THAIS AND KOREANS ATTITUDES AND CONSUMER BEHAVIOR TOWARDS PREMIUM
COFFEE

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ทัศนคติและพฤติกรรมการบริโภคกาแฟพรีเมียมของคนไทยและคนเกาหลี

นางสาวศศิวิมล ไพศาลสุทธิเดช

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วิทยานิพนธ์เรื่อง "ทัศนคติและพฤติกรรมการบริโภคกาแฟ   พรีเมียมของคนไทยและคนเกาหลี" จัดทำขึ้นเพื่อศึกษา และทำความเข้าใจ เกี่ยวกับความสัมพันธ์ระหว่างผู้บริโภคกับภาพลักษณ์ของร้านกาแฟสตาร์บัคส์ ผู้วิจัยเลือกศึกษาร้านกาแฟ "สตาร์บัคส์" เนื่องจาก ร้านกาแฟ "สตาร์บัคส์" เป็นร้านกาแฟสัญชาติอเมริกันซึ่งเป็นที่ยอมรับและเป็นที่รู้จักทั่วโลก จากเอกลักษณ์ของร้านที่นำเสนอตนเองเป็นร้านกาแฟที่โดดเด่นด้วยรูปแบบการตกแต่งร้าน รสชาติกาแฟ และการบริการที่น่าประทับใจ จากการสืบค้นของผู้วิจัย การดื่มกาแฟในประเทศไทยและประเทศเกาหลีนั้นแต่เดิมเคยเป็นวัฒนธรรมของชนชั้นสูงมาก่อน ในเวลาต่อมาได้มีการแพร่หลายสู่ชนชั้นกลางไปจนถึงประชาชนคนธรรมดา ทำให้มีร้านกาแฟเกิดขึ้นมากมายในเวลานั้น จนกระทั่งมีกาแฟในอีกรูปแบบเกิดขึ้น และเข้ามาสู่สังคมไทยและเกาหลือย่างรวดเร็ว อย่างเช่นร้านสตาร์บัคส์ที่ผู้วิจัยเลือกเป็นกรณีศึกษา โดยใช้วิธีการวิเคราะห์เชิงคุณภาพโดยใช้แบบสอบถามในการสัมภาษณ์เชิงลึกจากกลุ่มตัวอย่างคือ ผู้บริโภคกาแฟสตาร์บัคส์จำนวน 40 คน แบ่งเป็นผู้บริโภคที่เป็นคนไทย 20 คน และผู้บริโภคที่เป็นคนเกาหลี 20 คน ผลการวิจัยพบว่า ทั้งไทยและเกาหลี ผู้ตอบแบบสอบถามส่วนใหญ่มีวัตถุประสงค์หลักของการซื้อกาแฟมาจากความต้องการเติมความสดชื่นให้ร่างกายและแก้อาการง่วงนอนระหว่างการทำงาน จนทำให้การดื่มกาแฟกลายเป็นส่วนหนึ่งของชีวิตประจำวัน ในขณะที่ดื่มกาแฟที่ร้าน มีการทำกิจกรรมอื่นเช่น การสนทนา อ่านหนังสือ หรือเล่นอินเตอร์เน็ตผ่านโทรศัพท์มือถือ ความทันสมัยและมีรสนิยมคือคำนิยามที่ผู้ตอบแบบสอบถามกล่าวเมื่อถามถึงสิ่งที่สตาร์บัคส์บ่งบอกตัวตนของผู้บริโภค

สาขาวิชา   เกาหลีศึกษา   ลายมือชื่อนิสิต
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SASIVIMON PAISANSUTHIDEJ: THAIS AND KOREANS ATTITUDES AND CONSUMER BEHAVIOR TOWARDS PREMIUM COFFEE. ADVISOR: ASSOC. PROF. BUDDHAGARN RATCHATORN, Ph.D., CO-ADVISOR: ASSOC. PROF. NAK GULID, Ph.D., 68 pp.

The objective of this study is to understand about the relationship between the consumer and the brand image of Starbucks Coffee. The author chose to study "Starbucks" because of the "Starbucks" is an American coffee shop, which is worldwide well-known. Starbucks offers the unique with distinctive patterns decorating, the coffee flavors, and impressive service. Drinking coffee in Thailand and Korea originally had a culture of elites before. Later it was spread to the middle classes and to the ordinaries. The coffee shop happens a lot in that time until the happening of another coffee culture came to Thailand and Korea rapidly. Such as shop "Starbucks" were selected as case studies with qualitative analysis methods, using the questionnaire by in-depth interviews as samples which are 40 people in Thailand divided 20 for Thai respondents and 20 for Korean respondents. The results showed that both Thailand and Korea, most of respondents have the main purpose of buying coffee from to refresh the body and drowsiness during work or study until the coffee becomes part of everyday life. While drinking coffee at the store, there are other activities such as reading or internet chatting through mobile phones. Modern and tasteful definition is that the respondents said when asked what Starbucks indicates the identity of the consumer.

Field of Study   Korean Studies   Student's Signature
Academic Year   2012   Advisor's Signature
                                             Co-advisor's Signature

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CHAPTER I

INTRODUCTION

1.1 Background

One of drinking choices around the world is coffee. Coffee has been around for thousand years but its shop has become popular over the previous centuries. Originally, the coffee industry was not spread out well. Coffee shop was not popular in Thai and Korean society in the past decade. However, you can find nowadays many shops in every corners of street whether premium brand coffee shop or small coffee house. People went there for grabbing just a cup of brewing espresso instead of full breakfast sit-in. More than half of the world's population sips a cup of coffee in different flavors as their routine.

Because of the huge demand of coffee shop, the coffee business tends to continue dramatically the observation by number of different sizes of the shops in every street corner for providing consumers convenience. Also, coffee shops do not only provide a cup of coffee for every hurry morning but also offer many other facilities; internet Wi-Fi that you can work with your laptop while enjoying your mocha with the very comfortable sofas with warmly decorations, lights and music.

Figure 1.1 Annual Per Capita Coffee Consumption, 2008
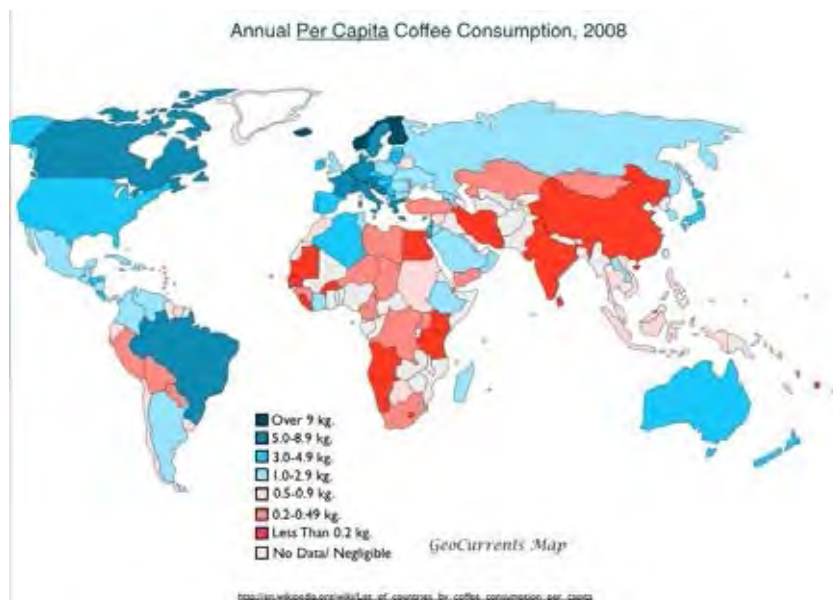
Source: GeoCurrents, 2013

The well-known coffee shop chain like Starbucks Coffee was firstly opened in Seattle, Washington in 1970 by joint venture of three entrepreneurs including English teacher Jerry Baldwin, writer Gordon Bowker and history teacher Zev Siegel. Starbucks is the biggest coffee shop company in the world with more than 20,000 stores in 61. In 1998, the first outlet of Starbucks was opened in Thailand. It's a symbol of modern and new coffee culture and also changes the way of drinking coffee in Thailand from the old-fashioned traditional coffee named "Kafae Boran".

