

BRAND EQUITY AND ITS SUCCESS: A CASE STUDY OF STARBUCKS  
COFFEE (THAILAND) CO., LTD. IN BANGKOK

MASTER'S PROJECT  
BY  
CHANITTHA YATPHROM

Presented in Partial Fulfillment of the Requirements for the  
Master of Arts Degree in Business English for International Communication  
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BRAND EQUITY AND ITS SUCCESS: A CASE STUDY OF STARBUCKS  
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AN ABSTRACT  
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Project Advisor: Ms. Sopin Chantakloi.

The objectives of this study were to study the major elements which enhance the successful brand of Starbucks Coffee Company and to examine the customers' opinion toward Starbucks brand and its marketing mix. The primary data from forty Thai customers visiting three branches of Starbucks in Bangkok in July 2006 were collected. The data were analyzed by using percentage.

The results of the study revealed that the most influential element which enhances the success of Starbucks coffee was the taste of the coffee and two other important factors were the salespersons' attentiveness and the atmosphere of Starbucks' shops. The findings also revealed that Starbucks' customers considered Starbucks as a famous and reliable brand. Customers were highly satisfied with the taste of coffee, the availability of branches, and the good personalities of Starbucks' salespersons who were able to provide the customers clear information. Furthermore, most of the customers accepted that the price of the coffee at Starbucks was high but its quality and quantity were better than those of other brands.

กรณีศึกษาคุณค่าตราสินค้าและความสำเร็จของกาแฟ  
ยี่ห้อสตาร์บัคส์ในเขตกรุงเทพมหานคร

บทคัดย่อ  
ของ  
ชนิษฐา ญาติพรหม

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของ  
การศึกษาตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต  
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สารนิพนธ์ฉบับนี้มีจุดประสงค์เพื่อศึกษาองค์ประกอบซึ่งมีส่วนสำคัญที่ทำให้กาแฟสตาร์บัคส์ประสบความสำเร็จ และเพื่อสำรวจความคิดเห็นของลูกค้าที่มีต่อตราสินค้าและส่วนประสมทางการตลาดของสตาร์บัคส์ โดยใช้วิธีการสุ่มตัวอย่างจากลูกค้ากาแฟสตาร์บัคส์ที่เป็นคนไทยจำนวน 40 คน ที่ใช้บริการของร้านในเดือนกรกฎาคม 2549 ใน 3 เขตพื้นที่ของกรุงเทพมหานคร โดยกลุ่มตัวอย่างตอบแบบสอบถาม และผู้วิจัยนำข้อมูลที่ได้รับมาวิเคราะห์ผลโดยใช้ ค่าร้อยละ และการหาค่าเฉลี่ย

ผลการศึกษาพบว่า องค์ประกอบที่มีอิทธิพลมากที่สุดในการศึกษาครั้งนี้ คือ รสชาติของกาแฟสตาร์บัคส์ ส่วนปัจจัยที่มีความสำคัญรองลงมาคือ การเอาใจใส่ลูกค้าของพนักงานขาย และ บรรยากาศของร้านสตาร์บัคส์ สำหรับทัศนคติของลูกค้าต่อตราสินค้านั้น ผลการศึกษาครั้งนี้พบว่า ลูกค้าส่วนใหญ่มีความเชื่อมั่นต่อตราสินค้าที่มีชื่อเสียงของสตาร์บัคส์ และยังมีความพึงพอใจในระดับสูงต่อรสชาติของกาแฟ ตำแหน่งของสถานที่ตั้งซึ่งสะดวกในการใช้บริการ และพนักงานขายที่มีบุคลิกภาพน่าเชื่อถือและสามารถให้รายละเอียดเกี่ยวกับสินค้าทำให้สะดวกในการตัดสินใจซื้อ นอกจากนี้ยังพบว่าลูกค้าส่วนใหญ่มีความเห็นเห็นว่า กาแฟสตาร์บัคส์มีราคาสูงแต่คุณภาพและปริมาณดีกว่ากาแฟยี่ห้ออื่น

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The Master's Project Advisor, Chair of Business English for International Communication Program, and Oral Defense Committee have approved this Master's Project as partial fulfillment of the requirements of the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

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## CHAPTER 1

### INTRODUCTION

#### Background

In today's economy, the success of any business depends in part on the consumer's ability to distinguish one product from another. Branding is the main tool marketers use to distinguish their products from the competitors (Lamb; Hair; McDaniel. 2004: 297). Consumers view a brand as an important part of a product, and branding can add value to the product as well. Branding helps consumers in many ways. It tells the consumers the product quality. Consumers who always buy the same brand know that they will get the same features, benefits, and quality each time of the purchase.

Brand is the image that a consumer associates with a company or a product. For instance, when people think of *Volvo*, they might think of safety. *Nike* portrays to people the image of Michael Jordan or the well-known phrase "Just Do It" while *Mercedes-Benz* reflects the concept of performance and status. Technically, when the consumer remembers the brand name and has positive associations with that brand, it will help the consumer to select the

product easier and it enhances the value and satisfaction gaining from the product (Brand Solutions. 2003: Online).

The strong brand name gives businesses several advantages associated with what is called brand equity. The brand can add important value when it is well recognized and has positive associations in the mind of the consumers (Protecting Brand Equity. 2005: Online). If consumers perceive one brand as superior, then they will prefer to buy that product regardless its price.

Consequently, the marketing mix should be highly concerned to maintain the brand equity. If the brand is positioned as a premium product, the following aspects should be considered: the product quality should be consistent with what consumers expect of the brand, low sales prices should not be used, the distribution channels should be consistent with what is expected of a premium brand, and the promotional campaign should build consistent associations (Protecting Brand Equity. 2005: Online). As a result, many companies continue to invest heavily in the process of building and maintaining brands in the environments in which they compete.

Today among popular and best-selling beverages, coffee takes a high share in the market. Coffee is a giant global industry employing more than 20 million people.

This commodity ranks second only to petroleum in terms of dollars traded worldwide. Coffee is the world's most popular beverage, with over 400 billion cups consumed every year (History of coffee. 2006: Online). Since the 1990's, the growing popularity of the coffee houses and specialty gourmet coffee retailers are one of the fastest growing food services markets in the world. In the United States alone, it nets approximately \$8.5 billion a year (Specialty Gourmet Coffee. 2005: Online).

Likewise, the coffee industry in Thailand is highly competitive these days, as it is reflected in the growth trend of coffeehouses that have spread all over the country (Global Franchise Architects.2005: Online). The popularity of international premium coffeehouses had a significant impact on the pattern of coffee consumption in Thailand. Many people changed their preference from instant coffee to premium fresh coffee due to premium product and service (Hot drinks in Thailand. 2005: Online).

Due to the boom in new coffeehouses, it means that consumers have more choices to enjoy a great cup of coffee. As a result, competitors in the coffeehouse business realize the

importance of being able to secure positive images not only their specific product lines, but also their company's brand. Specifically, if a brand is well-managed, it is important in differentiating products and services from many competitors.

