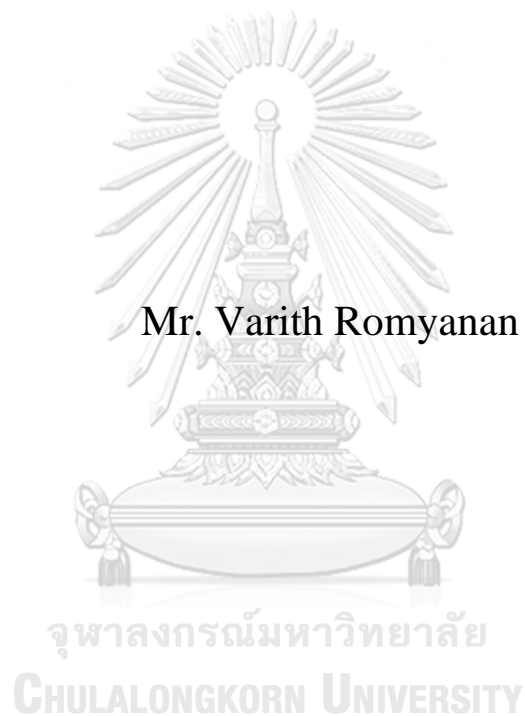# The 7Ps marketing mix of KOI Thé that affect consumer's purchase decisions in Bangkok

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An Independent Study Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Arts in Business and Managerial Economics
Field of Study of Business and Managerial Economics
FACULTY OF ECONOMICS
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ปัจจัยส่วนประสมทางการตลาดของร้านโคอิเตะที่มีผลต่อการตัดสินใจซื้อของผู้บริโภคในเขต
กรุงเทพมหานคร

นายวริทธิ์ รมยะนันทน์

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วริทธิ์ รมยะนันทน์ : ปัจจัยส่วนประสมทางการตลาดของร้านโคอิเตะที่มีผลต่อการตัดสินใจซื้อของผู้บริโภคใน
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Currently, bubble tea has become some of the most famous beverages that people prefer to drink worldwide, especially in Thailand. The bubble tea shop business market has consecutively high competition, in terms of consumers having different choices of beverages to consume and also in terms of owners that have more competitors. KOI Thé is possibly one the most popular bubble tea chain in Thailand. In consequence, this paper's purpose can be classified into two categories. First, to examine the impact of components of the 7Ps marketing mix on consumers' purchasing decisions of KOI Thé. Second, to examine the influence of demographic factors including gender, age, education, occupation, and income on consumers' purchasing decisions of KOI Thé.

The study was a survey consisting of 300 samples of respondents who used to consume KOI Thé and also specify respondents who live in the Bangkok Metropolitan Area. Data was primary data which was collected by using questionnaires through social media. Analyzing the data using both descriptive statistics and inferential statistics by using programs which was SPSS.

The result from this study found that most of the respondents are female, aged between 21 and 30 years old, achieved a bachelor's degree, corporate employees, and have monthly income between 15,001-30,000 Baht. For marketing mix factors that have a positive impact on the decision making of purchasing KOI Thé of people in Bangkok are as follows: Product factor, Price factor, and People factor respectively. On the other hand, demographic factors have no impact on the decision to purchase KOI Thé.

Field of Study:	Business and Managerial Economics	Student's Signature ....
Academic Year:	2021	Advisor's Signature ....

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1. Introduction

Currently, bubble tea has become some of the most famous beverages that people prefer to drink worldwide, especially in Thailand. Bubble tea originated in Taiwan, where Chun Shui Tang Teahouse invented them by bringing boiled tapioca pearls to try and put them into a glass of milk tea. Later, tapioca pearls began to be added to other beverages instead of tea, such as coffee, cocoa, and fruit juices, thus making bubble tea popular in the market and becoming a popular drink in Taiwan (CNN Travel, 2017). After that, bubble tea shops began to expand to Thailand for the first time around 2001, which was very popular Because it is a new type of drink and perfect for the climate of Thailand. In the beginning, bubble tea was aimed at the student market, thus becoming a fashionable drink for teenagers. At the same time, a large number of entrepreneurs took over this trend, causing intense competition within the industry. With entrepreneurs focusing on cost reductions and competitive prices, resulting in lower product quality, the attractiveness of the bubble tea market is gradually deteriorating (SME FROG, 2018).

Until around 2011, the bubble tea shop became popular again because consumers wanted alternative beverages other than coffee. The popularity of bubble tea drinks has returned to be in demand again. In addition, the modern bubble tea brands in Thailand have become a key factor in the revival of the bubble milk tea trend as well. They improve the appearance of the packaging to be modern to meet the target group and become a selling point for their own brand. The group of packaging that has emerged during this period is glass sealed with a transparent plastic lid that is easy to carry. Moreover, the modern brands also aim for more variety of customer groups in order to expand the market by having a variety of menus according to the needs or interests of consumers and also opening up more distribution sources such as department stores, and Skytrain stations, and business districts. As a result, bubble milk tea has developed to meet a wide range of customer needs changing from a fashionable drink to a drink in daily life (Benjaploy Phothiperanan, 2016, p.2). In 2019, according to ASEAN Post, an average Thai person consumes six cups of bubble tea per month, surpassing all the other Southeast Asian countries. It means that Thai people are the most attractive market for bubble tea shops in all of ASEAN. Moreover, Bangkok Post state that the bubble tea market value in Thailand has been estimated at 2.5 billion baht in 2019, and it is projected to continue growing

KOI Thé started out as a tea business of a Taiwanese family under the brand name 50 Lan. The company first started in 1994 and expanded into a large franchise with 400 branches. Until 2006, the manufacturer, Chloe Ma, had the idea to break the tea brand that is different from Wu Shi Lan by differentiating the product, making the product stand out. He creates bubble tea with attention to the details of every cup brewed and develops the flavor to match the behavior and culture of consumers of all races, not just the countries that are culturally bound to drink tea. This is because they want to penetrate the international market primarily. Marketing and business

operations are clearly separated under the name KOI Thé, with the concept of tea drinking in the daily life of consumers. KOI Thé started its first branch in Taiwan in 2006 before starting to expand branches to foreign countries starting from Singapore. KOI Thé became famous and began to market to China, Japan, Myanmar, Indonesia, Vietnam, and Thailand.