In Korea, coffee was introduced in late 19th century. Historically, Koreans were the tea lover until 19th century when coffee was introduced in peninsula. By Time and culture changed, brew coffee became the most favorite and popular among

Koreans in all ages especially black coffee like Americano, a shot espresso in hot water. The very first Starbucks was opened in Korea at Ewha Woman University in 1999 until nowadays; there are more over 3oo stores were opened in South Korea (Starbucksmelody, Online, 2013.01.20). It can be said that Korean became one of the most popular coffee consumers in the world because it has had so many coffee shops or coffeehouses opened in their country. The huge chain of brand coffee shop or domestic coffee shop were opened in every corner of the street and observed that almost every store were filled by customers continuously.

In this paper, it aims to study attitude and consumer behavior of Starbucks coffee in Thailand and Korea. This thesis analyzes the phenomenon of the coffee shop industry which was changed by Starbucks. It also attends to study about customer's nature when grabbing a cup of coffee. It is really meant if people want just a coffee. In the present, people go to premium brand coffee shop for many reasons; not only just a cup of coffee but more than that. Starbucks is chain coffeehouse of America where becomes the relaxing enjoyable place instead of home and workplace.

In addition, it can be seen through new consumption style that customers who consume the high price coffee or go to brand name coffee shop like Starbucks really want to separate themselves to other. They are not just consuming coffee but identifying their personality.

It will be clarified about branding consumption and brand image through people who are regular and irregular using this kind of coffee shop.

Consumerism is the relationship between man and the meaning of the "sign" of product which human consumes. This research is studied Starbucks as a case study because the highlight or image of the shop is trying to represent itself as symbolic which is including the complex personality based on "American" (which was a new cultural standard of middle class in the city). From the prior research, it was found that coffee culture was a culture of elites before and then spread to the middle class and the general public.

The reason I choose Thai and Korea, firstly, I study in Korean Studies and I have learned more about Korean from past to present and I found that Korea is the interesting country to study the history. Even though, Korea is a small country but they can developed their country from Japan colonial country to be the competitive. Moreover, Korea has great development plan to bring their country until almost over the world accept Korea to be developed country like Japan. Besides, social values in Korea and Thailand have changed in nowadays which we can notice from living lifestyle or the way people spend money. Another reason, because both countries have similar living culture from the past to present since Korea influenced in Thai society in recent years in almost every aspects such as; drama, cosmetic, fashion, and the largest chain like tourist.

The author would like to compare coffee consumption style in Thailand and South Korea because it is noticed that lifestyle in both countries is different.

1.2 Concept

To clarify the changes and differences of coffee culture in Thailand and in Korea, an explanation of brand image, customer attitude and consumer behavior.

Brand Image

The overall impression of the shop or the brand toward consumers' mind is held in consumers' memory. Image is formed by the fusion of the five elements; country of origin, organization, product, brand affect and brand personality. It defines the symbol what the brand presently stands for. The main idea of brand image is the purchase of consumer. They do not only buy product or service but also do take for the brand image association. Brand image is often a positive image created by the application of marketers attempting to link the strong flavor and unique involvement with the brand in consumers' memories. The data is controlled by the market itself. Brand association is probably made in several ways, such as from direct experience of the consumers, from the brand communication of organizations or other entities involved, from word of mouth and references or from the brand itself. The name or logo is including the identity of the brand through its international distribution channels, or places and events.

Consumer Attitude

Attitude is a perception toward one thing. It has two components; positive and negative. It is person's overall evaluation of a concept of store or good such as price, quality, store atmosphere, service.

Consumer Behavior

Consumer behavior is the expression of an individual is directly related to the use of goods and services including decision-making processes that affect expression. This is evident in contemporary definitions of consumer behavior:

"Consumer behavior...... is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires."

(Solomon,Bamossy et al., 2006: 6).

(Schiffman & Kanuk 2007) take a similar approach in defining consumer behavior:

"The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs" (p.3).

1.3 Scope of the Study

In this study, it will be investigated about the consumer attitude and consumer's behavior towards Starbucks Coffee. The researcher studies the consumer behavior and consumer attitude towards Starbucks in Bangkok, Thailand and Seoul, South Korea.

1.4 Research Objectives

- To study Starbucks coffee consumption behavior of Thais and Koreans
- To study consumers' attitudes toward Starbucks coffee

1.5 Research Questions

- Why Starbucks coffee is so popular among consumers nowadays?
- Are there any other expectations except a cup of premium coffee when customers are likely to pay the premium cost of coffee?
- How does consumers evaluate Starbucks image which impact consumers' decision and what is the difference of the using of Starbucks and general coffee shop?

CHAPTER II

LITERATURE REVIEW

In the chapter it summarizes the concepts, theories, and empirical studies that related to consumer's behavior and consumer's attitude to support this study by following;

1. Theory of Consumer Behavior

2. Theory of Attitude

3. Theory of Brand

4. History of Coffee

    - History of Coffee in Thailand

    - History of coffee in Korea

5. General Information of Starbucks Coffee

    - Starbucks in Thailand

    - Starbucks in Korea

1. **Theory of Consumer Behavior**

1.1 Consumer Behavior

Consumer is a person who has need or purchasing power which occurs purchasing behavior and using behavior.

The American Marketing Association defines consumer behavior as the dynamic interaction of cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives. Consumer behavior represents the study of individuals and the activities that take place to satisfy their realized needs. This satisfaction comes from the processes used in selecting, securing and using products or services when the benefit received from those processes meet or exceed consumers' expectations. It also means the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items including the study of *what* they buy, *why* they buy it, *when* they buy it, *where* they buy it, *how often* they *use* it.

Consumer behavior is a behavior that person is searching, purchasing, using, evaluating and disposing goods and services to meet their needs (Schiffman Leon G.; Kanuk Leaslie LaZar. 1994 : 7).

Consumer behavior is actions which are directly related to the acquisition, supply, and consumption and of goods and services, including the decision processes that occur both before and after the action (Engle; Blackwell; & Miniard. 1992 : 312).

Consumer behavior is the study of processes involved when individuals or groups of select purchase, use, or dispose of products, services, ideas or experiences to satisfy their needs and desires (Solomon. 1996. *Consumer Behavior*. P.7).

Sirivan Sereerat (2003 : 192) mentioned that consumer behavior is the behavior of consumers in buying goods or services to meet their needs (Schiffman; Kanuk. 2000 : G-3) or the process which is related to thinking, experience, purchasing and using goods and services to meet consumers' demand (Solomon. 2002 : 528).

Thongchai Santiwong (1999 : 29) said that consumer behavior means the actions of any one person which is directly related to the acquisition and use of goods and services including decision-making process which has come before and being a part in determining.

Blackwell and others (Blackwell; et al. 2001 : 6) said that consumer behavior means the activities which carried on by the individual on consumption and spending on goods and services.

From above, it can be concluded that consumer behavior means the expression to obtain products or services to meet the needs and preferences of the person which the decision-making process is related to thinking, buying, purchasing, using and evaluating the goods and services.

1.2 Analysis of Consumer Behavior

Analysis of consumer behavior is an analysis to understand the causes that influence consumers' purchasing (Thongchai. 1982: 17).

The analysis of consumer behavior is the study of consumers' decision-making that what factors influence or cause purchase decision. So, purchasing is the final process of the buying behavior and decision-making. The actual consumer behavior is influenced by several factors.

1.3 Model of Consumer Behavior

Consumers make many buying decision every day. Most large companies research consumer buying decisions in great detail to answer questions about what consumers buy, where they buy, how and how much they buy, when they buy, and why they buy. The consumers buying decision is the most crucial part of many large enterprises. The central question for marketers is: How do consumers response to various marketing efforts the company might use? The starting point is the stimulus response model of consumer behavior which is shown in Figure 2.1. That consumer marketing and other stimuli enter the consumer's "black box" have shown in this figure and produce certain responses. Marketers have to figure out what is in the consumer's black box.