### **Statement of the Problem**

Among the major competitors in the coffee industry, Starbucks Coffee Company is a leading retailer, roaster and brand of specialty of coffee in the world, with more than 6,000 retail locations in North America, Latin America, Europe, the Middle East and the Pacific Rim.

Starbucks Coffee Thailand is a wholly owned subsidiary of Starbucks Corporation. Starbucks

Coffee Thailand was founded with the idea of bringing the Starbucks Experience to Thai

consumers. Since the opening of the first store on July 17, 1998 at Central Chidlom, the

company has expanded throughout the country. With constant rate of expansion as of May

2006, Starbucks has 83 stores in Thailand (Starbucks Coffee Thailand. 2006: Online).

Starbucks is the only competitor in the coffee bar market that has a recognized brand image

(Starbucks Corporation Essay. 2006: Online). Consequently, it is very interesting what

Starbucks Coffee believes about brand management and how the brand idea is employed

toward the success of marketing a product.

Accordingly, the aim of this study was to examine how a successful brand, like Starbucks Coffee, employs the brand image in their marketing strategies. Additionally, what feedbacks the customers responded to the brand and the marketing mix were explored. The results of the study will contribute to a better understanding of branding and marketing mix management and enable those who are interested to realize the effectiveness of the brand in marketing communication.

### **Objectives of the study**

This study serves two objectives:

1. To study the major elements which enhance the successful brand of Starbucks Coffee Company.
2. To examine the customers' opinion to Starbucks brand and its marketing mix.

### **Research Questions**

The research questions are as follows:

1. What are the major elements that make Starbucks Coffee successful?
2. How do the Starbucks brand and the marketing mix affect its customers?

## **Significance of the Study**

This study revealed the important concepts of brand equity and marketing mix. The brand equity concept stressed the importance of the role of the brand in marketing strategies.

The marketing mix concept was created to satisfy the customers in the target market.

A marketing activity was a kind of short-term incentive to stimulate final purchasers to make buying decision.

The findings of this study would be beneficial for manufacturers who are developing the brand management and their marketing mix strategies that are most effective in capturing customers' purchasing decision. Readers of this study would benefit from a better understanding of the brand equity and marketing mix a company uses to influence the customers' purchasing decisions.

## **Scope of the study**

In order to achieve to research objectives, a questionnaire was designed accordingly.

The questionnaires were randomly distributed to forty Starbucks Coffee customers in three branches in Bangkok located at GMM Grammy, MBK Center (Maboonkrong Center), and

Central Chidlom Department Store. Since Starbucks was originated in U.S.A., the researcher

studied focusing on Thai customers to find out how foreign brand affected their buying decision.

Therefore, the participants in this study were Thai customers only.

## **Definition of terms**

### **1. Customers**

Customers in this study are forty Thai customers of Starbucks Coffee in three branches in Bangkok area located at GMM Grammy, MBK Center (Maboonkrong Center), and Central Chidlom Department Store.

### **2. Company**

Company in this study is Starbucks Coffee (Thailand) Co., Ltd.

### **3. Brand Equity**

Brand Equity is the set of assets or liabilities linked to a brand name and symbols that add (or subtract) from the value provided by a product or service of a firm and/or that firm's customers.

### **4. Marketing mix**

The term marketing mix refers to a unique blend of product, price, place, and promotion strategies designed to produce mutually satisfying exchanges with a target market.

## CHAPTER 2

### REVIEW OF THE RELATED LITERATURE

To understand the overall concept of the study, this chapter focuses on the related literature and research as follows:

1. Brand
2. Brand Equity
3. Marketing Mix
4. Customer Behavior
5. Purchasing Decision Process
6. Related previous research

#### **1. What is a brand?**

The success of any business depends in part on the customer's ability to distinguish one product from another. Branding is the main tool marketers use to distinguish their products from the competitors (Lamb; Hair; McDaniel. 2004: 297).

The American Marketing Association defines brand as: name, symbol, design, sign, or term, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors (Keller. 2003: 3).

Brand is one of many strategies manufacturers employ to communicate with their consumers. Consumers find symbolic values or brands helpful in making their choices. Symbols or brands are easy to buy because they can distinguish brands clearly, in contrast to rational product evaluation, which is hard work and time consuming (Lannon. 1999: 37-50).

Schiffeman and Kanuk (2000:154) mention that when consumers have had no experience with the product, they tend to "trust" a favored or well-known brand name. Consumers often think well-known brands are better and they are worth buying for the implied assurance of quality, performance, dependability, and service.

## **2. What is Brand Equity?**

A brand is a name or symbol used to identify the source of a product. When developing a new product, branding is an important decision. The brand can add important value when it is well recognized and has positive associations in the consumer's mind. This concept is referred to as brand equity (Protecting Brand Equity. 2005: Online).

Keller (2003: 43) describes that brand equity is the set of assets or liabilities linked to a brand name and symbol that add (or subtract) from the value provided by a product or service of a firm and/or that firm's customers.

Brand equity often allows a company to charge a higher price. Equity also influences selections in the buying decision-making process. Products with strong brand equity are often bought over products with low brand equity or brands that firms know little about (Clow. 2002: 119).

Cited in "Measuring Brand Equity: A Case Study of Mercedes Benz" by Amaraak Kothar (2004: 6), brand equity consists of assets which can be divided into four categories: brand awareness, perceived quality, brand associations, and brand loyalty. These four aspects are defined as follows:

1. Brand awareness. Brand awareness is a potential buyer's capacity to remember or recognize that a brand belongs to a special product category. Brand awareness is a measure of the strength of a brand in the consumer's mind. There are two levels of recognized brand awareness. 1) Recognition – the lowest level. This is when a consumer knows a brand which is presented to him/her. 2) Recall – a higher level. The consumer names a brand when asked to

list all brands in a product category. If the brand is mentioned first, it is said to have reached top-of-mind in the consumer's awareness.

2. Perceived quality. Perceived quality is the consumers' perception of the superiority or total quality of the product or service in relation to alternatives. It is an immeasurable element that often changes because perceived quality is decided by subjective value. Perceived quality is actually a brand association, but that association is so important and it qualifies as a main category.

3. Brand associations. The associations are the major values which the brand stands for in the eye of the consumer, and the meaning they provide. They are found in the consciousness of the consumer and they are consistent with everything connected to the brand. Associations become stronger with increasing consumer experience of the brand, and when the effect of the marketing is strong. Associations can provide an important basis for differentiation and reasons for purchase. They can create positive emotions and attitudes for the brand as well. Moreover, a collection of associations sets up the brand image.

4. Brand loyalty. The customer's loyalty is the heart of brand equity. Loyal customers contribute to lower marketing costs and they can affect new customers to trust with the brand.

There are two primary reasons to be the brand loyalty. Firstly, a brand's value is largely created by customer loyalty. Secondly, concepts of loyalty encourage and defend the programs, which create and aid a brand's equity.

### **3. The Marketing Mix**

The term marketing mix refers to a unique blend of product, price, place, and promotion strategies designed to produce mutually satisfying exchanges with a target market (Lamb; Hair; McDaniel. 2004:42).