As for KOI Thé Thailand, under the management of the Managing Director, Mr. Nattapon Eksangkul, has started to expand its business to Thailand for about 6 years. The first branch is in Central Bangna, the business started in July 2016. At present, there are more than 54 branches and plans to expand the number of branches to increase by targeting provincial cities and popular tourist destinations as the main. In terms of operations, the company has lost a year in a row, after which KOI Thé Thailand was able to turn around the situation. The company has grown and evolved greatly, with the company highlighting the unparalleled and hard-to-copy identity of KOI Thé's golden pearls, specially formulated to differentiate the brand's identity. KOI Thé is possibly the most popular bubble tea chain in Thailand with more than 50 carefully blended drinks, but their most popular beverage is Golden Bubble Milk Tea. For the health-conscious, there is a preferred sweetness level from 0% to 120%. Today, KOI Thé Thailand Still has to import tea leaves and pearl powder from Taiwan to control the quality of every cup of tea to be the best. With most of their ingredients imported from Taiwan, customers are sure to experience an authentic taste from the birthplace of bubble tea. Therefore, KOI Thé tea has a higher starting price per cup than other competitors.

Consumers have different choices of beverages to consume or make decisions to buy which tends to push the bubble tea market to be more competitive. Consequently, Caffe KOI Thé must adapt its marketing schemes to attract more consumers, match more customers' satisfaction and increase their capabilities in the quality of competition. This paper's objective can be classified into two categories. First, to examine the impact of components of the 7Ps marketing mix on consumers' purchasing decisions. Second, to examine the influence of demographic factors including gender, age, education, occupation, and, income on consumers' purchasing decisions. In order to test if the factors are statistically significant on purchase decisions, the methodology for this paper uses descriptive statistics including percentage, minimum, maximum, mean, and standard deviation, as well as inferential statistics including Ordinary Least Squares and multiple linear regression.

The population used in this paper is consumer groups in Bangkok who have consumed beverages from KOI Thé. The sample data is collected through the online questionnaires from (date). The research question in this paper is the service marketing mix factors (product, price, place, promotion, people, process, and physical evidence) are valuable when deciding to consume beverages from KOI Thé in Bangkok. In addition, the paper results can provide information about the factors that influence the decision making of consuming KOI Thé in Bangkok and knowledge to entrepreneurs to make a decision to improve their products and services.

This research is divided into six chapters. The first chapter gives a summary of the study's background and goals, as well as the research purpose, scope, and hypothesis. The second chapter is a literature review. This chapter offers a review of previous research that can be used to our study. Research theory is the third chapter. This chapter demonstrates the study's theory and how to apply it to this investigation. The empirical approach is discussed in the fourth chapter. The conceptual framework and empirical equation are presented in this chapter. Data analysis is the fifth chapter. This chapter demonstrates data gathering and the outcomes of descriptive and inferential statistics analysis. Conclusion and recommendations are presented in the final chapter.

2. Literature Review

2.1 Research related to purchasing decisions of bubble tea

Kanokwan Duanggaew (2021) studied the factors that have an effect on buyidecisionsion and behavior of milk tea at Eurika Cha. This study aims to investigate the marketing mix factors that influence customers' decisions to buy bubble tea at Eurika Cha. Frequency, percentage, mean, and standard deviation are used in descriptive statistics analysis. Multiple regression was one of the inferential statistics used. According to the findings of the survey, the majority of Eurika Cha customers are female, aged 21 to 30, have a bachelor's degree, work for a private company, and have an average monthly income of 25,001 to 30,000 baht. For demographic factors, it was found that age and occupation differences were affecting the decision to purchase bubble milk tea at KAMU tea of consumers. For the service marketing mix factors, The results also revealed that all 7Ps marketing mix components, including product, price, place, promotion, people, process, and physical evidence, have an impact on milk tea purchasing decisions.

Likewise, Pashatai (2021) also study the effect of the service marketing mix (7ps) on the decision to purchase bubble milk tea at KAMU tea. The goal of this study is to investigate the elements that influence customers' decisions to buy bubble milk tea at KAMU tea. Frequency, percentage, mean, and standard deviation are used in descriptive statistics analysis. Independent Sample t-test, One-Way ANOVA (F-test), and Multiple Regression Analysis were among the inferential statistics used. According to the findings of the survey, the majority of KAMU tea customers are female, aged 21 to 30, have a bachelor's degree, work for a private company, and have an average monthly income of between 15,001 and 20,000 baht. For demographic factors, it was found that age and occupation differences were affecting the decision to purchase bubble milk tea at KAMU tea of consumers. For the service marketing mix factors, the result also found that there are 3 factors of the marketing mix which are price, place, and promotion have an impact on purchase decisions. The most influencing factors are promotion, place, and price respectively.

While Wassana Thiangkratok and Wornchanok Chaiyasoonthorn (2019) used the 7Ps marketing mix including product, price, place, promotion, people, process, and physical evidence. The authors investigate how the service marketing mix influences purchasers' behavior toward international bubble milk tea brands in Bangkok. Frequency, percentage, mean, and standard deviation are used in descriptive statistics, while multiple linear regression is used in inferential statistics. The majority of the sample group is female, aged 20–24 years old, with a bachelor's degree, private company employees, and an average monthly income of 15,001–25,000 baht, according to the findings. For the service marketing mix factors, Consumer behavior in the item of consumption expenditure per time is influenced by product, price, promotion, process, and physical evidence at a statistical significance level of 0.05.

From reviewing numerous studies, the marketing mix which is 4Ps or 7Ps is mostly used for investigating the purchasing decision. So, there are some related studies that the results can be categorized according to each factor of the marketing mix.

1. Product

Emthikan (2016) found that the product factor has an impact on the decision of buying a bakery in the aspect of taste, freshness, variety, and package design. Similarly, Kamolchan (2015) also found that the product has a relationship with the decision to use the service of homemade ice cream shop in terms of variety, quality, and design that accords with Krittikorn (2010) found that the product is the first thing consumers consider when making a purchase decision on ice cream as consumers consider taste, quality of ice cream and quality of raw material. Siraprapa (2015) studied the effect of service marketing mix on the decision to purchase cafe amazon at PTT gas station in Bangkok and found that the product has the strongest effect on customers of Café Amazon in Bangkok. Besides, Waramas (2015) found that product is the factor that has an impact on the consumer behavior in the premium coffee shop in Bangkok. In contrary, phannarai (2011) studied the consumption behavior of Starbucks Coffee and Banrie Coffee, author found that the product has no effect on consumption behavior in terms of the average quantity of consumption each time and the average coffee expenses each time.

2. Price

Jakrkit (2013) studied marketing mix and behavior of using the service's premium ice cream and found that consumers attach great importance to the fact that the price is suitable for quantity and quality. Emthikan (2016) found that the price factor has an impact on the decision of buying a bakery in the terms of the price is suitable for quantity and quality, low price, and price tag clarity respectively that accords with Kamolchan (2015) found that consumers decided to buy ice cream because the price is suitable for quantity and quality, multiple price levels and clearly labeled price tags. Phanuphun (2016) studied service marketing mix and Entrepreneurs' decision to purchase Bottled Water and found that price is the most influential factor on the decision to purchase Bottled Water. Moreover, Waramas (2015) found that price is the factor that has an impact on the selection of services in premium coffee shops in Bangkok in terms of the price is suitable for the quality of raw materials and the quantity of coffee received consistent with Siraprapa (2015) found that price also has an impact on the decision to purchase cafe amazon at PTT gas station in Bangkok in terms of the prices are reasonable as compared to quantity and quality.

