

Consumer's Media Exposure, Attitude and Purchasing Behavior  
on "Café Amazon for Chance"



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จุฬาลงกรณ์มหาวิทยาลัย  
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การเปิดรับข่าวสาร ทักษะคิด และพฤติกรรมที่ดีของผู้คนจากสื่อที่มีต่อ “คาเฟ่เมซอนฟอร์เซ็นส์”



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การวิจัยในครั้งนี้มีวัตถุประสงค์เพื่อศึกษาการเปิดรับสื่อ ทักษะคติ และ พฤติกรรมผู้บริโภคที่มีต่อ “คาเฟ่แอมซอนฟอรั้แซนส์” โดยใช้แบบสอบถามเป็นเครื่องมือในการเก็บข้อมูลด้วยวิธีการวิจัยเชิงสำรวจจากกลุ่มตัวอย่างลูกค้าที่ได้ใช้บริการของคาเฟ่แอมซอนฟอรั้แซนส์ โดยมีอายุ 18 ปีขึ้นไป จำนวน 207 คน ผลการวิจัยพบว่า ผู้ตอบแบบสอบถามเปิดรับสื่อ หรือ ช่องทางการสื่อสารของคาเฟ่แอมซอนฟอรั้แซนส์ในระดับต่ำ อย่างไรก็ตามกลุ่มตัวอย่างมีทักษะคติที่ดีต่อคาเฟ่แอมซอนฟอรั้แซนส์ในด้านเห็นธุรกิจเพื่อสังคม ที่ช่วยเหลือผู้ด้อยโอกาสทางสังคมให้มีอาชีพ และสามารถทำงานได้เหมือนบุคคลธรรมดาทั่วไป นอกจากนี้ยังมีความรู้สึกในเชิงบวก ต่อคาเฟ่แอมซอนฟอรั้แซนส์ที่นำกำไรส่วนหนึ่งไปไปช่วยเหลือโครงการต่าง ๆ เพื่อสังคม ในส่วนของพฤติกรรมการซื้อ กลุ่มตัวอย่างโดยรวมมีพฤติกรรมสนับสนุนคาเฟ่แอมซอนฟอรั้แซนส์ ในระดับสูง โดยเฉพาะอย่างยิ่ง การสนับสนุนผู้ด้อยโอกาส จากการตั้งสมมุติฐานพบว่า การเปิดรับสื่อ และ ทักษะคติ มีความสัมพันธ์กันน้อยมากทางสถิติ อีกทั้งยังพบว่าทักษะคติ และ พฤติกรรมการซื้อของผู้บริโภคมีความสัมพันธ์กันอย่างมีนัยสำคัญทางสถิติ

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The objective of this research was to study the media exposure, consumers' attitude and consumers' purchasing behavior toward Café Amazon for Chance by using surveys to collect the data from current customers at Café Amazon for Chance aged 18 and above. Two hundred and seven were collected. The result shows that the media exposure of Café Amazon for Chance's is low level. However, the majority of the sample has a good attitude toward the social enterprise concept of Café Amazon for Chance that supports social disabilities to have a career and be able to work equivalent to normal employees. Moreover, the majority of the respondents have a positive attitude toward Café Amazon for Chance's brand image that supports the community, which gives portions of profits to numerous projects in the community around each branch. The results in the consumer's purchasing behavior illustrates that most of the samples agreed to support Café Amazon for Chance in high level, especially supporting disabilities. According to the hypothesis found that, media exposure and consumers' attitudes have very low correlation in statistics. However, the results further reveal that consumer's attitude and consumer's purchasing behavior have high correlation.

Field of Study:	Strategic Communication Management	Student's Signature .....
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# CHAPTER 1

## Introduction

### 1.1 Significance of the study

According to data from the Ministry of Social Development and Human Security 2016, only a small percentage of people with disabilities in the working age are employed. There are now 1.7 million people with disabilities in Thailand with 770,000 working age but only 28,000 employed, representing 27% of the disabled in Thailand. Working age or accounted for 1 in 4 only (Bangkok Post, 2016). Social enterprise is a new strategy of a business that uses entrepreneurial methods to accomplish social goals and/or feed profits to a parent charity or non-profit to enable it to fulfill more of its own social mission.