Once the needs of the market are understood, the details of what the company might offer should be considered according to the following aspects: develop a product that will satisfy the customer needs; provide the product at a price customers are willing to pay; create a distribution system that makes the product available to the customer in the place where it can be purchased; and communicate the appropriate information to promote the product, making customers aware of and interested in the product, helping them understand what the product offers, and reminding them that the product is available (Reibstein. 1985: 13).

The four elements – product, price, place, and promotion – constitute the marketing mix (see figure 1). They are sometimes referred to as the “four P’s of marketing”. It needs to keep in mind that a decision about any one of the elements of a marketing program cannot be made without regard to its effect on the others (Reibsten. 1985: 14).

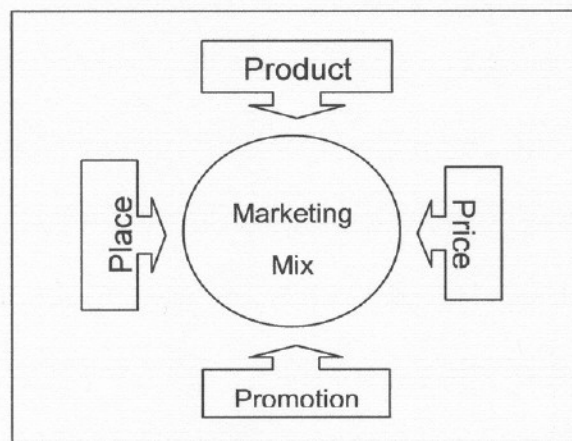


Figure 1 The marketing mix

#### 1. Product

The heart of the marketing mix is the product offering and the product strategy. The product is a potential satisfier of a need or wants (Reibsten. 1985:14). Products can be tangible goods or services. A large number of products are composed of a combination of physical elements and service from which customers gaining from satisfaction, such as a cup of coffee from premium coffee house (Fill. 1995: 80).

Lamb; Hair; McDaniel (2004: 43) state that the product includes not only the physical unit but also its brand name, company image, package, warranty, value, after-sale service, and many other factors. We buy things not only for what they do (benefits) but also for what they mean to us (status, quality, or reputation).

## 2. Price

Price describes the value of a product or service to the customer. How much the customer is willing to pay in order to have a particular item indicates how much that item is worth to the customer. Pricing strategy is also tied to product quality. The prices of a product reflect the quality that the marketers wish to portray. Moreover, in some cases, the price of a product serves as an indicator in the mind of the customer as to the quality of that product or service (Reibstein. 1985: 15-16).

Additionally, Lamb; Hair; & McDaniel (2004:44) define that price is often the most flexible of the four marketing mix elements – the quickest element to change. Price is an important competitive aspect and it is very important to the organization because price multiplied by the number of units sold equal total revenue for the firm.

### 3. Place

Place involves all actions to get products to the target market's place. It is concerned with all decisions companies make to ensure that companies' products reach the target group at the right location and time. Products can be considered as low quality, if they are not available when and where they are wanted (Lamb; Hair; & McDaniel. 2004:43).

### 4. Promotion

Reibstein (1985: 16-17) mentions that the purpose of promotion is to communicate a message to the customer about a product which a company is offering. The specific purposes of messages may vary, probably to make customer aware of a product, of a brand name, or of some of the product's characteristics. Generally, the messages tend to convince customers to purchase the product.

Promotion can be categorized into four groups: advertising, personal selling, sales promotion, and public relations.

Advertising is any paid form of non-personal communication of products, services, or ideas in the media, such as television, radio, newspapers, posters, magazines, cinema etc. The goal of the advertising is to inform and to persuade customers to purchase the product.

Personal selling is a two-way communication between a company's salesperson and the potential customer, either face-to-face or through some forms of telecommunications such as telephone sales. The salesperson can transform the message in reaction to customer's responses immediately.

Sales promotion is a combination of price and advertising. Customers are offered a special price on a product for a limited time through coupons, free samples, premiums, or other impulses. For the trade it might include volume discounts, trade allowances, or trade shows.

Public relation is a form of communication not directly sponsored by the company and not directly geared toward stimulating sales. It is generally aimed at creating a favorable image and reputation for the company.

#### **4. Customer Behavior**

George E. Belch and Michael A. Belch (2003:105) point out that consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. For many products and services, purchase decisions are the result of a long and detailed process that may include an extensive information search, brand comparisons and evaluations, and other activities.

Similarly, Del; Kenneth; & Roger (2001: 7) describe consumer behavior as the process consumers use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

#### **5. Purchasing Decision Process**

A consumer follows a five-step process of making a purchasing decision when purchasing a product or service. The five steps are: need recognition, information search, and evaluation of alternative, purchase, and post purchase behavior.

The first step is the problem recognition. The consumer acknowledges the necessity of buying a certain product or service to fulfill or satisfy his/her needs. The next step is a search for information. Before making the purchasing decision, the consumer must collect information about the product available. Marketing communications affect the consumer at this stage because the consumer receives information about the product from advertising. When sufficient information has been collected, the consumer move on to the third step: evaluation alternatives. The consumer selecting from the many alternatives based on price, brand reputation, product characteristics, convenience, and presenter. After that, the consumer decides which product to purchase. The final step is the purchase outcome. The consumer decision-making process does not end with the purchasing. The consumer compares the performance level with expectations whether it is satisfied or not. The post purchase behavior is very important because it provides the feedback from the using of product or service which can lead to the purchasing or not purchasing a certain product in the future (Dalrymple. 1983: 150).

## 6. Related previous research

Recently, some researchers conducted several studies focusing on different aspects related to brand and some provoking findings were revealed. For instance, in 2000, Lerdphol Bhakdibhumi conducted a study entitled, "Brand Management Strategy, Knowledge, Attitude and Consumers' selection of Internet Service Providers in Thailand". The study was designed to find out the result of management strategies among Internet service providers in Thailand. This study included the influence that knowledge, attitude and consumers' selection have on Internet service providers in Thailand. The results of the research showed that brand management strategies among Internet service providers in Thailand are focused on individual users in the market. Instant package selling at computer and software stores is used as a major distribution channel, along with the use of advertising to build brand knowledge among customers. Pricing is a key strategy to gain consumer's interest. Moreover, knowledge and attitude of consumers play a significant role in explaining consumer's selection of a brand. In addition, the association between knowledge and attitude, attitude and consumers' selection of Internet service providers was found only in particular cases.

Another researcher, Amararak Kolthar worked on a case study entitled "Measuring Brand Equity: A Case Study of Mercedes Benz" in 2004 which was emphasized on brand and brand equity. The findings showed that Mercedes Benz conveys the brand image in terms of success, taste, and social status. Pricing strategy is employed to reinforce the brand image and, at the same time, added value like smart engines and technology are continually offered. Moreover, the brand is presented through famous and successful people to enhance the image in terms of taste and social status. Overall, the findings exposed that Mercedes Benz applies effective branding strategies to enhance and maintain its brand.