3. Place

Panupong (2016) studied whether service marketing mix Factors affect consumer choice of traditional Thai coffee shops in Bangkok and found that place influences consumer's choice of traditional Thai coffee shops in terms of the convenient location

of the shop and the speedy service. Also, Piriya (2000) found that place influences the choice of franchise system coffee shops because it was found that consumers placed importance on comfortable seating and the location of the store that was easily accessible. On the other hand, while studying the decision to purchase bird's nest drinks of consumers in Bangkok, Chalermphon (2015) found that place has no effect on consumers' decision to purchase bird's nest drinks.

4. Promotion

Siraprapa (2015) studied the effect of service marketing mix on the decision to purchase cafe amazon at PTT gas station in Bangkok and found that the promotion influences customers of Café Amazon in Bangkok through advertising, public relations, and sales promotion. Similarly, Nonthawat (2016) studied factors affecting consumer choice of Starbucks Teavana tea in Thailand and found that promotion which are advertising, public relations, sales promotion, and membership has an effect on consumers' buying behavior. Furthermore, Kissana (2008) studied factors that affect the buying behavior of bakery products in Wararat Shopping Center and found that customers placed importance on promotion in terms of discounts and freebies respectively. However, their result contradicts with Waramas (2015), the author found that promotion has no impact on the selection of services in premium coffee shops in Bangkok. Also, Panupong (2016) studied Factors that affect consumer choice of traditional Thai coffee shops in Bangkok and found that place an effect on consumer's choice of traditional Thai coffee shops and found that promotion has no effect on consumer's choice of traditional Thai coffee shops.

5. People

Nonthawat (2016) studied the effect of the service marketing mix on consumer choice of Starbucks Teavana tea in Thailand and found that customers placed importance to store employees in terms of politeness, willingness to provide service, dress, cleanliness, and knowledge of the products in the store that similar to Waramas (2015) who found that people factor influence on consumer choice of services in terms of good and friendly hospitality service, enthusiasm, advice, and assistance. Also, Yahatta (2013) studied the guidelines for developing a business at Shirimp Zaa coffee shop and found that consumers attach great importance to human relations, caring and customer service, personality, and product knowledge of employees respectively.

6. Process

Teechaporn (2012) studied factors Influencing Consumers' Consumption of Fresh Coffee and Bakery in Chiangrai and found that consumers place great importance on the speed of customer service, customer care, and accurate service respectively. Also, Piriya (2000) found that the customer group placed great importance on the speed of service, the delivery of the correct goods and services, and the speed of billing. In contrary, Waramas (2015) found that process factor has no impact on the selection of services in premium coffee shops in Bangkok because premium coffee shops have an

indifferent service process, with staff repeating the beverage list, delivering the correct beverages as ordered, and the speed of service.

7. Physical Evidence

Siraprapa (2015) found the physical evidence, which are the store's decoration style, the selection of scents to create a good atmosphere, and the provision of various additional services, influences customers' purchase decision of Café Amazon in Bangkok that accord with Pattima (2013) studied factors that are important for choosing the service of premium tea shops and bakeries and found that the customers value the shop condition that is clean and tidy.

3. Research Theory

3.1 Theories and concepts regarding Demographic characteristics

Sudaduang Ruangruchira (1998) said that market segmentation according to population characteristics is market segmentation according to age, income, occupation, and class of society. This type of market segmentation is beneficial because it has a large market and is well measurable.

Siriwan Sereerat et al. (1995) said that demographic characteristics Demographics include gender, age, education, occupation, and income, which are commonly used criteria for market segmentation. Demographic characteristics are important characteristics that help determine the target market. Demographic data will be accessible and influence target market determination. The key demographic variables are as follows:

1. Sex

It is an important market segmentation variable. Because at present, gender variables have changed in consumption behavior. Different genders have different behaviors, attitudes, perceptions, and decisions. For example, females tend to be more inclined to send and receive messages than males and are more responsive than males.

2. Age

Different ages will differentiate demand for goods and services, so marketers should pay attention to age variables. Find the needs of the market segment by age as it is the factor that differentiates people.

3. Education level

Information about the level of education of the population is very useful. Education differentiates people's thoughts, values, and behaviors. Highly educated individuals are screened for rationale and credibility.

4.Income

The most popular criterion for measuring household and individual economic status is income. Income is a measure of a consumer's ability to spend. They're frequently calculated using personal or household income per unit of time. Income is a determining element in consumption. The needs, ideas, and purchasing decisions are all determined there.

5.Occupation

Different occupation groups affect the satisfaction of purchasing goods or services. Because each person's career leads to different demands for products or services.

3.2 Theories and concepts regarding marketing mix factors

Seree Wongmontha (1999) said that the marketing mix means that the business has allocated and used the production process of the product and presented it to the market to meet the needs of its main target customers.

Yupawan Wannavanich (2008) said that the marketing mix is a very important element in formulating a marketing strategy. If a business has a process for defining the marketing mix in the right proportions, it can help create a unique identity for the product and business.

The traditional marketing mix that is suitable for a manufacturing business consists of 4 components: Product, Price, Place, and Promotion. Subsequently, the marketing mix has been improved and developed to be more suitable for the service business since the service is considered an activity to create satisfaction that can meet the needs of the target customers. The service has an important aspect and differs from the general merchandise is that it cannot be preserved, the service provider is part of the service, and the problem of maintaining the quality of the service. The service marketing mix, therefore, has more elements, mainly three additional elements: People, Process, and Physical evidence

These seven components of the marketing mix work together to effectively communicate the marketing information of the business to the audience. The marketing mix for service businesses, known as 7Ps (Kotler Philip, 1997), is detailed below.

1) Product means products offered to the market by service providers to meet the main needs of the target customers of the bubble tea business. Products include tangible and intangible things such as packaging, quality, branding, and service and provider reputation.

2) Price refers to the amount that consumers of bubble tea have to pay in order to obtain goods and services from a business. Customers will have a comparison between the value of the product and the price paid, such as the cost of milk tea, pearls, etc.

3) Place refers to activities related to the distribution of goods and services of the bubble tea business. It affects the perception of the value of bubble tea presented to consumers by considering the location of the shop (Location) and channels in which products and services are presented (Channels).

4) Promotion means communicating and influencing customers to increase the consumption of bubble tea by using various incentive methods such as advertising, promotion, and public relations.

5) People means personnel who have to go through the selection, training, and motivation. The personnel of the business must have the ability to have a positive

attitude towards service as well as quality problem-solving in order to be able to create satisfaction over competitors.

