 2016).	SA1: The RTD coffee has a pleasant flavor.	The rich texture and flavor of coffee can brighten your day.			
	SA2: The taste of the RTD coffee is consistent.	The taste of my coffee should be consistent every day.			
	SA3: RTD coffee has a pleasant aroma.	My coffee should have a pleasant aroma.			
Packaging and branding (Edward, Wang, & Yu, 2016).	PB1: The color of the RTD packaging is appealing.	The color of the coffee cups should be appealing.			
	PB2: The packaging of the RTD coffee is creatively designed.	The coffee cups should be creatively designed.			
	PB3: The brand of the RTD coffee is well known.	The brand of my coffee should be well-known.			
	PB4: The brand name of the RTD coffee is memorable.	The brand of my coffee should be memorable.			
Service quality (Chen & Hu (2010).	SE1: Friendly employees.	Coffee shops should have friendly employees.			
	SE2: speed of service.	Coffee shops should provide fast service.			

	SE3: Attentive employees.	Coffee shops employees should have service minded attitude.			
	SE4: Accuracy in fulfilling orders.	Coffee shops employees should fulfill orders accurately.			
Perceived health concerns (Lee, Bonn, & Cho, 2015).	HE1: coffee should be produced considering human health.	The coffee I drink should be nutritional.			
	HE2: coffee has the least harmful ingredients.	The coffee I drink should not have harmful ingredients.			
	HE3: coffee helps to enhance health and wellbeing.	The coffee I drink should enhance my wellbeing.			
		The coffee I drink should be organic.			
Environment Protection (Lee, Bonn, & Cho, 2015).	EP1: Produced without breaking the balance of nature.	The coffee I drink should be produced without destroying our natural habitat.			
	EP2: Environmental friendly packing procedure.	The coffee I drink should have environmental friendly packaging.			
	EP3: Environmentally friendly production.	The coffee I drink should have least waste.			
	EP4: Produced with considering environmental protection.	The coffee shop should produce their products considering environmental protection.			

Subjective norm (Lee, Bonn, & Cho, 2015).	SN1: Those influential on what I do and think recommend my drinking coffee.	My friends recommend me to drink coffee.			
	SN2: The majority of people who are important to me will help me purchase coffee.	Majority of people who are relevant to me help me purchase coffee.			
	SN3: most people who are important to me think positively of my buying coffee.	Most people who are important to me think positively of my buying coffee.			
		My relatives tell me to drink coffee.			
Perceived hedonic value (Edward, Wang, & Yu, 2016).	PHV1: Drinking coffee is fun.	Drinking coffee is fun.			
	PHV2: drinking coffee is a joy to me.	Drinking coffee gets me going.			
	PHV3: drinking coffee is enjoyable.	Drinking coffee is part of my daily routine.			
	PHV4: Drinking coffee is very entertaining.	Drinking coffee is very entertaining.			
Purchase behavior (Lee, Bonn, & Cho, 2015).	CPB1: I definitely intent to buy coffee.	I purchase coffee every day.			
	CPB2: I will try to	I make an effort to			

	purchase coffee in the next coming months.	purchase coffee.			
	CPB3: I would purchase coffee if I could find it easily.	I buy coffee that's not my usual choice if it's accessible.			

REFERENCES

Chen, P., & Hu, H. (2010). How determinant attributes of service quality influence customer- perceived value: An empirical investigation of the Australian coffee outlet industry. *International Journal of Contemporary Hospitality Management, 22*(4), 535-551

Lee, K. H., Bonn, M. A., & Cho, M. (2015). Consumer motives for purchasing organic coffee: The moderating effects of ethical concern and price sensitivity. *International Journal of Contemporary Hospitality Management, 27*(6), 1157-1180

Wang, E. S.-T., & Yu, J.-R. (2016). Effect of product attribute beliefs of ready-to-drink coffee beverages on consumer-perceived value and repurchase intention. *British Food Journal, 118*(12), 2963-2980.

BIODATA

Name-Surname: Godiya Jis Jelison

Date of Birth: 15 December 1983

Place of Birth: Gaanda, Nigeria

E-Mail godibay89@gmail.com

Residential Address: Block U22B, Sunnyvale Homes

Dakwo District, Abuja

Nigeria

Education Background:

2002-2006: Bachelor of Science, Geography

University of Maiduguri

BANGKOK UNIVERSITY FOUNDED 1962

Bangkok University

License Agreement of Dissertation/Thesis/ Report of Senior Project

Day 16 Month DECEMBER Year 2017

~~Mr.~~/ Mrs./~~Ms~~ Godiya Jis Jelison now living at _____

Soi 12 Street Sukhumvit 63

Sub-district Ekkamai District Wattana

Province Bangkok Postal Code 10110 being a Bangkok University student, student ID 7570204367

Degree level ☐ Bachelor ☒ Master ☐ Doctorate

Program M. B. A. Department - School Graduate School

hereafter referred to as "the licensor"

Bangkok University 119 Rama 4 Road, Klong-Toey, Bangkok 10110 hereafter referred to as "the licensee"

Both parties have agreed on the following terms and conditions:

1. The licensor certifies that he/she is the author and possesses the exclusive rights of dissertation/thesis/report of senior project entitled Factors Positively Affecting Purchase Behavior of Coffee Consumers in Wattana District in Bangkok.

submitted in partial fulfillment of the requirement for M. B. A. of Bangkok University (hereafter referred to as "dissertation/thesis/ report of senior project").

2. The licensor grants to the licensee an indefinite and royalty free license of his/her dissertation/thesis/report of senior project to reproduce, adapt, distribute, rent out the original or copy of the manuscript.

3. In case of any dispute in the copyright of the dissertation/thesis/report of senior project between the licensor and others, or between the licensee and others, or any other inconveniences in regard to the copyright that prevent the licensee from reproducing, adapting or distributing the manuscript, the licensor agrees to indemnify the licensee against any damage incurred.

This agreement is prepared in duplicate identical wording for two copies. Both parties have read and fully understand its contents and agree to comply with the above terms and conditions. Each party shall retain one signed copy of the agreement.

[redacted] Licensor

([redacted])

[redacted] Licensee

(Director, Library and Learning Center)

[redacted] Witness

(Dean, Graduate School)

[redacted] Witness

(Program Director)