Another significant study concentrated on brand equity and marketing mix, "Brand Equity and Marketing Mix Influencing Cookies S&P Purchasing Decision of Consumers in Bangkok", was carried out by Suchira Wannasiwarak (2004). It was designed to explore the Brand Equity and Marketing mix management influencing cookies business. According to the study, S&P Cookies Company was chosen as an example. The results revealed that brand awareness factor was a major factor when considering the brand equity. Product and place are the key strategy to gain consumer's interest. Moreover, a good taste plays a significant role in considering consumer's buying cookies.

Convincingly, so far the brand equity and the success of a certain product in the coffee industry, particularly Starbucks, one of the most popular worldwide brands has not been yet explored. Therefore, the researcher is interested in conducting the proposed case study.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter presents the methodology of the research. It contains three sections:

a population and sampling, instrument, and procedure. The details are as follows:

#### **1. Population and sampling**

The target population of this study were forty Thai customers at Starbucks Coffee in Bangkok area located in three branches: GMM Grammy, MBK Center (Maboonkrong Center), and Central Chidlom Department Store. They were randomly selected to answer the questionnaires.

#### **2. Instrument**

The questionnaire was employed as an instrument in this study. The questionnaire was designed to serve the objectives of the research.

The early drafts of the questionnaire were revised after a few trials to best serve the research objectives. These early drafts consisted of both closed questions and a few open-ended comment sections. The trials showed that none the respondents gave any comments in

the comment section provided. The researcher assumed that the open-ended section would not benefit the research objectives due to the limited time available for the respondents to answer the questionnaire. Accordingly, the final draft of this research questionnaire was designed to contain only closed questions focusly related to the objective of the study. Finally, the questionnaire was divided into three parts. The first part concerned the personal background of the respondents. The second part was designed to explore the purchasing behavior of the respondents. The third one aimed to study the respondents' attitudes toward the marketing mix of the coffee brand.

### **3. Procedure**

#### **3.1 Data Collection**

The researcher distributed questionnaires to the target group while they were visiting Starbucks in three branches located at GMM Grammy, MBK Center (Maboonkrong Center), and Central Chidlom Department Store in July 2006. The selected places have different target groups. GMM Grammy is located in business area. Their target groups are the business persons. MBK Center (Maboonkrong Center) and Central Chidlom Department Store are located in the shopping center and high-end

residential area. Their target customers are various groups of people. Therefore, the respondents recruited from the selected places represented a diversity of Starbucks' consumers.

### **3.2 Data analysis**

The collected data was analyzed in accordance with the research questions.

Percentage was used for calculating and analyzing the data. Mean was determined to represent the average number of the data. Additionally, tables were used to illustrate the scores and rating of the respondents' answers.

## **CHAPTER 4**

### **FINDINGS**

This chapter presents the findings of the data analysis. Details of the data obtained from the completed questionnaires are divided into three parts: general information of the respondents, factors that are the most influential on Starbucks drinking/purchasing decisions, and the customer's opinion toward the marketing mix of Starbucks coffee.

Table is drawn to display the findings in percentages and a brief discussion is presented below each table.

#### **PART I. GENERAL INFORMATION OF THE RESPONDENTS**

Forty sets of questionnaire were distributed to Thai customers at Starbucks in Bangkok area located in three branches: GMM Grammy, MBK Center (Maboonkrong Center), and Central Chidlom Department Store in July 2006. Details are presented in TABLE 1 and TABLE 2.

TABLE 1 GENERAL INFORMATION

Item	Number	Percentage
<b>1. Gender</b>		
Male	13	32.50%
Female	27	67.50%
<b>Total</b>	<b>40</b>	<b>100.00%</b>
<b>2. Age</b>		
Below 20	1	2.50%
20-30	18	45.00%
31-40	15	37.50%
Over 40	6	15.00%
<b>Total</b>	<b>40</b>	<b>100.00%</b>
<b>3. Education</b>		
Below Secondary	0	0.00%
Secondary or equivalence	0	0.00%
Diploma's degree or equivalence	2	5.00%
Bachelor's degree	18	45.00%
Above Bachelor's degree	20	50.00%
<b>Total</b>	<b>40</b>	<b>100.00%</b>
<b>4. Occupation</b>		
Student	0	0.00%
Employee	32	80.00%
Government Officer	6	15.00%
Business Owner	2	5.00%
Housewife / Unemployed	0	0.00%
<b>Total</b>	<b>40</b>	<b>100.00%</b>

TABLE 1 (continued)

Item	Number	Percentage
<b>5. Monthly Income</b>		
Below 5,000 Baht	0	0.00%
5,000-10,000 Baht	0	0.00%
10,001-20,000 Baht	14	35.00%
20,001-30,000 Baht	13	32.50%
Over 30,000 Baht	13	32.50%
<b>Total</b>	<b>40</b>	<b>100.00%</b>

From Table 1, it can be seen that most of the respondents (67.5%) were female. The remaining (32.5%) were male. 2.5% of the respondents was below 20 years old. 45% was 20-30 years old. 37.5% was 31-40 years old, and 15% was over 40.

50% of the respondents held above Bachelor's degree, and 45% of them held Bachelor's degree. The remaining of the respondents (5%) held Diploma's degree. The majority of the respondents (80%) was employees while 15% was government officers. 5% of them was business owners.

The respondents' income range was put into three groups: 10,001-20,000 Baht, 20,001-30,000 Baht, and over 30,000 Baht. The number of respondents in each group was 35%, 32.5%, and 32.5% respectively.

TABLE 2 STARBUCKS COFFEE CONSUMPTION BEHAVIORS

Item	Number	Percentage
<b>6. Frequency of Starbucks coffee consumption</b>		
Everyday	2	5.00%
Once a week	0	0.00%
2-3 times a week	4	10.00%
Once a month	2	5.00%
2-3 times a month	4	10.00%
Occasionally	28	70.00%
<b>Total</b>	<b>40</b>	<b>100.00%</b>

According to Table 2, it shows that the majority of the respondents (70%) occasionally drank Starbucks coffee. 10% of them drank Starbucks coffee twice to three times a week. Another 10% drank twice to three times a month. 5% drank Starbucks everyday while another 5% drank once a month.

## PART II. THE MOST INFLUENTIAL FACTORS ON CUSTOMERS

### DRINKING/PURCHASING STARBUCKS

This section presents the factors that are the most influential on Starbucks' customers

drinking/purchasing decisions. The results of this part are presented in Table 3 to Table 8.

TABLE 3 THE RESPONDENTS' RESPONSE TO THE STATEMENT, "YOU PURCHASE STARBUCKS COFFEE BECAUSE THE BRAND OF STARBUCKS IS FAMOUS AND RELIABLE"

Response	Number	Percentage
Strongly Agree	17	42.50%
Agree	20	50.00%
Neutral	3	7.50%
Disagree	0	0.00%
Strongly disagree	0	0.00%
<b>Total</b>	<b>40</b>	<b>100.00%</b>

The data from Table 3 shows that most of the respondents (92.5%) purchased Starbucks coffee because the brand of Starbucks is famous and reliable. 50% of the respondents (20) accepted that they believed in Starbucks' brand equity while 42.5% (17) were strongly rely on the brand. 7.5% (3) of the responses was neutral, and none of the respondents disagreed with the statement.