6) Process means the process of delivering quality service to consumers of bubble tea quickly and can create satisfaction for consumers.

7) Physical evidence means presenting a visible image and physical appearance to consumers of bubble tea. Let consumers know the quality of products and services clearly, for example, the service locations in each branch are beautifully decorated, and clean, as well as provide fast service

3.3 Theories and concepts regarding the decision-making process

Siriwan Sereerat et al. (1995) explained that the Buying Decision Process is a step in the purchase decision of consumers. According to the survey of consumers in the process of purchasing products, it is found that consumers will go through a 5-step process as follows:
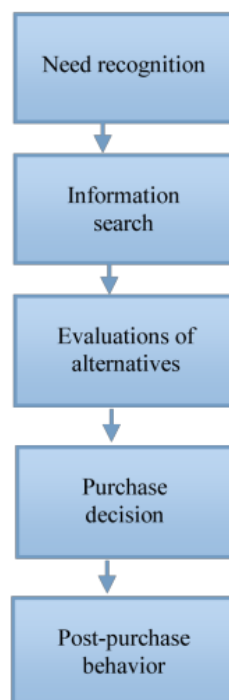

Figure 1 Buying decision process

Source: (Zilong Fang, Pengju Li, 2014)

1. Problem Recognition is when customers are aware of their problems or needs in order to satisfy particular needs that may be triggered by internal or external factors.

2. Information Search is a search for information to identify alternate solutions to that problem, which can be received from a variety of sources, including asking family members, relatives, friends, experts, advertising, product display at the point of sale, and Internet searches. self-experimentation, etc.

3. Evaluation of Alternatives is the analysis and evaluation of the alternatives sought in the previous phase. By focusing on the characteristics of a product or service that can best address issues and meet needs, resulting in the most benefit to customers.

4. Purchase Decision is a step taken after an alternative has been evaluated that is critical in allowing consumers to acquire that product or service. However, three factors come into play during decision-making: 1. the attitude of others 2. Predicted situation 3. Unexpected circumstance

5. Post Purchase Behavior is a follow-up after the consumer has used the product or service successfully. This can result in two outcomes: consumers who are satisfied with the product or service, or consumers who are dissatisfied with the product or service. This step is thus critical because if the consumer is satisfied, it can lead to repeat purchases. However, if the consumer is dissatisfied, telling another person about his or her dissatisfaction can be harmful.

4. Empirical Model

4.1 Conceptual Framework

7Ps marketing mix
1. Product
2. Price
3. Place
4. Promotion
5. People
6. Process
7. Physical Evidence

Demographic factors
1. Gender
2. Age
3. Education
4. Occupation
5. Income

Decision to purchase Koi Thé next time of people in Bangkok
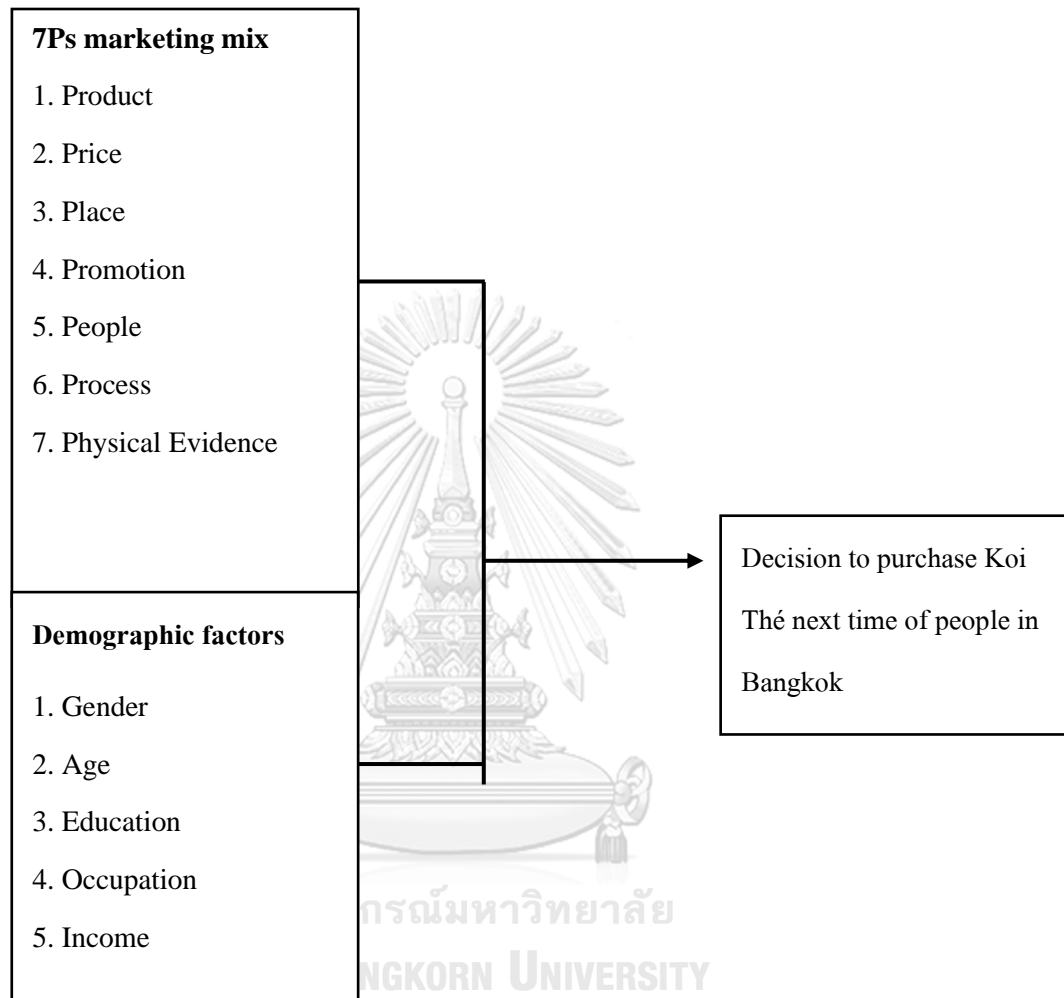
Figure 2 Conceptual framework

From the literature review and related theories, the researcher can summarize the research conceptual framework to be used as a guideline for conducting research on factors affecting purchasing decisions.

The above conceptual framework is demographic and marketing mix factors driving purchasing decisions of KOI Thé Thailand beverages in Bangkok. Independent variables are demographic and marketing mix variables. Factors impacting consumers' decisions to purchase KOI Thé beverages in Bangkok are the dependent variables. Demographic factors consist of gender, age, education level,

occupation, and monthly income. Marketing mix factors consist of product, price, place, promotion, people, process, and physical evidence.