Café Amazon is a chain of Thai coffeehouses. It was first introduced in 2002 by PTT Public Company Limited (PTT). With the success of Café Amazon, there are now over 3,200 branches both in Thailand and abroad. Which makes it the sixth largest coffee chain by number of outlets worldwide. (komchadluek, 14 July 2020). The cafes are primarily found inside of malls, in community centers and gas stations. Nowadays, Café Amazon belongs to PTT Oil and Retail Business Public Company Limited (PTTOR). Where located in 555/2 Energy Complex Building B, 12th Floor, Vibhavadi Rangsit Rd., Chatuchak, Chatuchak, Bangkok 10900.

On 27 July 2017 PTT established Sarn Palung Social Enterprise Company Limited which is the joint venture among PTT group companies.

The initial registered capital is 10,000,000 Baht, with the following shareholding structure:

- PTT Public Company Limited 20%
- PTT Exploration and Production Public Company Limited 15%
- PTT Global Chemical Public Company Limited 15%
- Thai Oil Public Company Limited 15%
- IRPC Public Company Limited 15%
- Global Power Synergy Public Company Limited 10%
- PTT Oil and Retail Business Company Limited 10%

The establishment of the company is to support the execution of social enterprises of PTT group companies. The company aims to conduct business with focus on resolving social and environmental issues as well as to promote employment of local communities in an efficient and sustainable manner with public's participation in PTT group's business. Furthermore, such an establishment supports government policy that encourages private sector and state enterprise to participate in grooming and incubating social enterprise.

The transaction is not a connected transaction and the transaction size does not require disclosure under the rule, procedures and disclosure of information concerning the acquisition and disposition of assets of listed company, but this report is in accordance with the disclosure of investment in a company with a proportion of 10% or more of its paid-up capital. Recently, PTT was established to support PTT Group's social enterprise or social enterprise to solve social, community,

environmental problems and promote employment support in local communities. To be effective on a sustainability basis It is also considered a response to government policies that support the private sector. Including promoting government policies that require the private sector Including state enterprises to play a role in supporting social enterprises

Café Amazon for Chance is a development of Café Amazon, under Sarn Palung Social Enterprise Co., Ltd. or SPSE supervisor. Café Amazon for Chance is a revolution of Social Enterprise business, which is operated by handicaps barista, including, hearing-impaired, people with learning disabilities, veterans and also seniors.

Café Amazon for Chance designs to support the disabilities employments, which requires attention, new technology and methods are applied to design the shop and work processes to suit the disabilities. At the same time, a new innovative Hybrid Machine or digital coffee grinder was introduced to every branch of Café Amazon for Chance. The new technology increases the accuracy of taste, including the Duo Screen POS ordering system to facilitate and increase the speed of work. Helping people with disabilities to be a perfect professional barista. This special design focuses on supporting and maintaining the efficiency of work processes and also maintains the quality of service in the standard of Café Amazon stores, which received lots of good feedback from the society (Poosuwan, B., 2020).

Nowadays, there are nine branches of Café Amazon for Chance (HealthServ, 2020) including:

- Office of President, Mahidol University.
- Faculty of Environment and Resource Studies, Mahidol University.
- Arts Gallery at Ban Chao Phraya.
- Happy and Healthy Bike Lane, Suvarnabhumi.
- Laemchabang Hospital, Chonburi.
- PTT Public Company Limited (Headquarter).
- Ministry of Social Development and Human Security.
- Thailand Military Base, Sattahip.
- Securities and Exchange Commission

This part illustrates the structure of all nine branches in order, for example, location of the shop, style of the shop, different types of disabilities that each branch are supporting and the differences between each shop.