TABLE 4 THE RESPONDENTS' RESPONSES TO THE STATEMENT, "YOU PURCHASE STARBUCKS COFFEE BECAUSE YOU ARE ASSURED BY THE QUALITY OF THE BRAND OF STARBUCKS"

Response	Number	Percentage
Strongly Agree	13	32.50%
Agree	24	60.00%
Neutral	3	7.50%
Disagree	0	0.00%
Strongly disagree	0	0.00%
<b>Total</b>	<b>40</b>	<b>100.00%</b>

When the respondents were asked whether they were assured by the quality of the brand of Starbucks when purchasing a Starbucks coffee, the findings reveal that the majority of the respondents (60%) agreed with the statement. The results also show that 32.5% of the respondents strongly agreed while the rest of the responses (7.5%) was neutral.

TABLE 5 THE FIRST WORD THAT COMES TO THE CUSTOMERS' MINDS WHEN THEY  
HEAR THE WORD "STARBUCKS"

Item	Number	Percentage
Taste of coffee	13	32.50%
Brand popularity	8	20.00%
Aroma of coffee	8	20.00%
Availability of branches	6	15.00%
Package	0	0.00%
Price	4	10.00%
A variety of coffee choices	1	2.50%
Salespersons' attentiveness	0	0.00%
<b>Total</b>	<b>40</b>	<b>100.00%</b>

The findings show that 32.5% of the respondents thought of the taste of Starbucks coffee first when hearing the word Starbucks. The brand popularity and the aroma of the coffee were equally chosen by 20% in each group. The availability of branches, the price, and the variety of coffee choices were chosen by 15%, 10%, and 2.5% of the respondents respectively.

TABLE 6 FACTORS AFFECTING THE CUSTOMERS' DECISION MAKING IN PURCHASING A  
STARBUCKS COFFEE

Item	Number	Percentage
Brand name	9	22.50%
Taste of coffee	18	45.00%
Aroma of coffee	5	12.50%
Price	3	7.50%
A variety of coffee choices	3	7.50%
Package	2	5.00%
<b>Total</b>	<b>40</b>	<b>100.00%</b>

When purchasing a Starbucks coffee, the taste of coffee was referred to as the most important factor by the majority of the respondents (45%). The findings also reveal that the brand name, the aroma of coffee, the price, the variety of coffee choices, and the package were chosen by 22.5%, 12.5%, 7.5%, 7.5%, and 5% of the respondents respectively.

TABLE 7 THE RESPONDENTS' RESPONSES TOWARD THE STARBUCKS' SERVICE

Item	Number	Percentage
Salespersons' attentiveness	14	35.00%
Salespersons' prompt service	9	22.50%
Salespersons' courteousness	10	25.00%
Availability of newspaper/magazines	7	17.50%
<b>Total</b>	<b>40</b>	<b>100.00%</b>

Table 7 shows that 35% of the respondents was most satisfied with the attentiveness of Starbucks' salespersons. The results also indicate that the salespersons' prompt service, the salespersons' courteousness, and the availability of newspaper/magazines were chosen by 25%, 22.5%, and 17.5% of the respondents respectively.

TABLE 8 THE RESPONDENTS' RESPONSES TOWARD STARBUCKS' SHOPS

<b>Item</b>	<b>Number</b>	<b>Percentage</b>
Atmosphere	13	32.50%
Convenient location	11	27.50%
Cleanliness	4	10.00%
Seating arrangement	3	7.50%
Interior design	9	22.50%
<b>Total</b>	<b>40</b>	<b>100.00%</b>

The findings reveal that 32.5% of the respondents was most satisfied with the Starbucks shops' atmosphere. The results also indicate that the convenient location, the interior design, the cleanliness, and the seating arrangement were chosen by 27.5%, 22.5%, 10%, and 7.5% of the respondents respectively,

**PART III. THE CUSTOMERS' OPINION TOWARD THE MARKETING MIX OF  
STARBUCKS COFFEE**

This section presents the customers' opinion toward the marketing mix of Starbucks coffee. The results of this part are presented in Table 9 to Table 12.

TABLE 9 THE INFLUENCE OF STARBUCKS "PRODUCT MIX" ON THE CUSTOMERS'

## DRINKING/PURCHASING DECISION MAKING

Item	Strongly Agree		Agree		Neutral		Disagree		Strongly disagree		Total N/P	
Delicious taste	20	50.0%	20	50.0%	0	0%	0	0%	0	0%	40	100%
Unique aroma that differs from the other brands'	15	37.5%	19	47.5%	6	15.0%	0	0%	0	0%	40	100%
A variety of coffee choices	12	30.0%	27	67.5%	1	2.5%	0	0%	0	0%	40	100%
Attractive package	10	25.0%	16	40.0%	13	32.5%	1	2.5%	0	0%	40	100%
Standard of the quality	15	37.5%	24	60.0%	1	2.5%	0	0%	0	0%	40	100%

Table 9 demonstrates that all respondents (100%) stated that Starbucks coffee' taste was delicious and this unique taste could strongly influence them to drink/purchase Starbucks coffee. 47.5% of them agreed that Starbucks coffee' aroma was unique and it differed from the other brands'. The majority of the respondents (67.5%) agreed that a variety of coffee choices could induce them to buy Starbucks. 40% of the responses agreed that Starbucks' package was attractive and this could influence them to purchase a Starbucks coffee while another 60% of them mentioned of the standard of the quality.

TABLE 10 THE INFLUENCE OF STARBUCKS "PRICE MIX" ON THE CUSTOMERS'  
DRINKING/PURCHASING DECISION MAKING

Item	Strongly Agree		Agree		Neutral		Disagree		Strongly disagree		Total N/P	
Reasonable price when compare with its quality	3	7.5%	11	27.5%	20	50.0%	6	15.0%	0	0%	40	100%
Reasonable price when compare with its quantity	2	5.0%	10	25.0%	17	42.5%	10	25.0%	1	2.5%	40	100%
High price but the quality and quantity are better than the other brands'	5	12.5%	19	47.5%	14	35.0%	2	5.0%	0	0%	40	100%

The findings show that 50% of the responses was neutral when the respondents were asked if Starbucks coffee's price is reasonable compared with its quality. In addition, when they were asked whether the price of Starbucks coffee is reasonable compared with its quantity and 42.5% of the responses was neutral. However, 47.5% of the respondents stated that Starbucks coffee's price was high but its quality and quantity were better than other brands'.