4.2 Empirical equation

The relationship between the factors collected from factor analysis and people's buying decisions of KOI Thé beverages in Bangkok is investigated using multiple regression analysis in this study.

The empirical model for this investigation utilizing the Ordinary Least Squares approach with multiple regression is provided below, based on the conceptual framework.

Regression model of this research:

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

From the model above, β_0 is intercept, β_1, β_2,…, β_{12} are regression coefficients and ε is an error term. Where Y is a dependent variable which is decisions to purchase KOI Thé beverages in Bangkok and independent variables which are product ($Prod$), price ($Price$), place ($Place$), promotion ($Promo$), people (Peo), process ($Proc$), physical evidence ($Physi$), gender (Gen), age (Age), education level (Edu) and occupation (Occ), and monthly income (Inc)

In this research, the hypotheses are 7Ps marketing mix factors and demographic factors have a statistically significant impact on customers' decision to purchase KOI Thé beverages. However, the direction of factors can indicate the result, and whether there will affect the results in positive or negative ways. The relationship between each factor and the decision to purchase KOI Thé beverages could be assumed as follows

First, the product is expected to have a positive relationship with customers' decision to purchase KOI Thé beverages as the product is the item that can keep customers pleased. Customers are more likely to purchase the items repeatedly if they are satisfied with them.

Second, a price is expected to have a positive relationship with customers' decision to purchase KOI Thé beverages as customers must pay a certain amount of money in order to exchange goods and services. The price level can attract target customers, who are then willing to pay according to their preferences.

Third, the place is expected to have a positive relationship with customers' decision to purchase KOI Thé beverages as the location from which consumers can acquire the product is referred to as the place. Customers are more willing to buy the product if the location is more accessible and helps them feel at ease.

Fourth, promotion is expected to have a positive relationship with customers' decision to purchase KOI Thé beverages as Promotion is the communication that aims to enhance sales by promoting a product, activity, or brand among target buyers.

Fifth, people are expected to have a positive relationship with customers' decision to purchase KOI Thé beverages as people interact with clients on a one-on-one basis. If the team gives exceptional service, customers are more inclined to acquire the goods.

Sixth, the process is expected to have a positive relationship with customers' decision to purchase KOI Thé beverages. Every business needs to provide a pleasant, efficient, and customer-friendly journey. To ensure that the consumer has a great experience and willing to pay for the beverages, processes must be in place.

Seventh, physical evidence is expected to have a positive relationship with customers' decision to purchase KOI Thé beverages. As the surroundings, decorations, staff uniforms, menus, and online reviews are appropriate and match the expected experience, customers are willing to buy the product especially for the first time.

For demographic variables, the researcher expected the direction of factors as follows. education level, occupation, and monthly income will have a positive effect on the decision to purchase KOI Thé beverages of people in Bangkok. However, gender and age will have a negative impact on the decision to purchase KOI Thé beverages of people in Bangkok.

5. Data Analysis

5.1 Data Collection

The researcher intends to collect primary data through a survey with the following specifics. The researcher focuses on the Bangkok population in this study. According to the Bureau of Registration Administration, the population of Bangkok in 2021 is approximately 5,527,994 people. Based on the Yamane formula, the researcher will use this number to determine the sample size for my research.

$$n = \frac{N}{1+Ne^2}$$

n is the sample size.

N represents the number of populations used in the study, equal to 5,527,994 people.

e represents the error, which for my research, allows for errors at 5 percent.

$$n = \frac{N}{1 + Ne^2} = \frac{(1.96^2)(0.5)(0.5)}{0.05^2} \approx 399.97 \; samples$$

The result shows that the sample size is around 400 samples.

To obtain Primary Data from the target group, the researcher used Google Forms to collect data online. Based on a survey of the literature, theory, and relevant research, the researcher has created a questionnaire.

Due to time constraints, the total number of samples collected is 340. As a result, the data used for this study is limited to only 300 samples, with the remainder resulting from data collection errors that do not correspond to the scope of the population.

Furthermore, the researcher employs snowball and convenience sampling through the population to identify people who previously consumed KOI Thé beverages, as well as people who live in the Bangkok Metropolitan Area.

According to the survey, a questionnaire can be divided into five parts, and it also includes closed-ended questions and multiple-choice options.

1. Screening questions are questions designed to determine whether respondents fit within the scope of the population.

2. General demographic data including gender, age, education, and occupation, and monthly income are responded using multiple choices.

3. Data on KOI Thé beverage purchasing behaviors are determined by multiple-choice questions and checklists.

4. Information on customer attitudes of the KOI Thé beverage marketing mix. The questions that ask about the product, price, location, promotion, people, process, and physical evidence in order to determine their attitudes, which are measured using a Likert scale.

5. Consumer attitudes toward KOI Thé beverage purchases. The questions ask about their attitudes toward purchasing decisions, which are measured using a Likert scale.

The Likert Scale, which is divided into five levels, is used to measure attitude level; the scales are included in the table below.

Table 1 Shows the criteria for assigning score weights for the different opinion and purchase decision levels used in the survey.

Attitude / Purchase decision levels	Score
Strongly agree / Absolutely purchase	**5**
Agree / Maybe purchase	4
Neutral / Not sure	3
Disagree / Maybe not purchase	2
Strongly disagree / Absolutely not purchase	1

The result from the Likert scale can be interpreted using the interval formula shown below.

$$Interval = \frac{Range}{Number\ of\ classes}$$

$$= \frac{5-1}{5}$$

$$= 0.8$$

Accordingly, the results can be interpreted based on the calculated interval. The criteria for interpreting attitude are described in table below.

Table 2 Shows the interpretation criteria of the average scores at different levels.

Attitude / Purchase decision levels	Score
Strongly agree / Absolutely purchase	4.21-5.00
Agree / May be purchase	3.41-4.20
Neutral / Not sure	2.61-3.40
Disagree / Maybe not purchase	1.81-2.60
Strongly disagree / Absolutely not purchase	1.00-1.80

To analyze the data, the following descriptive and inferential statistics were used to analyze 300 samples:

　　1. Descriptive statistics including percentage, minimum, maximum, mean, and standard deviation are used to examine demographic data which including gender, age, education, employment, and monthly income (per month) as well as data on consumer purchasing behavior.

　　2.inferential statistic including Multiple linear regression used to examine the impact and relationship between variables and purchase decisions.