Figure 2.1 Model of Consumer Behavior
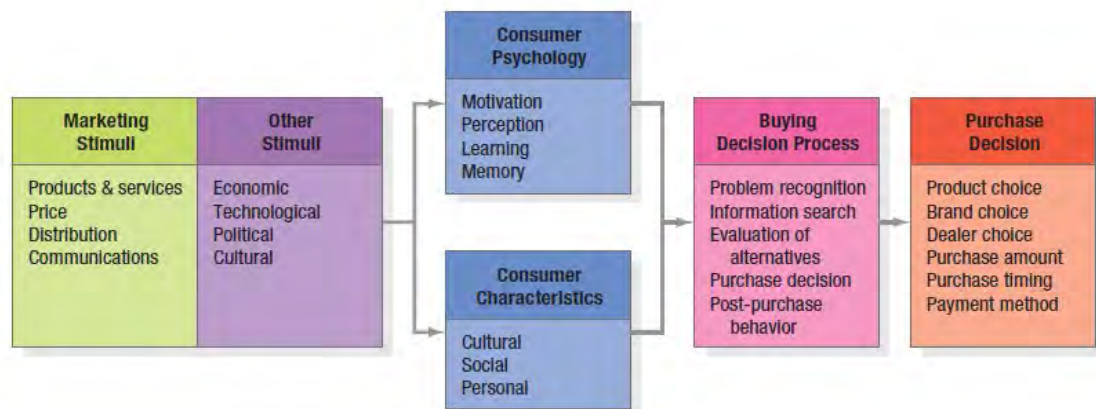
Source: Kotler&Keller. *Marketing Management 14*th *edition* P.161

The beginning of this model is stimuli which occurs needs and then responses. Marketing stimuli consists of products and services, price, distribution and communications and other stimuli which is including in consumer's environment are economic, technological, political and cultural. There are two parts to get marketer to understand the changing of stimuli into the responses inside consumer's black box: consumer psychology which consists of motivation, perception, learning and memory. Another part of stimuli is consumer characteristic which consists of cultural, social and personal. All these data enter the consumer's black box and turned into consumer's buying decision process: problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior. Finally, it turned into a set of consumer's purchase decision: product choice, brand choice, dealer choice, purchase amount, purchase timing and payment method.

There are two parts to understand how the stimuli are changed into responses inside consumer's black box. First, the consumer's characteristic influence how he or she perceive and react to the stimuli. Second, the consumer's decision process itself affects the consumer's behavior. It is firstly look at consumer characteristics which affect consumer behavior and then consumer decision process.

Table 2.1 Understanding Consumer Behavior

Who buys our product or service?
Who makes the decision to buy the product?
Who influences the decision to buy the product?
How is the purchase decision made? Who assumes what role?
What does the customer buy? What needs must be satisfied?
Why do customers buy a particular brand?
Where do they go or look to buy the product or service?
When do they buy? Any seasonality factors?
How is our product perceived by customers?
What are customers' attitudes toward our product?
What social factors might influence the purchase decision?
Do customers' lifestyles influence their decisions?
How do personal or demographic factors influence the purchase decision?

Source: George Belch and Michael Belch, *Advertising and Promotion: An Integrated Marketing Communications Perspective, 8th ed*. (Homewood, IL: Irwin, 2009).

Table 2.1 provides some key of consumer behavior questions which marketers should ask in terms of what, when, why, where and how.

1.4 Analyzing Consumer Behavior

To analyze on buying behavior or consumers' using products and services and to understand the characteristics and needs on purchasing behavior, 6W1H is the model of question to analyze consumer behavior which consists of:

1) Who is in the target market?—to get to know who is the occupants.

2) What does the consumers buy?—to get to know what is consumers want to buy in the market.

3) Why does the consumers buy?—to get to know the objectives or reasons to buy.

4) Who participates in the buying?—to get to know the role in each group which influences in consumers' buying decision.

5) When does the consumers buy?—to get to know which occasion consumers buy products.

6) Where does the consumers buy?—to get to know the place that consumers buy products.

7) How does the consumers buy?—to get to know the method of buying products (Sirivan Seereerut, 1996: 7-14).

2. Theory of Attitude

There are many different definitions of attitudes. Michman defined that attitude stem from opinions and beliefs. Attitudes are the inner feelings that reflect whether

a person is favorably or unfavorably predisposed to some object (e.g., a brand, a service, or a retail establishment). Because they are an outcome of psychological processes, attitudes are not directly observable but must be inferred from what people say or what they do (Schiffman and Kanuk. 1997 p.234). Attitudes are shaped by demographics, social factors, and personality (Michman. 1991).

1. **The attitude "Object"—**the term "object" in consumer-oriented attitude can be translated extensively to include specific consumption or concept associated with marketing, for example, product category, brand, service, possessions, product use, causes or issues, people, advertisement, price, medium and retailer.

2. **Attitudes are a learned predisposition**—have agreed that attitudes are learned. It means that attitudes significant to learning behavior and it is a result of repeat experience and thinking with the product, information acquired from others, or mass media advertisement.

3. **Attitudes have consistency**—the characteristic of attitudes are consistency with the behavior they reflect. However, attitudes are not permanent, they do change.

4. **Attitudes occur within a situation**—attitudes occur in the event and are affected by situation. Situation means circumstances which have a particular point in time, influence the relationship between attitude and

behavior. A specific situation may cause consumer behavior apparently inconsistent with the attitudes.

2.1 Structural Models of Attitudes

Structural models of attitudes are a model to understand the relationship between attitudes and behavior. Psychologists have constructed the model to study the essential dimensions of an attitude (Richard. 1991). The models will explore several key attitudes which consist of three major components: a cognitive (knowledge) component, an affective (feeling) component, and a conative (behavioral) component (see Figure 2.5). Each of these attitudes components is go deeply in detail below.

Figure 2.2 A Simple Representation of the Tricomponent Attitude Model
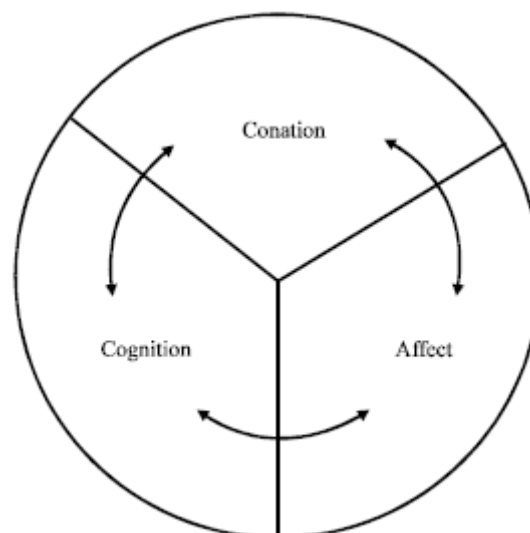
Source: Schiffman; & Kanuk. (1997). p.239

1. The Cognitive Component is the model which represents the three components of attitude: knowledge, perception, and beliefs where consumers have an idea towards things (Schiffman; & Kanuk. 2007. P.236). The first component is cognition, that is, the knowledge and perception that are acquired by a combination of direct experience with the attitude and related information from multiple data sources. The result of this knowledge commonly take the form of beliefs, that is, the consumer believes that the attitude object possesses various attributes and that specific behavior will lead to specific outcomes (Schiffman; & Kanuk. 1997. P.239).

2. The Affective Component is the model which represents a consumer's emotions or feelings about products or brands. (Schiffman; & Kanuk. 1997. P.240). The emotions and feelings were discovered by consumer researchers as a primarily evaluative in nature, that is, they capture an individual's direct or global assessment of the attitude-object (i.e., the extent to which the individual rates the attitude object as "favorable" or "unfavorable," "good" or "bad") (Schiffman; & Kanuk. 1997. P.240). Research has indicated that the emotional state (e.g., happiness, sadness, shame, disgust, anger, distress, guilt, or surprise) can express positive or negative experience by using evaluative scale (see Table 2.2).

Table 2.2 Evaluative Scale

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Good	_____	_____	_____	_____	_____	_____	_____	Bad
Like	_____	_____	_____	_____	_____	_____	_____	Dislike
Happy	_____	_____	_____	_____	_____	_____	_____	Sad
Pleasant	_____	_____	_____	_____	_____	_____	_____	Unpleasant

Source: Hawkins; & Mothersbaugh. (2010). *Consumer Behavior : Building Marketing*

Strategy 11th Edition. P.396

3. The Conative Component is the final component of the tricomponent attitude model which reflects probability or tendency to have consumer's behavior with the methods on attitudes towards something. The conative component provides response tendencies or behavioral intention. Actual behaviors reflect these intensions as they are modified by the situation in which the behavior will occur (Hawkins; & Mothersbaugh. 2010). Table 2.3 provides an example of common intension-to-buy scales.