TABLE 11 THE INFLUENCE OF STARBUCKS "PLACE MIX" ON THE CUSTOMERS'  
DRINKING/PURCHASING DECISION MAKING

Item	Strongly Agree		Agree		Neutral		Disagree		Strongly disagree		Total N/P	
Availability branches	10	25.0%	30	75.0%	0	0%	0	0%	0	0%	40	100%
Attractive interior design and friendly atmosphere	13	32.5%	23	57.5%	4	10.0%	0	0%	0	0%	40	100%
Cleanliness of the shops	9	22.5%	29	72.5%	2	5.0%	0	0%	0	0%	40	100%

We can see that the majority of the respondents (75%) agreed that the availability of Starbucks' branches could influence them to purchase a Starbucks coffee. 57.5% of the respondents agreed that the attractive interior design and the friendly atmosphere of Starbucks' shops affect them to visit and buy coffee at Starbucks. Cleanliness was also referred to as an important factor when consuming a Starbucks coffee by the majority of the respondents (72.5%).

TABLE 12 THE INFLUENCE OF STARBUCKS "PROMOTION MIX" ON THE CUSTOMERS' DRINKING/PURCHASING DECISION MAKING

Item	Strongly Agree		Agree		Somewhat		Disagree		Strongly disagree		No Comment		Total N/P	
Advertising through website	0	0%	5	12.5%	6	15.0%	1	2.5%	1	2.5%	27	67.5%*	40	100%
Advertising in printed matters	1	2.5%	11	27.5%	3	7.5%	8	20.0%	1	2.5%	16	40.0%*	40	100%
Word-of-mouth	1	2.5%	14	35.0%	13	32.5%	11	27.5%	1	2.5%	0	0%	40	100%
Good personalities of salespersons who are able to provide the customers clear information	1	2.5%	21	52.5%	13	32.5%	5	12.5%	0	0.0%	0	0%	40	100%

\* Some respondents did not choose the choices since they have not seen Starbucks' ads.

The finding indicates that 15% of the respondents stated that advertising through Starbucks' website could somewhat induce them to buy a Starbucks coffee. 27% of the responses agreed that Starbucks' advertisement in printed matters could influence them to consume a Starbucks coffee while another 35% of the respondents mentioned that word-of-mouth could induce them to purchase Starbucks. The majority of the responses (52.5%) agreed that good personalities of Starbucks' salespersons who were able to provide the customers clear information could induce them to purchase a Starbucks coffee.

## CHAPTER 5

### CONCLUSION AND DISCUSSION

This chapter consists of four main sections. Conclusion is provided in Section I.

Discussions are presented in Section II. Limitations of the study and recommendation for further studies are in Section III and Section IV, respectively.

#### I. Conclusion

The data from forty Thai customers at Starbucks coffee in Bangkok area located in three branches: GMM Grammy, MBK Center (Maboonkrong Center), and Central Chidlom Department Store were tabulated and analyzed to answer two research questions:

1. What are the major elements that make Starbucks Coffee successful?
2. How do the Starbucks brand and the marketing mix affect its customers?

According to the first question, the findings revealed that the taste of the coffee was the major element which enhanced the success of the Starbucks Coffee as the majority of the respondents thought of the taste of Starbucks coffee first when hearing the word "Starbucks".

The salespersons' attentiveness was also an important factor that made the Starbucks

successful. In addition, the results indicated that most of the respondents were highly satisfied with the Starbucks shop's atmosphere.

According to the second question, the results of the study indicated that the majority of the respondents accepted that the brand of Starbucks was famous and reliable which had a significant effect on their Starbucks' coffee consumption. The quality of Starbucks also played a crucial role as most of the respondents confirmed that they were assured by the quality of the brand of Starbucks. According to the four types of marketing mix- product, price, place, and promotion- the results were as follow: for the product mix, it was found that most of the respondents confirmed that Starbucks' taste was delicious and this could strongly influence them to drink/purchase a Starbucks coffee. For the price mix, the findings revealed that the majority of the respondents accepted that Starbucks coffee's price was high but its quality and quantity were better than those of other brands. For the place mix, the availability of Starbucks' branches was referred to as an important factor when consuming a Starbucks coffee by the majority of the respondents. Lastly, for the promotion mix, most of the respondents believed that good personalities of Starbucks' salespersons, who were able to provide the customers clear information, could strongly induce them to purchase a Starbucks coffee,

## II. Discussions

The findings of this study show that age, education level, occupation, and income have significant relationship with consumers' behavior on purchasing a Starbucks coffee. From the study, the results reveal that the target consumers of Starbucks' coffee are working people between the ages of 20 – 40 years old. Only 2.5% of Starbucks' customers in this research are below 20 years old. The results also show that the majority of Starbucks' consumers are working people (80%), and 50% of its customers hold above bachelor's degrees. This can be inferred that Starbucks aims focusingly to attract the working people group who possibly are able to afford a coffee with a premium price. However, the study found that most consumers only occasionally drink Starbucks' coffee. This may be resulted from Starbucks premium price as well.

Since this study aimed to study the major elements which enhance the success of the Starbucks coffee, the results indicate that taste of the coffee is the most important element. The majority of the respondents confirmed that Starbucks' taste is delicious and they thought of the taste of coffee first when hearing the word Starbucks. Most of them also noted that Starbucks' coffee has a unique taste and it is richer than those of other brands. This result is supported by

Howard Schultz, Starbucks' Chairman, (The branded life. 2004: Online) He claimed that the taste of Starbucks coffee has created a quality experience that Starbucks has been able to convince customers over the last 20 years that it is still a very good value.

In addition, the salespersons' attentiveness is also a powerful element that makes business of Starbucks successful. This is evident by Starbucks service strategy focusing on keeping customers satisfied – from the moment a customer walks into one of the retail stores, places an order, receives a fresh cup of coffee, and finally relaxes in the Starbucks store or moves on with the daily routine (Learning from Starbucks.2006: Online). Thus, it can be concluded that Starbucks salespersons' attentiveness is one of the major strategies that makes Starbucks successful.

Another influential factor is the atmosphere of Starbucks' shops. At present, the coffeehouse is not just a place to get a cup of coffee, but it has become a center for socializing and intellectual discussion. Thus, Starbucks creates an attractive and comfortable retail store to appeal customers to walk into the stores as well as to keep them coming back.

The second objective of the study is to examine the customers' opinion toward the Starbucks brand and its marketing mix. The findings show that the majority of Starbucks'

consumers (92.5%) believe in the popularity of Starbucks and this results in their coffee consumption. Evidently, the findings indicate that the Starbucks' consumers believe and rely on the popularity of the brand before considering other factors. Obviously, Starbucks is not new to Thai people; it has been widely well-known as premium coffee in Thailand since 1998. So far, Starbucks has 83 stores throughout the country (Starbucks Coffee Thailand. 2006: Online).

Besides being a famous and reliable brand, the quality of Starbucks also plays a crucial role as most of the customers confirm that they are assured by the quality of the brand of Starbucks. This is ascertained by Starbucks marketing strategy that Starbucks offers the coffee lovers with the highest quality coffee beans and wonderful premium ingredients. Its strategy also emphasizes on selling a coffee along with fresh, rich-brewed, and same standard throughout the country.