5.2 Basic Statistics

From collecting data, the tables and figures below show all statistics that describe by using descriptive statistics which are percentage, minimum, maximum, mean and standard deviation. Thus, the basic statistics can be divided into 4 parts which are General Information of the Respondents, information about customer's buying behavior, information about customer's attitude about the 7Ps marketing mix, and information about customer's attitude about Decision to Purchase Koi Thé next time

Part 1: General Information of the Respondents

Table 3 shows the frequency and percentage of demographic factors, including gender, age,

education, occupation, and income of respondents who reside in Bangkok and used to consume

Koi Thé

Demographic Profiles		Frequency	Percentage
Gender	Male	88	29.3
	Female	200	66.7
	LGBTQ	12	4.0
	Total	300	100.0
Age	Under 21 years old	37	12.3
	21-30 years old	159	53.0
	31-40 years old	43	14.3
	41-50 years old	47	15.7
	Over 50 years old	14	4.7
	Total	300	100.0
Education	Below Bachelor's Degree	24	8.0
	Bachelor's Degree	214	71.3
	Master's Degree	53	17.7
	Higher than Master's Degree	9	3.0
	Total	300	100.0
Occupation	Student	79	26.3
	Government Officer/ State Enterprise Employee	26	8.7
	Corporate Employee	143	47.7
	Business Owner	40	13.3
	Housewife	12	4.0
	Total	300	100.0
Income	Lower than 15,000 THB	62	20.7
	15,001 – 30,000 THB	125	41.7
	30,001 – 45,000 THB	59	19.7
	Higher than 45,000 THB	54	18.0
	Total	300	100.0

From the above findings, the study found that for gender, the majority of the respondents, 66.7 percent, are female, followed by those who are male and LGBTQ, accounting for 29.3 percent and 4.0 percent, respectively. For the age, the result above shows that more than half of the respondents, 53.0 percent, age between 21 and 30 years old, followed by those who age between 41 and 50 years old, 31 and 40 years old, under 21 years old and over 50 years old, accounting for 15.7 percent, 14.3 percent, 12.3 percent, and 4.7 percent. For the education, majority of the participants,

71.3 percent, have achieved bachelor's degree as the highest education level, followed by those who have achieved master's degree, below bachelor's Degree and higher than master's degree, accounting for 17.7 percent, 8.0 percent, and 3.0 percent. For the occupation, according to the above finding, nearly half of the respondents, 41.7 percent, are corporate employees, followed by those who are students, business owner, government officers or state enterprise employees, and housewives, accounting for 26.3 percent, 13.3 percent, 7.7 percent, and 4.0 percent, respectively. For the income, most of the respondents, 41.7 percent, earn between 15,001 and 30,000 Baht per month, followed by those who earn lower than 15,000 Baht, between 30,001 and 45,000 Baht and higher than 45,000 Baht, accounting for 20.7 percent, 19.7 percent, and 18.0 percent, respectively.

Part 2: information about customer's buying behavior of Koi Thé
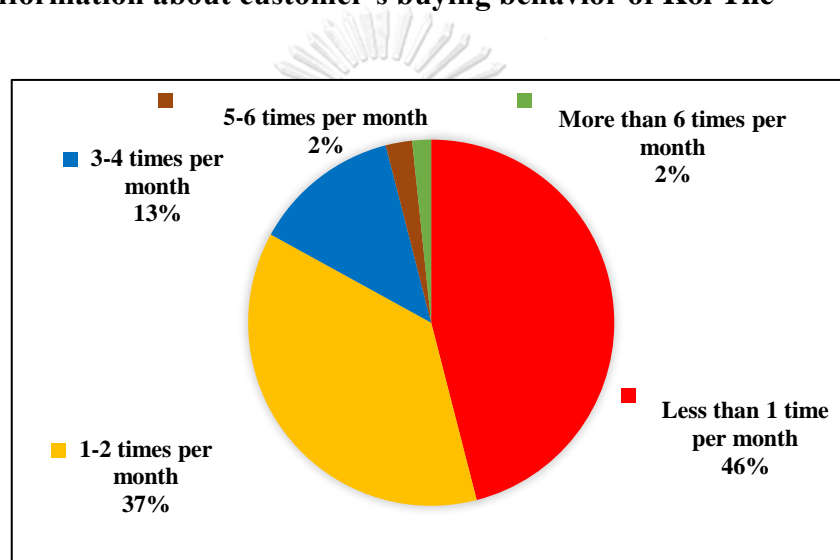
Figure 3 show respondents purchase frequency

From figure 3 shows that the majority of respondents (approximately 46 percent) buy beverages from Koi Thé less than once per month. Second, roughly 37% of respondents buy beverages from Koi Thé 1-2 times per month. Third, roughly 13% of respondents buy beverages from Koi Thé 3-4 times per month. Finally, respondents who purchase beverages from Koi Thé 5-6 times per month and more than 6 times per month account for only 2% of all respondents.

Figure 4 show respondents' expenses of buying per time

From figure 4 shows that around 35 percent of respondents pay less than 100 baht per time for beverages from Koi Thé. Second, roughly 55% of respondents pay expenses of 100-200 baht per time. Third, roughly 5% of respondents pay expenses of 201-300 baht per time. Fourth, roughly 3% of respondents pay expenses ranging from 301 to 400 baht per time. Finally, roughly 2% of all respondents pay expenses ranging from 401 to 500 baht per time.
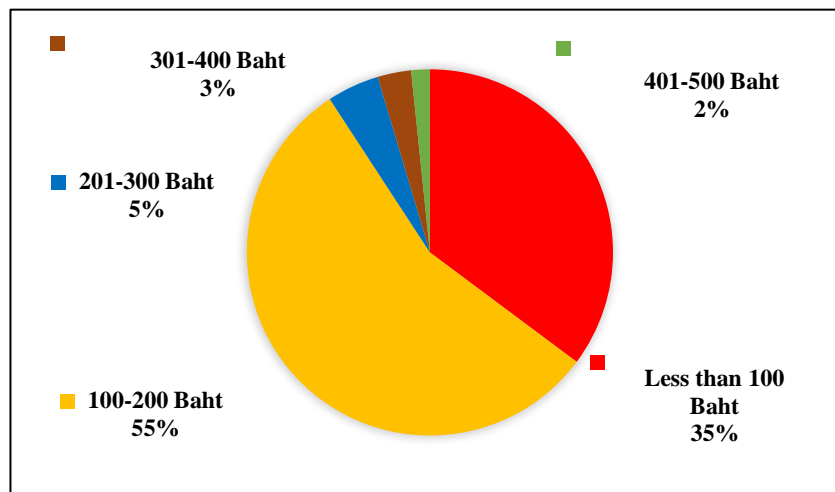
Part 3: information about customer's attitude about the 7Ps marketing mix of Koi Thé

For the perceptions towards, the 7Ps marketing mix, the results can be shown and explained as follows.

Table 4 shows the minimum, maximum, means and standard deviations of the 7Ps marketing mix

factors, which are product, price, place, promotion, people, process, and physical evidence.