*Figure 1: Office of President, Mahidol University*

The first branch is called a prototype of Café Amazon for Chance. It is at the Office of President, Mahidol University. The location of the shop is behind the Office of President building, in the middle of several walkways between buildings. This branch supports hearing-impaired people. It is a good area to hang out of students and teachers. There are a lot of tables outside the shop. The atmosphere is very nice, and it is very shady.



*Figure 2: Faculty of Environment and Resource Studies, Mahidol University.*

The second branch is at the Faculty of Environment and Resource Studies, Mahidol University. The location of the shop is a part of the building. This branch supports hearing-impaired people. The shop is wide and has a lot of space. There are some tables inside but no outdoor area. It is convenient for a small meeting and hanging out.



*Figure 3: Arts Gallery at Ban Chao Phraya*

The third branch is at the Arts Gallery at Ban Chao Phraya. The location of this branch is in the area of the art gallery, by the road. There are two entrances, one is by the road and another one is in the museum. This branch also supports hearing-impaired people. It is a very small shop, inside, there is a long seat round the shop, but no table. There are few tables in front of the shop, which the atmosphere is very old-fashioned according to the museum.



*Figure 4: Happy and Healthy Bike Lane, Suvannabhumi*

The fourth branch is at Happy and Healthy Bike Lane, Suvannabhumi. This branch supports hearing-impaired people. The location is not that great. There are several coffee shops in the same building, but Café Amazon for Chance is on the side that not a lot of people walk around and not thing stand out in front of the shop. There is no fascia, and the logo of Café Amazon for Chance is not that clear.





*Figure 5: Laemchabang Hospital, Chonburi.*

The fifth branch is at Laemchabang Hospital, Chonburi. This branch is in the area of the hospital but not exactly in the hospital. It is on the way to the parking lot, close by the seven-eleven. This branch is supporting hearing-impairing people. Another stand out point is that portions of profit also go to support Laemchabang Hospital.



*Figure 6: PTT Public Company Limited (Headquarter).*

The sixth branch is at the PTT Public Company Limited (Headquarter). This branch is on the first floor of the office. This branch supports hearing-impaired

people. The location looks like a meeting area with wide space, lots of chairs and sofa, which is convenient for a meeting that is not too formal. There is no outdoor area.



*Figure 7: Ministry of Social Development and Human Security*

The next one is the branch of senior baristas; it is at the Ministry of Social Development and Human Security. The senior baristas are very nice and friendly, taking care of their customers like their own child. The shop is by the main road, outside the building but it is not very convenient because there is no parking spot.



*Figure 8: Thailand Military Base, Sattahip*

Moving on to the eighth branch, it is at Thailand Military Base, Sattahip. The location of this branch is inside the Military Base, which is by the beach with a stunning view. The shop is a glasshouse, showing the beautiful view but it is a bit hot during the day. People said that this branch is the most beautiful Café Amazon for Chance. The difference of this branch is it supports the veterans and their family, especially their wife, to have a job.



*Figure 9: Securities and Exchange Commission*

Last but not least the last branch is at Securities and Exchange Commission, which just opened on (Nitsara, 2020). This branch located on the first floor in the Securities and Exchange Commission building. It supports hearing-impaired people. The decoration of the shop is fine-looking with trees and artificial grass, giving good vibe in the shop.

On the other hand, Amazon for Chance also buys bakery from Sixty Plus Bakery & Chocolate Cafe. These is the bakery stores in the project of the Foundation for the Development and Training of Persons with Disabilities of Asia and the Pacific