According to the four types of marketing mix- product, price, place, and promotion- the results are as follow: for the product mix, the result shows that taste of coffee is delicious and it is referred to as the most important factor when purchasing a Starbucks coffee by the majority of the customers. This is relevant to a recent research conducted by Suchira Wannasiwarak

(2004). Her study reveals that the factor or main reason to consider first when buying cookies is good taste.

For the price mix, the majority of the respondents stated that Starbucks coffee's price is high but its quality and quantity are better than those some other brands. This result is relevant to a comment made by Assael (1998). He claimed that customers tend to purchase the most expensive brand when they expect the best quality from it. In addition, according to a recent research, Amararak (2004) also found that even Mercedes Benz is expensive but the customers showed a high tendency to repurchase Mercedes Benz as they trust in the safety and high performance of the cars of this brand,

For the place mix, the findings show that the availability of Starbucks' branches can affect the majority of the customers when purchasing a Starbucks coffee. This can be explained by Starbucks hypothesis as being everywhere that customers want them to be. We can obviously observe that Starbucks satisfies customers by opening more stores in different area such as near high-end residential areas, cinemas, shopping centers, banks, and major parkings to meet the increasing demands of its customers. Within ten years from the first branch,

now Starbucks has 83 stores throughout the countrywide (Starbucks coffee Thailand. 2006: Online).

Lastly, for the promotion mix, the good personalities of salespersons, who are trained to be able to provide the customers clear information, is counted as an important factor. Starbucks strongly concerns that its success definitely focuses on offering its customers the positive experience while in its stores. Consequently, each Starbucks' employee has to participate in an extensive training program that simplifies strong coffee knowledge, product expertise and a commitment to customer service (Company profile. 2006: Online). Accordingly, it can be concluded that the good personalities of salespersons, who were able to provide the customers clear information, can increase the sales.

## II. Limitations of the study

The limitations of the study are as follows:

1. The number of the participants in the sample group was limited to only forty Thai customers, so the result may not represent the opinion of all Starbucks customers.
2. The distribution of the questionnaire to Thai customers was limited to three selected branches of Starbucks located in Bangkok only. The Starbucks customers in other areas such as in the southern or northern parts of Thailand are excluded from the study. Therefore, it should be noted that the findings cannot be assumed to apply broadly to all Starbucks customers in Thailand.
3. This study aimed to study and examine the brand equity and the marketing mix of Starbucks coffee only on customers' response to a closed questionnaire. Thus, it should be noted an in-depth interview and/or other more open research methods may be helpful to find out customers' deeper and more individual attitudes.

#### **IV. Recommendation for further studies**

The following suggestions are recommended for further studies:

1. At present, there are many beverages in the market. This study focuses on only the premium coffee. A study of brand equity and marketing mix on other beverages should be done in the future.

2. The current study focuses on only Thai consumers to find out how foreign brand affected their buying decision. It will be extended to study the roles of brand equity and marketing mix of a successful Thai beverage brand such as Singha Beer on foreign consumers' purchasing decision.

3. Normally, consumers can be grouped into various segments characterized by their characteristics such as students, young adults, adults, working people, or housewives. Each group might have its own interests which can be different from the other groups. The future study should focus on the certain segments mentioned above by using the current topic.

4. Further study should be conducted on close competitors of Starbucks in order to compare their brand equity and customers' opinion toward their brands and marketing mix.

In-depth interview with customers is recommended.

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## **APPENDIX**

## QUESTIONNAIRE

This questionnaire is designed to explore the customers' attitudes towards the Starbucks brand and their marketing mix. The researcher would feel very much obliged for your cooperation and feedback by the following questions and giving your comments below. Your information will be kept confidentially.

**Directions:** Please mark  to the answer that is most applicable to you

### Part I: Profile of the respondents

#### 1. Gender

Male

Female

#### 2. Age

Below 20

20-30

31-40

Over 40

#### 3. Education

Below Secondary

Secondary or equivalence

Diploma's degree or equivalence

Bachelor's degree

Above Bachelor's degree

#### 4. Occupation

Student

Employee

Government Officer

Business Owner

Housewife / Unemployed

Others (please specify).....

#### 5. Monthly Income

Below 5,000 Baht

5,000 – 10,000 Baht

10,001 – 20,000 Baht

20,001 – 30,000 Baht

Over 30,000 Baht

#### 6. How often do you drink Starbucks coffee?

Everyday

Once a week

2-3 times a week

Once a month

2-3 times a month

Occasionally

**Part II: The most influential factors on customers drinking/purchasing Starbucks**

5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree

You purchase Starbucks coffee because _____.	5	4	3	2	1
1. the brand of Starbucks is famous and reliable					
2. you are assured by the quality of the brand of Starbucks					

3. The **first** word that comes to your mind when you hear the word "Starbucks" (Choose only one)

- Brand Popularity                       Taste of coffee                       Aroma of coffee  
 Availability of branches                       Package                       Price  
 A variety of coffee choices                       Salespersons' attentiveness

4. Which one of the following factors most **influences** you to buy a Starbucks coffee?

(Choose only one)

- \_\_\_\_\_ The brand of Starbucks                      \_\_\_\_\_ Taste of coffee  
\_\_\_\_\_ Aroma of coffee                      \_\_\_\_\_ Package  
\_\_\_\_\_ Price                      \_\_\_\_\_ A variety of coffee choices

5. Please choose your **satisfaction** of the service at Starbucks' shops (Choose only one)

- \_\_\_\_\_ Salespersons' attentiveness  
\_\_\_\_\_ Salespersons' prompt service  
\_\_\_\_\_ Salespersons' courteousness  
\_\_\_\_\_ Availability of newspapers/magazines

6. Please choose your **satisfaction** of Starbucks' shops (Choose only one)

- \_\_\_\_\_ Atmosphere                      \_\_\_\_\_ Interior design  
\_\_\_\_\_ Cleanliness                      \_\_\_\_\_ Seating arrangement  
\_\_\_\_\_ Convenient location

**Part III: The customers' opinion toward the marketing mix of Starbucks Coffee**

5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree

<b>Your purchasing decisions on Starbucks coffee</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>Product</b>					
1. Delicious taste					
2. Unique aroma that differs from the other brands'					
3. A variety of coffee choices					
4. Attractive package					
5. Standard of the quality					
<b>Price</b>					
6. Reasonable price when compare with its quality					
7. Reasonable price when compare with its quantity					
8. High price but its quality and quantity are better than those of other brands'					
<b>Place</b>					
9. Availability of Starbucks' branches					
10. Attractive interior design and friendly atmosphere					
11. Cleanliness of the shops					
<b>Promotion</b>					
12. Advertising through website (If you have not seen this medium, please leave it blank.)					
13. Advertising in printed matters (Magazines, Newspapers, Brochures) (If you have not seen this medium, please leave it blank.)					
14. Word-of-mouth					
15. Good personalities of salesperson who can provide clear information					