7Ps Marketing Mix	Min	Max	$\bar{x}$	S.D.	Interpretation
Product	1.50	5.00	4.06	0.55	
1. Taste of bubble milk tea and other beverages	1.00	5.00	4.10	0.83	Agree
2. Various beverages menu	1.00	5.00	3.93	0.80	Agree
3. The KOI Thé brand is widely known	1.00	5.00	4.31	0.76	Strongly agree
4. The packaging is beautiful and attractive	1.00	5.00	3.90	0.81	Agree

	Min	Max	$\bar{x}$	S.D.	
Price	1.33	5.00	3.44	0.69	
1. Prices are suitable for quality	1.00	5.00	3.56	0.78	Agree
2. Prices are cheaper compared to other brands.	1.00	5.00	2.98	0.99	Neutral
3. There are prices to choose according to the package size	1.00	5.00	3.79	0.85	Agree
Place	1.33	5.00	4.17	0.65	
1. The location is convenient to buy	1.00	5.00	4.20	0.74	Agree
2. There are many branches	1.00	5.00	4.16	0.79	Agree
3. Opening hour is suitable	2.00	5.00	4.16	0.72	Agree
Promotion	1.00	5.00	3.65	0.80	
1. Advertising and public relations through various media	1.00	5.00	3.64	0.85	Agree
2. There are regular promotional programs for special occasions such as important festivals	1.00	5.00	3.70	0.90	Agree
3. There are interesting promotional programs such as membership cards, loyalty coupons, and premiums	1.00	5.00	3.61	0.93	Agree

7Ps Marketing Mix	Min	Max	$\bar{x}$	S.D.	Interpretation
People	2.00	5.00	4.10	0.69	
1. Staff have good knowledge and understanding of the product	2.00	5.00	4.01	0.76	Agree
2. Staff have good manners and human relations	2.00	5.00	4.16	0.74	Agree
3. Staff are service-minded	2.00	5.00	4.14	0.74	Agree
Process	1.33	5.00	4.06	0.65	
1. Speed of service	2.00	5.00	4.06	0.79	Agree
2. Correct delivery of goods and services	1.00	5.00	4.31	0.70	Strongly Agree
3. Product recommendations are provided	1.00	5.00	3.82	0.88	Agree
Physical Evidence	1.00	5.00	4.10	0.64	
1. The atmosphere in the shop is friendly	1.00	5.00	3.88	0.78	Agree
2. Beautiful decoration	1.00	5.00	4.04	0.81	Agree
3. The area around the shops is clean	1.00	5.00	4.20	0.74	Agree
4. There is a clearly stated price tag	1.00	5.00	4.28	0.77	Strongly Agree

According to the above findings, considering the average scores of each factor, the factor that the respondents rated the highest is place, having the mean of 4.17, followed by people, physical evidence, process, product, promotion, and price, having the means of 4.10, 4.10, 4.06, 4.06, 3.65 and 3.44, respectively.

For place, the respondents agree that the location is convenient to buy, that there are many branches, and that the opening hour is suitable, having the means of 4.20, 4.16 and 4.16, respectively. Additionally, the standard deviations which range

from 0.72 to .079, the respondents generally share the similar point of view towards place.

For people, according to the above finding, the respondents agree that the staff have good manners and human relations, that the staff are service-minded and that the staff have good knowledge and understanding of products, having the means of 4.16, 4.14 and 4.01, respectively. Moreover, considering the standard deviations which range from 0.74 to 0.76, the respondents have the similar views towards people factor.

For physical evidence, from the above results, the respondents strongly agree that the products have clearly stated price tag, having the mean of 4.28. Moreover, they agree that the area around the shops are clean, the shops are beautifully decorated and that the atmosphere in the shop is friendly, having the means of 4.20, 4.04 and 3.88, respectively. Also, considering the standard deviations which range from 0.74 to 0.8, the respondents have similar point of view towards the factor.

For the process, the result above shows that the participants strongly agree that the brand offer correct delivery of goods and services, having the mean of 4.31. The respondents agree that the speed of service is good and that the product recommendations are provided, having the means of 4.06 and 3.82. Also, considering the standard deviations which range from 0.70 to 0.88, the respondents share the similar perception towards the process.

For the product, the participants agree that the Koi Thé brand is widely known, that the taste of the bubble milk tea and other beverages is good, that there are various beverage menus and that the packaging is beautiful and attractive, having the means of 4.31, 4.10, 3.93 and 3.90, respectively. Considering the standard deviations, ranging from 0.76 to 0.83, the respondents share similar attitudes towards the product factor.

For promotion, the findings show that most of the respondents agree that there are regular promotional programs for special occasions such as important festivals, that advertising and public relations through various media and that there are interesting promotional programs, such as membership cards, loyalty coupons and premiums, having the means of 3.70, 3.64 and 3.61. Considering the standard deviations, ranging from 0.85 to 0.93, the respondents have a similar view towards the promotion factor.

For price, the respondents agree that there are prices to choose according to the different package sizes and that the prices are suitable for the quality, having the means of 3.79 and 3.56, respectively. However, the respondents neither agree nor disagree that the prices are cheaper compared to those of the other brands, having the mean of 2.98. Considering the standard deviations, the respondents have the similar attitudes towards the price factor.

Part 4: information about customer's attitude about Decision to Purchase Koi Thé

Table 5 shows the level of decision to purchase Koi Thé of People in Bangkok

	Min	Max	$\bar{x}$	S.D.	Interpretation
Decision to Purchas Koi Thé next time	1.00	5.00	3.92	0.93	Agree

According to the above finding, the respondents agree that they have the decision to purchase Koi Thé next time, having the mean score of 3.92. Moreover, the standard decision which is equal to 0.93 indicates that the respondents generally share the similar point of view.

For the influence of the marketing mix and the demographic factors on the decision to purchase Koi Thé of people residing in Bangkok. In order to test the hypotheses, the researcher decides to use Multiple Linear Regression. The results can be concluded and explained as follows.

5.3 Empirical Result

Table 6 Multiple regression result

Variables	Model 1	Model 2
Constant	-.189 (-.445)	.462 (-1.345)
Product	.443*** (4.229)	.506*** (5.259)
Price	.321*** (4.258)	.325*** (4.487)
Place	-.016 (-.182)	
Promotion	-.095 (-1.341)	
People	.259*** (2.636)	.294*** (3.973)
Process	-.019 (-.170)	
Physical Evidence	.177 (1.587)	
Gender 1	.154 (1.578)	
Gender 2	-.179 (-.771)	
Age 1	-.134 (-.785)	

Age 2	-.351 (-1.623)	
Age 3	-.368 (-1.633)	
Age 4	-.410 (-1.327)	
Education 1	.080 (.443)	
Education 2	-.051 (-.239)	
Education 3	-.129 (-.385)	
Occupation 1	.021 (.097)	
Occupation 2	-.169 (-1.069)	
Occupation 3	-.222 (-1.153)	
Occupation 4	-.080 (-.275)	
Income 1	.064 (.406)	
Income 2	-.015 (-.082)	
Income 3	.287 (1.385)	
Adjusted R-Squared	.375	.362
Observation	300	300

Remarks: * indicates 10% significance level
                 ** indicates 5% significance level
                 *** indicates 1% significance level

According to the results shown in Table 6, there are two main models of multiple linear regressions. The first model contains all of the independent variables, including the 7Ps Marketing Mix and demographic factors. The second model contains only the independent variables which have the significant effect on the decision to purchase.