Table 2.3 Intention-to-Buy Scales

Definitely Will	Probably Will	Might	Probably Will Not	Definitely Will Not
_____	_____	_____	_____	_____

Source: Hawkins; & Mothersbaugh. (2010). *Consumer Behavior : Building Marketing*

Strategy 11th Edition. P.398

3. Theory of Brand

3.1 Definition of Brand

Phillip Kotler based on The American Marketing Association defined brand as a name, term, design, symbol, or a combination of them intend to identify the goods or services of one seller or group of seller to differentiate them from those competitors (Kotler and Keller, 2006, p. 256). Brand became identity of the company. From company point of view, the expectation from brand is to show the differences and advantages possessed by firms when compared with their competitors.

People knew the term of brand since a long time ago. In the earlier, brand was used by people to stamped ownership on his live stock (Tom Blackett, 2003, p.13) and today the brand and human being life become a phenomenon that cannot separated each other. There are many definitions of a brand, Tom Blackett defined a brand is a trade mark, goods of a particular make. From consumer point of view, the brand of product or of a service represents the matching of functional and emotional value devised by a firm with performance and psychosocial benefits sought by consumers (Cretu and Brodie, 2009, p. 270). Brandchannel.com defined a definition of brand as a mixture of attributes, tangible and intangible, symbolized in a trademark, which, if managed properly, creates value and influence (Brandchannel.com).

3.2 Brand Identity

Brand identity is what the owner wants to communicate to its potential consumers. The definition of brand identity by Aaker is a unique set of brand associations that the brand strategist aspires to create or maintain (Aaker, 1996, p. 68). Kapferer described the six facets of brand identity in his book which represented hexagonal prism. The six facets of brand identity are (Kapferer, 2008, p. 182-187):

a. Physique—means that a brand related with brand backbone and its tangible added value.

b. Personality—related with how brand communicates to build their characteristics. The way in which it speaks of its products or services shows what kind of person it would be if it were human.

c. Culture—brand should have its own culture. Culture means the set of values feeding the brand's inspiration and culture refers to the basic principles governing the brand in product and communication.

d. Relationship—brands are often the crucial point of transactions and exchanges between people.

e. Reflection—brands will always tend to build a reflection or an image of the buyer or user whom it seems to be addressing.

f. Self image—the target's own internal mirror toward brands.

Figure 2.3 Brand Identity Prisms
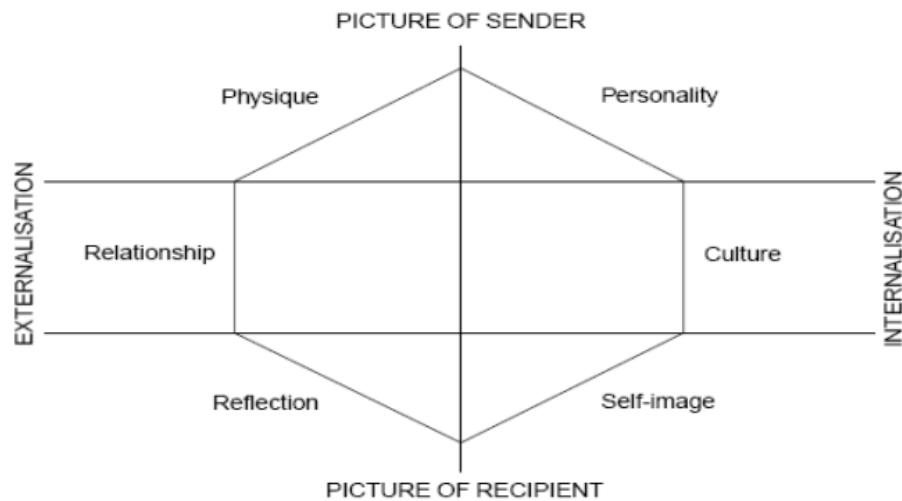
Source: Kepferer (2008)

3.3 Brand Image

Brand image is a customers' view about the brand also the impression in the consumers' mind of a brand's total personality (real and imaginary qualities and shortcomings). Kotler (1988) stated that brand image is a set of beliefs held about a particular brand or a set of association, usually organized in some meaningful way (Aaker, 1992). Brand image is the biggest intangible part of the company which is created in consumers mind. Image can be derived in many aspects such as the brand attributes, benefits, packaging, slogan, company logo, etc. Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience. Cretu and Brodie (2009, p. 276) defined brand image as a customers' mental picture including symbolic

meanings consumers associate with a specific product or service. Adapting from Low and Lamb (2000), Cretu and Brodie defined brand image as reasoned or emotional perceptions consumer attach to specific brand.

4. History of Coffee

History of coffee can be traced in early ninth century appeared in highland, Ethiopia, in a region called Kaffa. The story of Kaldi, Ethiopian goatherd, who discovered coffee while searching of his goats after consuming wide coffee beans, they became so spirited, appeared to dance and did not want to sleep. One goat chewed off the glossy green leaves and red berries of a tree he had never seen before. It must be the trees that had maddened his goats. Later, Kaldi decided to join them because he already knew that it was not poison and it was safe, he chewed on a few leaves, its taste is bitter. As he masticated them, a slow tingle was experienced, moving from his tongue down into his gut, and expanding to his entire body. Later, he tried the berries, mildly sweet, and the seeds that popped out were covered with thick, tasty mucilage.

Figure 2.4 Kaldi and His Goat

Source: http://coffeemachinesandthings.com/an-early-history-of-coffee

After he tried those kinds of tree, he felt that he would never be tired or grouchy again. Kaldi told his father about these magical trees, the word spread out, and soon coffee became an integral part of Ethiopian culture. By the time Rhazes, an Arabian physician, first mentioned coffee in print in tenth century, it probably had been deliberately cultivated for hundreds of years.

In the legend, the beans and leaves of bunn, as coffee was called, at the first, were simple chewed, but the inventive Ethiopians quickly graduated to more palatable ways of getting their caffeine fix. The brewed the leaves and berries with boiled water as a weak tea. Finally, in 16th century, bean was roasted, grounded, and made an infusion.

4.1 History of Coffee in Thailand

People know about coffee since 14th century. In English, the word "coffee" has well-known around the world. But In Thailand, people just know coffee only 150 years ago.

It has no reliable evidence to indicate the exact time that Thai people began consuming coffee. Based on historical record, coffee was known in early Ratthanakosin period. Monsignor Jean-Baptiste Pallegoix, missionary mentioned that when King Rama III and high-placed persons setup considerable plantations, coffee began to spread in Siam (Pallegoix, Monsignor Jean-Baptise. 2000. P.110).

At that time, it seemed that coffee plantations were only for special domain like privileged class. So, coffee drinking was not popular in general Thai people but only among the elite.

In Thailand, in 1824, the first coffee trees were planted in only Royal castle so at that time, coffee was known by upper class but not ordinary people. Coffee came in Thailand with merchant from another country but it was not clear that which country coffee came from.

Later, in 1904, Robusta was the first type of coffee which came in Thailand by Isilamies named Mr.Timoon (Ti-Moon) who planted coffee in Songkla at Tanod restrict. It was a first time that ordinary people in Thailand know about coffee. The hypothesis was he got it from Indonesia because Indonesia had a very interesting about coffee and improved people to plant coffee. At that time, Thai people can't

speak foreign language so, "Ka-Fare" is the word used for mention coffee until now. It has a book which was written in 1892 said about coffee that "Ka-Fare" is one type of tree which came from another and seeds can above hot water to drink like tea.

In 1906, it was the first starting of coffee generation in Thailand. Coffee was sold in the walking street around the city. The first coffee shop in Thailand name "Red Cross Tea Room" set up by German name "Miscol" during the World War I in 1917. Another first coffee shop for commoners was opened in Yaowaraj (Chinatown) named "Ea-Sae Coffee", established in 1926 by a Hananese immigrant from China. Later, many Chinese who stayed in Thailand opened the coffee shop and it became popular in Thailand at that time. Suring the period of King Rama VII (1925-1932), the number of coffee shops in Thailand were increased because Chaozhou, inhabitants of small region in northeast part of Canton province who migrate in Thailand, opened coffee shops to response demand of drinking coffee among Thai, Chinese and foreigner workers. But Thai people didn't like coffee flavor in that time so it has another type of coffee especially in Thailand called "O-leaing", mixed between coffee 25-30% and sugar. Its taste is sweeter than general coffee and still can find in Thailand.