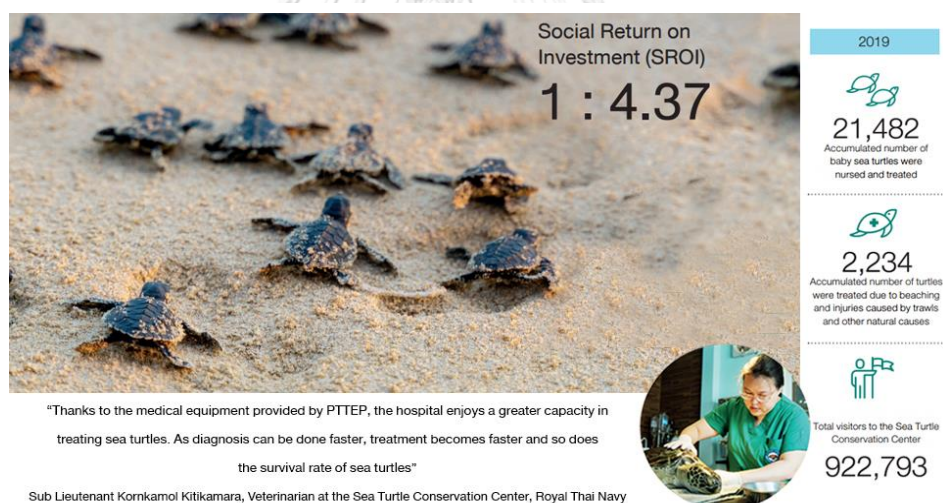
(EGAT TODAY, 2020). Café Amazon for Chance did a wonderful job in standing social enterprise concept. Café Amazon for Chance is not only giving the job opportunity to people with disability but also supporting the product that disability make. These ideas are very effective to support and promote the Social Enterprise concept. The business allows disabilities people to develop their skills within the food section as well.

Moreover, Café Amazon uses innovative recycled material from PTT Global Chemical Public Company Limited (GC) and IRPC Public Company Limited (IRPC) have been developed several products for in-store use. According to the Circular Economy, which is the most efficient and beneficial use of resources. In order to reduce the environmental impact and support the most cost-effective use of resources such as decorative parrots and plastic glass seats. A table made of coffee grounds and staff shirts made of plastic bottles or PET plastic cups. This project stands eco-friendly very strongly (Ibusiness, 2019).



Figure 10: Innovative recycled material has been developed several products for in-store use

In addition, a portion of the Café Amazon for Chance profits will be used to support the nursery and treatment activities at the Sea Turtle Conservation Center, where PTTEP supports by renovating the building, medical equipment and examination tools and also surgery tools for the sea turtles at the Sea Turtle Hospital, where located at the Sea Turtle Conservation Center at the naval base. According to the risk of extinction of the sea turtle, Café Amazon for Chance and PTTEP concern about the sea environment (Sustainability Report, PTTEP 2019). Along with the concept and the theme of Café Amazon for Chance I mentioned above, this business is a completed cycle social enterprise, because Café Amazon for Chance is not only supporting the community, but also support animal.



*Figure 11: Source Sustainability Report, PTTEP 2019*

The first branch of Café Amazon for Chance provided service since 17 September 2018 and now they are nine branches all around Thailand. The ninth branch just opened for service on 30 June 2020 (S, N., 2020). It is a very successful business over two years. Café Amazon for Chance is a role model of social enterprise business. It supports communities in several ways and adapt new technology to the

business in order to help disabilities to provide service with quality as same as normal people. This research will illustrate how consumer think toward the social enterprise of Café Amazon and also study the consumers' purchasing behavior. This research could be an asset of startup businesses. It could influence the new business to do something or supporting the community.

Since social enterprise business is become more popular these days. According to nowadays, people concerns more about the living of disadvantages in the community. Therefore, people pay more attention to social enterprise business, because it allows the business to make profit and also help community at the same time. Consequently, this study would like to investigate how consumers feel toward this type of business.

### **1.2 Research Objective**

1. To examine the consumers' media exposure and their attitude toward Café Amazon for Chance.
2. To explore the consumers' purchasing behavior toward Café Amazon for Chance.
3. To investigate the relationship among consumers' media exposure their attitude and their purchasing behavior.