For the first model, the results show that there are three independent variables which have significant influences on the decisions to purchase at 1 percent confidence level. The three independent variables include product, price, and people. For product, considering the unstandardized coefficients, if the average level of the attitude towards product increases by 1 unit, the average of the decision to purchase will increase by .443 unit. This implies that product have a significant and positive influence on the decision to purchase. For price, considering the unstandardized coefficient, if the average value of price increases by 1 unit, the average of the

decision to purchase will increase by .321 unit. This means that the price factor has a positive and significant impact on the decision to purchase. For people, considering the unstandardized coefficients, if the average level of the people increases by 1 unit, the average score of the decision to purchase will increase by .259 unit. This suggests that the people factor has a significant and positive impact towards the decision to purchase. The adjusted R-Square is equal to .375 which indicates that the independent variables can together explain the variation in the purchase decision by 37.5 percent.

For the second models, only the significant variables are included in this model. According to the results, for the product, considering the unstandardized coefficients, if there is 1unit increase in the average level of product, the average value of the decision to purchase will increase by .506 unit. For the price, if there is 1unit increase in the average score of prices, the decision to purchase will increase by .325 unit. For the people, if there is 1unit increase in the average score of people, the decision to purchase will increase by .244 unit. The adjusted R-Square is equal to .362, which means that the independent variables can together explain the variation in the purchase decision by 36.2 percent.

6. Conclusion

From collecting the survey through social media, samples are people who know and used to purchase Koi Thé and specify people who live in the Bangkok Metropolitan Area. The period for collecting is data around 15 days (27 May – 10 June), the useful samples are 300 out of 340 samples.

The results can be reviewed into 4 parts which are General Information of the Respondents, customer's buying behavior from purchasing Koi Thé, factors that affect consumer's purchase decisions of Koi Thé, and lastly, is policy implications.

Firstly, General Information of the Respondents, the study found that for gender, the majority of the respondents, 66.7 percent, are female. For the age, more than half of the respondents, 53.0 percent, age between 21 and 30 years old. For education, the majority of the participants, 71.3 percent, have achieved a bachelor's degree as the highest education level. For the occupation, nearly half of the respondents, 41.7 percent, are corporate employees. For income, most of the respondents, 41.7 percent, earn between 15,001 and 30,000 Baht per month.

Secondly, consumer's behavior from purchasing Koi Thé, the result of the study shows that the majority of respondents who used to purchase Koi Thé buy beverages from Koi Thé less than once per month about 46 percent out of all samples. Also, the respondents mostly pay expenses of 100-200 baht per time around 55 percent.

Thirdly, factors that affect consumer's purchase decision of Koi Thé, the result from regression shows demographic factors have no impact on the decision to purchase but some marketing mix factors have an impact on the decision to purchase which are product, price, and people respectively.

For product shows that consumer's decision to purchase Koi Thé depends on Thé brand is widely known, the taste of beverage, the Various beverages menu, and the beautifulness of the package. For price shows that consumer's decision to purchase Koi Thé depends on if there are prices to choose according to the package size, whether prices are suitable for quality, and whether rices are cheaper compared to other brands. For people shows that consumer's decision to purchase Koi Thé depends on whether staff have good manners and human relations, staff are service-minded, and staff have good knowledge and understanding of the product

In conclusion, Koi Thé should concentrate more on the 7Ps marketing mix, which includes the significant factors of product, price, and people. Thus, The focus of this study is mostly on people, price, and product. The following is a suggestion for the policy implication:

As evidenced by consumer survey replies, it would seem that consumers value a brand's popularity, hence Koi Thé should consistently promote its brand.

Additionally, the store should focus more on beverage appearance decoration and packaging to attract customers, boost the worth of the product, and improve competitiveness, as people now tend to prefer taking photos and updating them on social media sites like Instagram and Facebook,The store should, in particular, set up tests to evaluate the staff's skills in order to maintain the same level of flavor and beverage quality across all of its branches. However, as consumers have a wide range of preferences, a diversity of beverages is also crucial., for example, The store should introduce trendy drinks or seasonal drinks that also appeal to customers and influence their purchase choices.

Second, despite the fact that its price is already high, Koi Thé should focus on pricing. Customers must believe that the price they pay is reasonable given the value or quality they receive. setting a wider range of prices to appeal to different consumer segments and give them more options. For instance, offer a smaller cup size as an alternative for customers to select. Consumers typically evaluate prices in relation to sizes and quality when compared to alternatives. The store should also offer a variety of payment options that make it more convenient for customers, as well as additional discounts with restrictions like discounts tied to particular payment options.

Finally, people. To ensure that the flavors of the beverages each employee brews are authentic, Koi Thé should provide training for new hires on a regular basis. Koi should also have training programs and staff reviews so that everyone is held to the same standards when it comes to producing beverages with a consistent flavor and being willing to help customers and solve issues. Koi should have guidelines for employees to follow. Koi should train the employees on knowledge about beverages and the distinctions between each type of it, especially in the area of providing advice about items.

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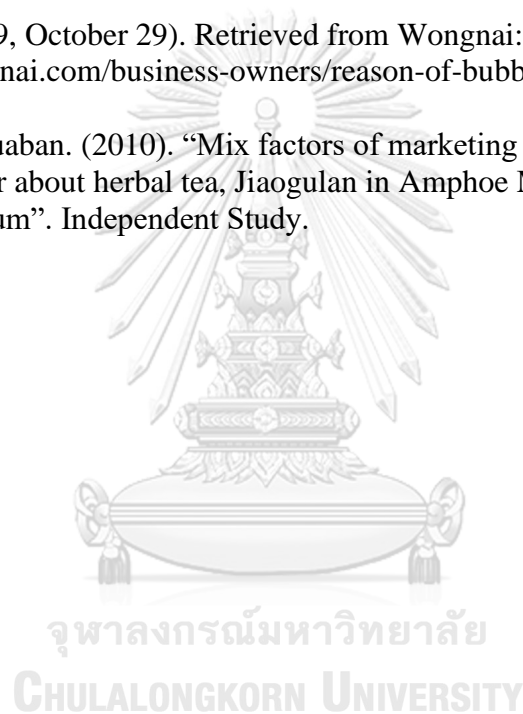
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