4.2 History of Coffee in Korea

It supposed that coffee was first introduced in Korea in 1890. There are many stories about incoming of coffee in Korea. The reliable story pointed that it happened because in the Russia legation served coffee when King Kojong refuged for

a year. Coffee was impressed by King Kojong and he wanted to continue to drink coffee, so, the German lady was hired for serving coffee to the King when he returned to the palace. Later, the King gave a huge Royal family's land in Jong-dong, Seoul to the German lady and after that, it was developed into "Sontag Hotel" and the first coffee house is located there in second floor.

One of important historical evidence claimed that coffee came to Korea through Japan and Russia by Japanese settlers came to Korea and sold coffee. Che Cha Dian in Jingogae, Myeong-dong is one of these shops. But in the early of incoming of coffee shop in Korea wasn't well accepted by locals because in that time, coffee drinking was still new culture which came from Western.

In the first time, coffee houses were called "Da-bang" in Korean and "tea rooms" in English. It means the place where people go and drink coffee while talking and listen to the music.

After that, coffee shops became popular in industrializes period among the upper class in downtown like Myeong-dong, Chungmuro, and Sokong-dong but still far from the majority of population. Coffee culture began to harmonize into the lifestyle of middle class urbanites in the end of 1970s and it rapidly grew with the economy and people's lifestyle. Coffee drinking became more various and the consumption volume was instantly enlarged. However, instant coffees were the major portion of Korean coffee consumption.

5. General Information of Starbucks

5.1 History of Starbucks Coffee

Starbucks Coffee was established in 1971 by three partners, English teacher named Jerry Baldwin, history teacher Zev Siegl, and writer Gordon Bowker that met while being students at the University of San Francisco. The first chain of Starbucks Coffee is located at Seattle, Washington. From 1971-1976, Starbucks Coffee was located at 2000 Western Avenue but after that it was moved to 1912 Pike Place market and was never relocated then. At that time, it sold only roasted but not yet brew coffee. The three partners chose the name "Starbucks" because the preference of Starbucks character in the book "Moby-Dick" and the logo of Starbucks was created by their friend who was an artist. The logo is and image of "twin-tailed" mermaid or siren surrounded the trade name.

Figure 2.5 The Starbucks store at 1912 Pike Place

Source: http://en.wikipedia.org/wiki/File:Original_Starbucks.jpg

The inspiration of establish Starbucks coffee came from Ducht-American named Alfred Peet, who was the first introduce custom coffee to the United State of America in 1950. Then in 1966, he opened a single store named Peet's Coffee & Tea in Berkeley, California. Peet imported high-quality coffee beans and equipments and he taught his roasting style to the three partners. Peet started the revolution of coffee drinking to the US and among coffee historians, he tagged as "the Dutchman who taught America how to drink coffee"

Pike Place was simply decorated with hand-made navigation equipments. One of the walls was decorated with only coffee beans and the other side had shelves of coffee products. Siegl was the first full-time employee who received wages. He wore an apron with the description of the virtues of fine roasted coffees and another of his duty also a specialist of retail partners. Another two partners had routine work so they came to the shop at the lunch and after finished work. During the opening, Baldwin stopped writing but developed knowledge about coffee. Bowker took care of secret techniques. Later, the shop achieved with an unexpected sales. In the first few months of opening, the three partners went to Berkeley to learn profondly about coffee and tea from Peet. During the store's first year, most of coffees in Starbucks were ordered from Peet and after that, the partners bought the used roster from Holland and started roasting section. Baldwin and Bowker tested his coffee and compared with Peet's coffee. Finally, they've got their own typical coffee taste and the second Starbucks Coffee was opened in 1972.

Until in 1980, there were four Starbucks Coffee in Seattle and gained benefit in every year. The roles and responsibilities of the partners were changed, Zev Siegle was tired, he resigned from the partners and did other business. Jerry Baldwin took care the management of company and also was a chief executive. Gordon Bowker was still owned and dedicated time to his advertising and design business; he founded weekly newspaper and beer cellar.

5.2 Values and Principles

In the early years of the founding, what the senior executives of Starbucks Coffee tried to make it happened was "build the company from the mind and spirit" that mean the company will not stop to roast quality coffees, will serve a cup of flawless coffee to customers, and will not sell coffee with the taste changed from the original.

The senior executives of Starbucks still emphasize the reactions of customers. Every staffs were well-trained and have to be courage to check the feedback of customer that they satisfy or not. The important thing is "Just say yes" with all customer claims. All staffs have to say and express ideas without fear of executives because they want to know that Starbucks do anything right or wrong and what Starbucks should be changed or replaced. The senior executives want every staffs to be as a part of the development.

5.3 Starbucks Became a Public Company

Starbucks was offered to the stock market in June, 1992 and became one of the groups who have been highly successful in the stock market with the increasing of fund. Starbucks had grown to 140 outlets and had revenue of $73.5m, up from $1.5m in 1987. By becoming a public company, Starbucks have accelerated the expansion of the distribution chain. The success of Starbucks Coffee is the result of their own typical coffee and made it occupied the America. The imitations of Starbucks' style have been occurred in many places.

5.4 Expansion to Foreign Country

In the market outside America including Hawaii, Starbucks's plan is to authorize to reputable companies with the retail ability in their countries to develop and manage the new shop. In the same time, Starbucks also co-operate with various merchants outside the country. In 1996, in Tokyo, Japan was the first Starbucks location outside North America. In the year 1998, Starbucks had 12 chains in Tokyo, 7 chains in Hawaii, 6 chains in Singapore, and another 1 chain in Philippines.

Figure 2.6 Starbucks Map as of November 16, 2012 with 61 countries

Transcontinental (Europe and Asia)	Africa	South America	Oceania	Asia	Europe	North America
• Turkey • Russia	• Egypt • Morocco	• Argentina • Brazil • Chile • Peru	• Australia • New Zealand	• Bahrain • People's Republic of China • Hong Kong • India • Indonesia • Japan • Jordan • Kuwait • Lebanon • Macau • Malaysia • Oman • Philippines • Qatar • Saudi Arabia • Singapore • South Korea • Sri Lanka • Taiwan • Thailand • Vietnam • United Arab Emirates	• Austria • Belgium • Bulgaria • Cyprus • Czech Republic • Denmark • Finland • France • Germany • Greece • Hungary • Ireland • Netherlands • Norway • Poland • Portugal • Romania • Spain • Sweden • Switzerland • United Kingdom	• Aruba • Canada • Curaçao • El Salvador • Guatemala • Costa Rica • Mexico • Puerto Rico • The Bahamas • United States

Source: http://en.wikipedia.org/wiki/Starbucks (March 21, 20130

5.5 Starbucks in Thailand

Starbucks Thailand is a wholly owned subsidiary of Starbucks Corporation. The first store was opened at Central Chidlom on July 17, 1998 with the idea of bringing the Starbucks experience to Thai consumer. The company has expanded throughout the country (Pattaya, Chiang Mai, Samui, Phuket, Huahin, Nongkhai, Korat, Krabi, Rayong, KonKaen, Phitsanulook, Lampang, Chiangrai and Ubon). With constant rate of expansion as of March 2013, the total 167 Starbucks stores in Thailand, 103 are located in Bangkok (Starbucks.co.th).

Figure 2.7 First Starbucks in Thailand, Central Chidlom Branch

Source: http://chocoberriezz.edublogs.org/

5.6 Starbucks in Korea

South Korea is a coffee society and the world's largest coffeehouse company nowadays. South Korea is also the third largest number of Starbucks after US and Japan (istarbucks.co.kr). Starbucks Korea is co-owned by Starbucks Corporations of the United States and Shinsegae in each of which holds half of the firm. The first Starbucks in South Korea was established in July 27, 1999 located near the Women University Ewha. From the incoming of Starbucks, "Dabangs" became the past which replaced by the new culture American and European style café. There are many coffee shops in Korea both of foreign coffee shops like Starbucks or Coffee Beans and Tea Leaf and local brand coffee shops like Caffé Bene, Angle in-us coffee, Café Passcucci, etc. Nowadays, Starbucks operate over 500 stores in 35 cities (exploringkorea.com) in Korea which are located in Seoul 196 stores (mystore411.com).