### **1.3 Research Questions**

1. How are consumers exposed to media of Café Amazon for Chance?
2. What is the consumers' attitude toward Café Amazon for Chance?
3. What is the consumers' purchasing behavior toward Café Amazon for Chance?

4. What is the relationship between consumers' media exposure and their attitude toward Café Amazon for Chance?

5. What is the relationship between consumers' attitude and their purchasing behavior toward Café Amazon for Chance?

#### **1.4 Research Hypothesis**

H1: There is a relationship between consumers' media exposure and their attitude toward Café Amazon for Chance

H2: There is a relationship between consumers' attitude and their purchasing behavior toward Café Amazon for Chance

#### **1.5 Scope of the Study**

The purpose of this research aimed to study the consumers' media exposure, attitude and purchasing behavior toward Café Amazon for Chance. This research would also investigate the relationship among media exposure, attitude and purchasing behavior of existing consumers. This study took place at all 9 branches of Café Amazon for Chance. The quantitative survey method was conducted with a sample size of 207 participants of consumers with age 18 years old and above.

#### **1.6 Operational Definitions**

- *Café Amazon for Chance* is a business with the concept of social enterprise which is different from another normal Café Amazon. The business focuses on giving back to community and aims to support disabilities and social disadvantage. Nowadays, there are nine branches in Thailand.

- *Media Exposure* is how consumers are exposed to media platforms that distributed by the corporate in order to communicate with their consumers. This study focuses on media owned by Café Amazon for Chance including, Café Amazon Facebook, Instagram, official website, etc.
- *Attitude* may be defined as a feeling of favorableness or unfavorableness that an individual has towards brands, service or product of Café Amazon for Chance, which is a social enterprise business.
- *Purchasing behaviour* is the study of how customers process their selection, buy, use, consume goods and services to satisfy their needs and wants with social enterprise concept. It refers to the actions of the consumers in the marketplace and the underlying intention and motivation for those actions.
- *Consumers* is existing customers who have experienced Café Amazon for Chance service and products.

### **1.7 Expected Benefits of the Study**

1. Academically, the result of this research should improve understanding about social enterprise concept of Café Amazon for Chance and the relationships among media exposure, consumers' attitude and purchasing behavior. Moreover, this research will analyze wheatear if Social Enterprise could be a factor that effect consumers' attitude or consumers' purchasing behavior toward the brand. Could Social Enterprise gains attention and arouse consumer to buy more?
2. Practitioner, the outcome of this research should provide new insights to understand media exposure, consumers' attitude and consumers' purchasing behavior of the social enterprise business, which could be beneficial to organization or a person



who interest in using social enterprise for their business or the business that already run under social enterprise could study from this research and adapt it to their own business.



## **Chapter 2**

### **Literature Review**

This chapter focus to explain all of the important factors that will matter in this independent study. Starting with the definition of the Social Enterprise and how Café Amazon for Chance support the communities. The next part is the Marketing Communication, illustrating several tools that Café Amazon for Chance use to communicate with their consumer. Moving on to the Media exposure, this part will exemplify the media channels that Café Amazon for Chance use. The next topic is Consumers' Attitude. It will explain models that possible Café Amazon for Chance customers. Last but not least is the Consumers' Behavior. There are several factors that could affect the behavior of Café Amazon for Chance consumers.

#### **2.1 Social Enterprise**

Social enterprises are revenue-generating businesses with a tactic to achieve social goals. Whether operated by a non-profit organization or by a for-profit company. Social enterprise business has two goals: to achieve social, cultural, community economic and/or environmental outcomes; and, to earn revenue. Moreover, social enterprise applies an entrepreneurial approach to addressing social issues and creating positive community change, rather than being driven by the need to deliver profit to shareholders and owners. Another definition: A social economy enterprise operates like a business, produces goods and services for the market, but manages its operations and redirects its surpluses in pursuit of social and environmental goals. Another goal of social enterprise is the training and/or employment of people who are typically excluded from the mainstream economy,

thus creating capacity and self-sufficiency for individuals, and impacting their communities and lessening reliance on the social safety net. This element alone can denote a social enterprise (Barone, A., 2020).