## แบบสอบถามความคิดเห็นเกี่ยวกับตราสินค้า

แบบสอบถามนี้ได้จัดทำขึ้นเพื่อสำรวจความคิดเห็นเกี่ยวกับตราสินค้า Starbucks ผู้จัดทำใครขอความร่วมมือจากท่านในการตอบแบบสอบถาม เพราะความคิดเห็นของท่านจะเป็นประโยชน์อย่างยิ่งที่จะทำให้งานวิจัยชิ้นนี้สำเร็จตามวัตถุประสงค์ ผู้วิจัยจะเก็บข้อมูลที่ได้รับเป็นความลับและขอขอบคุณทุกท่านอย่างสูงที่ได้ให้ความร่วมมือเป็นอย่างดี

### ส่วนที่ 1: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

**คำชี้แจง** โปรดทำเครื่องหมาย ✓ ลงในช่อง  หน้าข้อความที่ตรงกับความเป็นจริงของท่าน

1. เพศ

ชาย

หญิง

2. อายุ

ต่ำกว่า 20 ปี

20-30 ปี

31-40 ปี

40 ปีขึ้นไป

3. ระดับการศึกษา

ต่ำกว่ามัธยมศึกษา

มัธยมศึกษาหรือเทียบเท่า

อนุปริญญาหรือเทียบเท่า

ปริญญาตรี

สูงกว่าปริญญาตรี

4. อาชีพ

นักเรียน/นักศึกษา

รับจ้าง/พนักงานเอกชน

ข้าราชการ/รัฐวิสาหกิจ

ธุรกิจส่วนตัว/เจ้าของกิจการ

แม่บ้าน/พอบ้าน

อื่นๆ (โปรดระบุ.....)

5. รายได้เฉลี่ยต่อเดือน

ต่ำกว่า 5,000 บาท

5,000 – 10,000 บาท

10,001 – 20,000 บาท

20,001 – 30,000 บาท

มากกว่า 30,000 บาท ขึ้นไป

6. ความถี่ในการดื่มกาแฟสตาร์บัคส์

ทุกวัน

สัปดาห์ละ 1 ครั้ง

2-3 ครั้ง ต่อสัปดาห์

เดือนละ 1 ครั้ง

2-3 ครั้ง ต่อเดือน

แล้วแต่โอกาส

**ส่วนที่ 2: ปัจจัยที่ทำให้เลือกดื่ม/ซื้อกาแฟสตาร์บัคส์**

5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = ไม่แน่ใจ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

คุณตัดสินใจซื้อกาแฟสตาร์บัคส์เพราะ	5	4	3	2	1
1. ชื่อตราสัญลักษณ์ของกาแฟ "สตาร์บัคส์" มีชื่อเสียงและเป็นที่ยอมรับ					
2. รู้สึกเชื่อมั่นในคุณภาพภายใต้ชื่อ "สตาร์บัคส์"					

3. เมื่อพูดถึงกาแฟ "สตาร์บัคส์" สิ่งแรกที่คุณนึกถึงคือ (เลือกเพียง 1 คำตอบ)

- ความนิยมของยี่ห้อ
  รสชาติของกาแฟ
  กลิ่นของกาแฟ  
 ตำแหน่งที่ตั้งของร้านสะดวกในการใช้บริการ
  บรรจุกภัณฑ์
  ราคา  
 ความหลากหลายของชนิดของกาแฟ
  การเอาใจใส่ลูกค้า

4. ปัจจัยด้านใดที่สามารถช่วยให้คุณตัดสินใจซื้อกาแฟ "สตาร์บัคส์" ได้มากที่สุด (เลือกเพียง 1 คำตอบ)

- \_\_\_\_\_ ตราสินค้า "สตาร์บัคส์"
  ราคา  
 \_\_\_\_\_ รสชาติของกาแฟ
  กลิ่นของกาแฟ  
 \_\_\_\_\_ ความหลากหลายของชนิดของกาแฟ
  บรรจุกภัณฑ์

5. กรุณาเลือกเหตุผลที่มีต่อความพึงพอใจในด้านการบริการของร้านสตาร์บัคส์ (เลือกเพียง 1 คำตอบ)

- \_\_\_\_\_ มีหนังสือพิมพ์/นิตยสารไว้บริการในร้าน
  ความรวดเร็วในการบริการ  
 \_\_\_\_\_ ความเอาใจใส่ลูกค้า
  ความสุภาพของพนักงาน

6. กรุณาเลือกเหตุผลที่มีต่อความพึงพอใจในด้านสถานที่ให้บริการกาแฟสตาร์บัคส์ (เลือกเพียง 1 คำตอบ)

- \_\_\_\_\_ บรรยากาศ
  การตกแต่งภายในร้าน  
 \_\_\_\_\_ ความสะอาดของสถานที่
  รูปแบบการจัดที่นั่งสำหรับลูกค้า  
 \_\_\_\_\_ ตำแหน่งที่ตั้งของร้านสะดวกในการใช้บริการ

**ส่วนที่ 3: ความคิดเห็นทางการตลาดของกาแฟสตาร์บัคส์**

**คำชี้แจง** ท่านมีความคิดเห็นอย่างไรต่อข้อความต่อไปนี้

5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = ไม่แน่ใจ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

การตัดสินใจซื้อกาแฟยี่ห้อ “สตาร์บัคส์”	5	4	3	2	1
<b>ด้านผลิตภัณฑ์</b>					
1. มีรสชาติอร่อย					
2. มีกลิ่นที่เป็นเอกลักษณ์แตกต่างจากยี่ห้ออื่น					
3. มีรสชาติให้เลือกหลากหลาย					
4. บรรจุภัณฑ์มีความสวยงามดึงดูดใจให้ซื้อ					
5. คุณภาพเป็นที่ยอมรับ					
<b>ราคา</b>					
6. ราคาไม่แพงเมื่อเทียบกับคุณภาพ					
7. ราคาไม่แพงเมื่อเทียบกับปริมาณ					
8. ราคาแพงแต่คุณภาพและปริมาณดีกว่ายี่ห้ออื่น					
<b>การจัดจำหน่าย</b>					
9. ตำแหน่งของสถานที่ตั้งสะดวกในการใช้บริการ					
10. บรรยากาศและการตกแต่งภายในร้านสวยงาม					
11. ความสะอาดของร้าน					
<b>การส่งเสริมการตลาด</b>					
12. สื่อโฆษณาทางเว็บไซต์ดึงดูดใจให้ซื้อ (หากท่านไม่เคยเห็นสื่อชนิดนี้ไม่ต้องเลือกตัวเลือกใด)					
13. สื่อโฆษณาทางสื่อสิ่งพิมพ์ (นิตยสาร, หนังสือพิมพ์, โบรชัวร์ ฯลฯ) ดึงดูดใจในการเลือกซื้อ (หากท่านไม่เคยเห็นสื่อชนิดนี้ไม่ต้องเลือกตัวเลือกใด)					
14. คำบอกเล่าจากบุคคลอื่นทำให้คุณตัดสินใจซื้อสินค้านี้					
15. พนักงานขายมีบุคลิกภาพดีน่าเชื่อถือและสามารถให้รายละเอียดได้ชัดเจนทำให้ง่ายต่อการตัดสินใจซื้อ					

**VITAE**

## VITAE

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