Figure 2.8 First Starbucks in Korea, Ewha University Branch

Source: blog.dramafever.co

CHAPTER III

RESEARCH METHODOLOGY

The objective of this research is to study consumers' behavior and attitude toward Starbucks of Thai and Korean consumers. The research methodology used in the study is described in this chapter. It is divided into three sections. In the first, the conceptual framework of the relationship between consumers' behavior and brand image which influence consumers' attitudes will be provided in this section. The next one, it describes the instruments used in collecting data. In this study, the researcher uses questionnaires which interview 20 Thais in Bangkok area and 20 Koreans in Seoul area. Finally, section three deals with the method which is used the data analysis.

3.1 Conceptual Framework

Branding consumption approach

Branding consumption is a consumers' behavior for spending money to the luxury goods and services. Moreover, it represents a meaning of the social status from their taste or lifestyle. In addition, to get to know all aspects of this research, it needs to study not only consumers' behavior, but also another term which is related such as brand image.

This approach, it presents a branding consumption is a part of consumer behavior which represents through buying decision factors. In this study, the author chooses to study the factors influence consumers of purchasing decision and how brand image affects consumers' behavior.

In comparison, attitudes and behaviors of Starbucks Coffee Consumption in Bangkok and Seoul, the conceptual framework of the research study are as follows.

Figure 3-1: Conceptual Framework
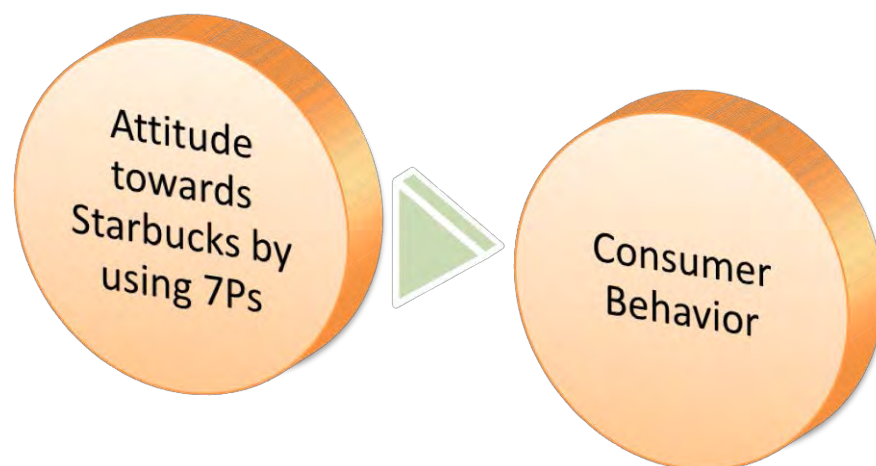
Source: by Author

Research Design

A research design is a plan of action to be carried out in connection with a research project. The study utilizes qualitative methods by in-depth interview and focus group discussion. This design is chosen to meet the objectives of study.

3.2 Data Collection

3.2.1 Primary data

Collection the data is the most important part of this study. According to Fisher (2007, P.159), qualitative approach may use the method as interviews for collecting data. A questionnaire was chosen as a data collection instrument. Data collection will be done through both Thai and Korean by spreading out questionnaire as a primary data. The feedbacks of the surveys will be collected from the period between March 10, 2013 and March 31, 2013.

3.2.2 Secondary Data

Secondary data used in this research is collected from both internal and external source. Internal data is the data which is available from the official website like Starbucks.co.th or istarbucks.co.kr. External data comes from many sources like literature books, internet, journals and articles.

3.2.3 Sampling Method

Two methods used in this study (1) 12 interviews from Thai consumers and 16 interviews from Korean consumers by the traditional sampling by face-to-face questionnaires to gather information and (2) 8 interviews from Thai consumers and 4 interviews from Korean consumer by online sampling by using the internet (chat

application). Focus group discussion is also used in this research. The author picked up Starbucks fan club in Thailand to be target population in discussion.

3.2.4 Focus Group Discussion

To investigate Thais and Koreans attitudes and consumer behavior toward Starbucks coffee, Focus Group Discussion is applied as a method by select a group of discussion, in this case, five Starbucks fan clubs in Thailand is used, and collect attitude and perception towards many aspects which related to the framework.

3.2.5 In-Depth Interview

The population used of this study will be 20 Thais and 20 Koreans both male and female in aged 15 years old and older that uses Starbucks coffee and Starbucks fan club in Bangkok and Seoul.

3.2.6 Structures of the Questionnaire

The questionnaire will be distributed as follow:

- **Personal Data**

    This section is the question about general personal information. These questions show consumer demographic such as; gender, age, education, occupation, and income. These factors are independent variables which cause the opinion or attitude towards their experience and perception.

- **Coffee Drinking Behavior**

  The questions in this part ask about consumers' coffee drinking behavior such as what they buy, when they buy, where they buy, why they buy and how they buy.

- **Attitude towards Brand Image**

  The questions in this part ask about the perception of consumers towards Starbucks brand image what is the brand image they perceived. It aims to get to know consumers' attitude towards Starbucks and perception of Starbucks in brand image, coffee, in-store decoration, service and marketing mix.

3.3 Data Analysis

There are 27 questions for interview. It is divided into five parts which are Personal Data, Personal Lifestyle, and Coffee Drinking Behavior, Attitude towards Brand Image, and Attitude towards Starbucks. After the data is collected, it was analyzed and interpreted.

3.4 Expected Outcomes

- Objective 1: To get to know the factors that influence consumers' purchasing decision.

- Objective 2: To get to know how consumers' lifestyle related to coffee drinking behavior.

- Objective 3: To get to know the similarity and difference of consumers' attitude towards Starbucks brand image between Thai and Korean respondents.

CHAPTER IV

ANALYSIS AND INTERPRET

This research studies Thais and Koreans' attitudes and consumer behavior towards Starbucks Coffee. In the part of result and analysis can tell readers more clearly about the connecting of Starbucks' products and services with consumers in personal and meaningful way. The overall frameworks I will interpret in this chapter are following. The author applied in-depth interview and focus group in the research, the result can be analyzed and interpreted by the three main topics according to the conceptual framework by following.

4.1 Consumer Behavior of Drinking Coffee

In this part, it will be clarified consumer behavior of drinking coffee by using the questions about 6w1h. The result from in-depth interview (20 Thais and 20 Koreans) and focus group (only from 5 Starbucks fans club) in Thailand and Korea between Starbucks fan club and non-fan club in terms of consumer behavior.

The consumer behavior in Thailand by 14 non-fan club interviewees found that they drink Starbucks coffee once a week or once two weeks. They don't have any special reason for drinking Starbucks coffee but some said that because of the

price of Starbucks is a little bit high. These group of respondents said that they are okay with any coffee which can relief them.

In Korea, Korean people are a coffee lover but most of them are not Starbucks lover. There are many coffee shops located in Korea with both local brand and foreign franchise but the interesting notice is Starbucks, the most successful coffee shop is not so popular among Korean people but local brand is. From the interview, Korean respondents don't drink Starbucks much because of the price is higher than another local brand coffee shop in the same quality and atmosphere.

For Starbucks lovers (5 participants in Focus Group Discussion) in Thailand, most of them know Starbucks from media. They drink Starbucks coffee because of the taste is delicious and its stores are easy accessibility because Starbucks has many branches in the communities and department stores. Place and atmosphere is the important factor that they go to Starbucks because of good music good smell and good decoration. The factors of drinking Starbucks coffee for this group are their personal image and social class. Normally, they drink Starbucks coffee a cup per day even most of them drinks coffee more than two cups a day because of the price is quite high and this factor affect their purchasing decision. Mostly, they drink Starbucks coffee in the afternoon after breaking from work or shopping. The favorite menu for the participants is iced latte or Specialty Coffee Frappe. All of the participants always go to Starbucks alone or with friends, the activity that most of

them do while drinking coffee is talking with friends. The branch they go is variety

depends on their location.

The consumer behavior of Focus Discussion can be concluded in 6w1h by

following.