Café Amazon for Chance is called as a social enterprise business or social business, which is defined as a business that has specific social objectives that serve its primary purpose. Social enterprises pursue to maximize profits while maximizing benefits to society and the environment. Their profits are mainly used to fund back to societies and charities. Social enterprises pursue actions that generate revenues, which fund their social causes. Regarding employment, preference is given to job seekers from at-risk communities or given disadvantage an opportunity to have a carrier. The funding is obtained primarily by selling goods and services to consumers, although some funding is obtained through grants. Because profit-maximization is not the primary goal, a social enterprise business operates differently than a standard company. Social enterprise concerns about community more than making profit (What is Social Enterprise, 2020).

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Nowadays, Social Enterprise becomes more popular. Due to the fact that people concern more about community and environment that happened to be around them, which could shape their attitude and behavior. Social Enterprise business concept aims to give back to the community and making money at the same time. One of a good example of Social Enterprise business is Café Amazon for Chance. It is a new business of Café Amazon that stand strong to support the community. Since buy the coffee beans from the hill tribe, give them a habitat area for growing coffee as their job and teach them how to grow the coffee, how to collect and retain the coffee

beans. Café Amazon also gives an opportunity to handicaps to have a carrier especially hearing-impaired people. It is a great opportunity for them to be able to generate incomes by themselves. I think Social Enterprise is a good model of business. It benefits both the business and the community. The business is not only about making money but also giving something back to the community that support the business. The researcher is interested in exploring this new business model and decided to use Café Amazon for Chance as the case study, because It became successful in no time, now there are nine branches in Thailand. It could benefit to several organizations that interested in social enterprise business model. This research will find out if the social enterprise concept effect consumer behavior, consumer attitude and purchasing behavior or not.

In this case, Café Amazon for Chance seek to benefit society in numerous ways, starting by provided service by handicaps barista, mostly hearing-impaired, which receive lots of good feedback and positive reputation from the society. On the other side, Amazon for Chance also subsidize bakery from Sixty Plus Bakery & Chocolate Café, which is a bakery stores under the project of the Foundation for the Development and Training of Persons with Disabilities of Asia and the Pacific. The business supports the disabilities people and allows them to improve their baking as well. Moreover, share of the profits will be used to support the nursery and treatment activities at the Sea Turtle Conservation Center, where PTTEP is supporting.

Even though, Café Amazon for Chance is operated by disabilities, but with the innovation, they provide service with full of quality, not inferior to the original Café Amazon. Before working at Café Amazon for Chance, these handicap baristas


have to pass their training before working in the real shop. These people can remember all the coffee formula and brew it neatly. Although, customers have to order with the sign language, there is no barrier between barista and the customer. As shown in Figure 12:, they have the easy understanding picture of the process how to order your favorite menu with sign language both on poster in front of the shop and also on the menu, you can also order how sweet for your drink like the normal Café Amazon. Café Amazon for Chance stands their social enterprise concept by teaching disabilities to brew the coffee, then offer them the carrier and also support their bakery. These moves that Café Amazon for Chance make are very generous and thoughtful. They could benefit our society in several ways. These actions are very effective to promote the Café Amazon for Chance as a social enterprise business.



Figure 12: Picture on thaipublica website

## 2.2 Marketing Communication

Marketing communication or (MarCom), it is a fundamental and complex part of a company's marketing efforts. The Marketing Communication refers to the means adopted by the companies to broadcast messages about the products and the brands they sell, either directly or indirectly to the customers with the intention to persuade them to purchase. In another words, the different channels that company adopts to exchange the information about their goods and services to the customers is termed as Marketing Communication. The marketer uses the marketing communication tools to create the brand awareness among the potential customers, which means some image of the brand gets generated in their minds that help them to make the purchase decision. (MaRS., 2019)