Table 4.1 Consumer Behavior 6W1H

Who is in the target market?	• Young and adult to the middle age
What does the consumer buy?	• Coffee, service, and atmosphere
Why does the consumer buy?	• Because of the taste of coffee, service and atmosphere and for freshness
Who participate in the buying?	• Sometimes friends
When does the consumer buy?	• In the evening after work or shopping
Where does the consumer buy?	• Depends on consumers' location
How does the consumer buy?	• Coffee in rate not over 175 THB Coffee and pastries in rate more than 200 THB

Source: by Author

4.2 Attitude towards Starbucks Brand Image

Starbucks is the most famous branding choices coffee shop in the world. The consumers perceived Starbucks image as a worldwide premium brand coffee shop with the great coffee, service, and atmosphere. Consumers know Starbucks by media but not from advertisement, they knew from movie and some of them knew Starbucks because they just walked pass by store. All participants in focus group discussion said that Starbucks is the 1st brand in consumer mind for fan club while 2nd and 3rd is different by their favorite taste of coffee. Between, for non-fan club of Starbucks by in-depth interview especial Korean respondents said that Starbucks is not their 1st coffee shop in their mind but local brand like Caffé Bene or Angle in-us coffee is their favorite. Starbucks brand image in both Thai and Korean consumers mind is premium brand coffee shop with great atmosphere such as good music, well-decorated and good coffee with comfort sofas. Consumers not only pay for coffee but also they pay for service and quality. Starbucks staffs are a kind of charming for the brand because Starbucks trained their staffs three months before work in the store. Due to the high price of coffee, Starbucks tends to provide more than coffee; brand image, lifestyle, service and more are what Starbucks sells.

For Starbucks marketing mix or 7Ps when discussed on focus group can be concluded by following.

Table 4.2 Starbucks 7Ps

Products

- Enlarge product line : special coffee, tea, juice and smoothie.
- Served best product by well-trained staffs
- High quality of products.

Price

- Pricing strategy of Starbucks is based on quality of coffee and service.
- Products price is according to the upscale brand image.

Place

- Well-designed furniture
- Appointment place
- Third place

Promotion

- Buy 1 get 1 free
- Earth day: bring any your own cup and get free drink
- Bring Starbucks tumble, mug to store, 10% discount

People

- The concept of Starbucks is "we're not employee, we 're partner"
- Starbucks realized that happy customers start with happy staffs.
- Starbucks trained their staffs over 3 months before work in store.

Process

- Starbucks does the best process to customers starts with greeting and asking for customers wanted drinks.

Physical Evidence

- The perfect combination of Starbucks is products and services.
- Clean, friendly environments, cozy sofas, chairs, tables, book shelves.
- The outstanding of coffe and ingredients such as, cinnamon, cream and other dressing.
- Convinient glass and mugs.

Source: by Author

From the result of two dimensions; (1) consumer behavior in drinking coffee, and (2) attitude towards Starbucks brand image can be concluded in similarities and differences by the following table.

Table 4.3 Similarities and Differences between Thai and Korean consumers

Similarities	Differences
1. Thai and Korean lifestyle are similar, they are multitask people. 2. Most of Thai and Korean is coffee lover. 3. Both Thais and Koreans said that Starbucks brand image is premium and high class coffee shop. 4. Some goes to coffee shop for appointment and work.	1. Korean lifestyle is not attach much with Starbucks because they have another premium coffee shops like Café Bene or Angle in-us coffee 2. If talk about premium coffee shop, Starbucks is 1st coffee shop for Thai consumers while Korean is Caffé Bene. 3. Most of Thai consumers are iced specialty coffee lover while Koreans are hot black coffee lover. 4. Due to the difference cost of living and exchange rate, Starbucks in Korea is more expensive than in Thailand.

Source: by author

From in-depth interview and focus group discussion, it can be derived the positive and negative of Starbucks by following.

Positive

- Most of Starbucks stores are located in the easy accessibility place such as department stores, communities, office buildings.

- Starbucks decorated their store to be unique and relax.

- Starbucks concern about environmental by using the recycle products such as paper cup, napkins, cup jacket, etc.

- Starbucks provide plug sockets to customers who want to sit and work in the store.

- Among Starbucks lovers, they said that Starbucks remain the standard of coffee taste.

- Price of coffee at Starbucks is reasonable with the quality.

- Starbucks is worldwide brand coffee shop so customers can trust that they are served the best service by Starbucks' staffs.

Negative

- Korean respondents said that the beverage menu at Starbucks is not variety when compared with local brand like Caffé Bene or Angle in-us coffee.

- Sometime, customers go to Starbucks store and they cannot find the seat because the number of seat is not match with customers.

- Starbucks doesn't provide free internet Wi-Fi access to customers. The respondents said that they pay high price of coffee so this kind of service should be included.

- Starbucks image for Korean people is quiet negative in the way of extravagant.

From the result of both in-depth interview and focus group discussion, Starbucks SWOT can be analyzed by following.

Table 4.4 Starbucks SWOT

STRENGTHS	WEAKNESSESS
- Consistency of products and brands - Eco-friendly. Starbucks concerns environment such as water, energy and recycling. - Wide variety of products - Staffs - Strong brand image associate with quality of coffee and excellent service provided. - An international brand	- Need wider customer's targets. - Prices continually rising, loss customers risking. - Number of competitors is increasing. - Stores become crowded at prime time. - Due to high price, it's not available to all customers. - Lacks of promotions, deals. - Prices are inflexible.
OPPORTINITIES	THREATS
- Third house experiences - More promotions, discounts - Many branches - Growth in coffee market	- Coffee beans international trades - Has become a luxury brand - Increasing of competitions -More healthy ways away from caffeine

Source: by Author

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Coffee has played an important role in our lifestyle nowadays within context of beverage. In the recent year, coffee business has dramatically boom. Most of the world's population consumes coffee as a part of their routine. If we talk about the world's largest coffee chain in the world, people will say "Starbucks" due to a number of a number of different drink flavors including hot and iced or tea and also wide variety food are available. Starbucks set their stores to be unique like coffee bars, grab-and-go service, or the spaces to sit and enjoy foods or drinks with friends, groups or even alone.

Starbucks Coffee became the well-known coffee shop around the world including Thailand and Korea. The new coffee culture was created in Thai and Korean society. Starbucks is harmonized in social lifestyle. From the interviewees, I can get the more information not only in positive way but also in negative way because most of information we perceived always comes in the positive way due to social value through Starbucks.

This research tends to study Thais and Koreans attitude and consumers' behavior towards Starbucks Coffee by considering from consumers' demographic who consume Starbucks Coffee. Thus the research question I have raised before is analyzed in this chapter which is "Are there any other expectations except a cup of premium coffee when customers are likely to pay the premium cost of coffee". As the culture changing, people drink coffee not only for relief their tiredness but also they want a premium service and enjoyable atmosphere for chilling and working in the same place. Moreover, the brand image is also the important factor that they want Starbucks identify them. Luxury and good taste is the definition they define them with the brand. The result of this research can benefit to Starbucks marketing or whoever wants to run coffee shop business. Moreover, they can plan marketing strategy to match with consumers needs.

According to the objectives, (1) to study Starbucks coffee consumption behavior of Thai and Korean consumers and (2) to study consumer attitude towards Starbucks, it will be concluded in this part of chapter.

(1) To study Starbucks coffee consumption behavior of Thai and Korean consumers

Coffee is consumed all over the globe, making it one of the most valuable primary products in world trade. For Koreans, South Korea's per capita coffee consumption is five times greater than consumption in the rest of the Asia-Pacific

region. South Korean adults consumed an average 338 cups of coffee per year while Thai consumers consumed an average 200 cups of coffee per year. Both Thai and Korean consumers embrace a western coffee culture and consumer demands are high quality coffee. Starbucks is one of premium coffee that comes up in consumers' mind among their fan club but for non-fan clubs of Starbucks said that they don't mind about the brand they just want a cup of coffee that makes them more fresh in the afternoon. The main objective that people go to coffee shop is for drinking coffee and meeting. The reason they drink Starbucks coffee is the quality, the taste of coffee, and service. For Starbucks fan club, they drink Starbucks coffee at least four times a week because of the price of coffee is quiet high while non-fan club of Starbucks drink an average three-four times a month. Most of the consumers go to Starbucks and eat in by spending their time 1-2 hour average alone or with their friends. The time they go to Starbucks is in the afternoon after break and the favorite menu is iced or coffee frappe for Thai consumers and Black hot coffee for Korean consumers.

(2) To study consumer attitude towards Starbucks

For 40 of respondents divided into 20 Thai respondents and 20 Korean respondents and also 5 participants on Focus Group discussion with Starbucks fan club, there are many types of coffee consumer interviewed which are coffee-oriented consumers who play the important role to coffee industry, ritual consumers who imply that a cup of coffee is a symbol of their daily life, health-conscious

consumer who is characterized by their behavior toward coffee consumption in normal rank to decaffeinated, and problematic consumer who has negative feeling with coffee consumption. In term of their attitudes towards Starbucks brand image, all respondents both Thai and Korean are satisfied because Starbucks coffee shop is well-known coffee shop around the world. Luxury image, the identity, Western lifestyle, and image of America's globalizations are what Starbucks represent to consumers. Before going to Starbucks, due to its reputations and the premium price they are willing to pay, the respondents have high expectation in many things; coffee, service, atmosphere inside store

Coffee culture became a symbol of an elegant and urban lifestyle. The Western lifestyle inside Starbucks store such as hanging out while drinking coffee, use the name to order coffee became a part of the Thai and Korean consumers lifestyle. Due to the coffee drinking behavior and the changing of culture from the past to present, coffee is harmonized to be a part of routine. Starbucks coffee is the first choice of premium brand coffee shop for Thai respondents while Korean respondents claimed that the consumption of Starbucks coffee is not always the first choice because many premium brand coffee shops are located in Korea in the same quality.

5.2 Suggestions

Starbucks uses all the strong elements to improve the quality of products and services. Howard Schultz, the CEO of Starbucks Coffee stated that what Starbucks represents to the consumer is something beyond a cup of coffee.

For suggestions, Starbucks is the famous coffee shop in Thailand and also in Korea, to improve coffee business to reach more to match consumers' needs, there are some weak point of Starbucks that have to concern about.

The seats in Starbucks store is sometimes not enough to customers' needs and in some store, there are no partitions and they feel uncomfortable to stay among public space. Moreover, in Thailand, there is no free Wi-Fi internet access provided to customers. They said that due to high price of coffee, free Wi-Fi service should be included while they are enjoying their coffee and relaxing with atmosphere inside store.

For take away cup in Thailand, it should have stopper like in Korea when customers want to buy and go to somewhere.

Starbucks should provide more often sample drinks to customer for increasing sale and present another drink menu.

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Attachment.

APPENDICES

APPENDIX A

QUESTIONNAIRE

(For Thai Respondents)

Hello, I am Master Degree student from Chulalongkorn University, Thailand in major of Korean Studies. I am conducting interview questions of my research which needs 40 respondents from in-depth interview. I think your ideas can help me as the possible data. Hence, I would like to interview you by asking these following questions:

Part I: Personal Data

1. Gender_____

2. Age_____

3. Education_____

4. Occupation_____

5. Income (Bath per month)

    1) 10,000-15,000 2) 15,001-20,000   3) more than 20,000

Part II Personal Lifestyle

6. How coffee drinking become a part of your routine?

    _____

7. Except going to Starbucks Coffee for grabbing a cup of coffee, what is

    another activity?

    _____

8. How is Starbucks Coffee related with your lifestyle?

    _____

9. How Starbucks indicated your personality?

    _____

_____

Expected Quality

10. Before going to Starbucks Coffee in every time, what is your expectation

    about *coffee*? Why?

    _____

11. Before going to Starbucks Coffee in every time, what is your expectation

    about *service*? Why?

    _____

12. Before going to Starbucks Coffee in every time, what is your expectation

about *atmosphere*? Why?

_____

13. Before going to Starbuck Coffee in every time, what is your expectation

about *your emotion* such as satisfaction or relief? Why?

_____

Attitude towards Experienced Quality

14. How do you think about Starbucks' quality of coffee? Why?

_____

15. Do you think Starbucks coffee match with your need? Why?

_____

16. Do you think Starbucks staffs provide good service with amiable way to

customers? Why?

_____

17. Do Starbucks staffs provide good suggestion to you when you need their

help? Why?

_____

18. There are enough seats in its store with all customers? Why?

_____

19. Does the atmosphere inside its store is desirable? Why?

_____

20. When coming in Starbucks store, it makes you satisfy? Why?

_____

21. How do you thing about Starbucks' packaging?

_____

22. Are there any recommendations for the taste of Starbucks' coffee?

_____

23. Are there any comments for the smell of Starbucks' coffee? How it affect your purchasing decision?

_____

24. How do you thing about Starbucks' atmosphere when you see Starbucks' staffs talk with customers in amiable way? Why?

_____

25. Do you have any recommendations about music opening in Starbucks store?

_____

26. How do you think about free sampling provided before buying?

_____

27. How do you think about location of Starbucks' stores?

_____

APPENDIX B

QUESTIONNAIRE

(For Korean Respondents)

Hello, I am Master Degree student from Chulalongkorn University, Thailand in major of Korean Studies. I am conducting interview questions of my research which needs 40 respondents from in-depth interview. I think your ideas can help me as the possible data. Hence, I would like to interview you by asking these following questions:

Part I: Personal Data

1. Gender_____

2. Age_____

3. Education_____

4. Occupation_____

5. Income (Bath per month)

    (1) 700.000-1,000,000 KRW (700-1,000 USD)

    (2) 1,000,001-1,300,000 KRW (1,000-1,300 USD)

    (3) More than 1,300,000 KRW (More than 1,300 USD)

Part II Personal Lifestyle

6. How coffee drinking become a part of your routine?

   _____

7. Except going to Starbucks Coffee for grabbing a cup of coffee, what is

   another activity?

   _____

8. How is Starbucks Coffee related with your lifestyle?

   _____

9. How Starbucks indicated your personality?

   _____

_____

Expected Quality

10. Before going to Starbucks Coffee in every time, what is your expectation

    about *coffee*? Why?

    _____

11. Before going to Starbucks Coffee in every time, what is your expectation

    about *service*? Why?

    _____

12. Before going to Starbucks Coffee in every time, what is your expectation

about *atmosphere*? Why?

_____

13. Before going to Starbuck Coffee in every time, what is your expectation

about *your emotion* such as satisfaction or relief? Why?

_____

14. How do you think about Starbucks' quality of coffee? Why?

_____

15. Do you think Starbucks coffee match with your need? Why?

_____

16. Do you think Starbucks staffs provide good service with amiable way to

customers? Why?

_____

17. Do Starbucks staffs provide good suggestion to you when you need their

help? Why?

_____

18. There are enough seats in its store with all customers? Why?

_____

19. Does the atmosphere inside its store is desirable? Why?

_____

20. When coming in Starbucks store, it makes you satisfy? Why?

_____

21. How do you thing about Starbucks' packaging?

_____

22. Are there any recommendations for the taste of Starbucks' coffee?

_____

23. Are there any comments for the smell of Starbucks' coffee? How it affect

your purchasing decision?

_____

24. How do you thing about Starbucks' atmosphere when you see Starbucks'

staffs talk with customers in amiable way? Why?

_____

25. Do you have any recommendations about music opening in Starbucks

store?

_____

26. How do you think about free sampling provided before buying?

_____

27. How do you think about location of Starbucks' stores?

_____

APPENDIX C

PREMIUM BRAND COFFEE SHOPS IN KOREA

	Caffé Bene		Tom and Toms Coffee
	A Twosome Place		The Coffee Bean and Tea Leaves
	Angle in-us Coffee		Café Pascucci

APPENDIX D

Name List of Focus Group Participants

1. Nutnicha Saeai (Business Owner, 25)

2. Jitsopa Ostanupap (Business Owner, 26)

3. Tippawan Paisansuthidej (Supervisor at Agoda, 30)

4. Pornnapa Na Ranong (Accounting at SCG, 26)

5. Jirawut Veerataecha (Master Degree Student, 28)

BIOGRAPHY

Name   :   Ms. Sasivimon Paisansuthidej

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                                 Bangkok, Thailand (2006-2010)