Integrated Marketing Communication is shorted for IMC. It is a simple concept ensuring that all forms of communications and messages are carefully linked together, assimilating all the tools, so that they work together in harmony effectively includes Advertising, Sales Promotion, Events and Experiences (sponsorship), Public Relations and Publicity, Direct Marketing, Interactive Marketing, Word-of-Mouth Marketing, Personal Selling and Social media marketing. These communication tools are collectively called as Marketing Communication Mix. All of these communications tools work better when they work together in harmony rather than in isolation. (Taylor, K., 2020) This is enhanced when integration goes beyond the basic communications tools. Thus, marketing Communication mix refers to the different tools that a firm can adopt to inform, persuade, and remind the customer about the product and services it sells (Definition of Integrated Marketing, 2020).

## Covered in IMC Plan



Figure 13: Covered in IMC Plan

There are six IMC tools that Café Amazon for Chance are currently using includes, Advertising, Social Media Marketing, Public Relations, Sales Promotion, Sponsorships and Word-of-Mouth. This research will explore these tools that Café Amazon for Chance use to communicate with their audiences. Whether their tools that they use are effective or ineffective, which tool is the most successful in order to reach the most customers and communicate effectively.

**Advertising:** It is an indirect, paid method that Café Amazon uses to notify the customers about their products, promotions and services via television, radio, print media, online websites etc. Advertising is one of the most widely used methods of communication mix wherein the complete information about the firm's product and services can be communicated easily with the massive target audience attention.

**Social media marketing:** Mostly Café Amazon for Chance communicate through social media platforms slightly more than advertising. In order to connect with your audience, build your brand, increase sales, and drive website traffic. This involves placing great content on your social media profiles, listening to and engaging

your followers, analyzing your results, and running social media advertisements. For instant; Official Website, Facebook, Instagram, Twitter and YouTube.

**Public Relations and Publicity:** Both Café Amazon and Café Amazon for Chance perform several social activities with a vision to create their positive brand reputation in the market. The activities that Café Amazon for Chance are undertaking such as, using eco-friendly materials as an in-store products and also decoration, donating some portion of their purchase to the Sea Turtle Conservation Center, and support disabilities' product and teach them barista skills. These are some of the common moves of enhancing the Public Relations.

**Sales Promotion:** The sales promotion includes the several short-term motivations to persuade the customers to initiate the purchase of the goods and services. For examples, BlueCard, discounts, paybacks, Buy- one –get- one free scheme, coupons, etc. This promotion technique not only helps in keeping the existing customers but also attract the new ones with the additional benefits. Mostly Café Amazon promotion will send through message when the customer registered with the Café Amazon and the flyer in the shop also show the promotions.

**Events and Experiences:** Café Amazon sponsors several events such as sports, entertainment, nonprofit events or community events with the objective to highlight their brand in the minds of the customers and create a long-term association with them. The event will illustrate the name of the sponsoring firm, which can be seen on the playground boundaries, player's jerseys, trophies, awards in the entertainment shows, hoardings on stage, etc.



Word-of- Mouth Marketing: It is one of the most widely practiced method of communication tool wherein customer share their knowledges with their peers and friends about the products and services they experienced. This method is very critical for Café Amazon because the reputation of the brand depends on how customer feels about the product and service and what message they deliver to others.

### **2.3 Media Exposure**

Media Exposure is playing an important role in today's modern world. It is the measurement of how people are "exposed" to media content, which is essential for the understanding of media use and effects. Currently, media communication channels, in which individuals are exposed to a variety of messages anytime, anywhere, and from a great diversity of sources on an increasing number of different media landscapes, has complicated the measurement of media exposure even more. However, today's digital media channel also offers new possibilities to map media exposure by means of passive measurement. The communication, composition, and activities of media audiences are measured in a great variety of content contexts ranging from news, political comedy, advertising, health and entertainment, to platforms as newspapers, television, billboards, videos, games, and social network sites. Media exposure could play different theoretical roles, for example, as dependent variable in theories and studies on media use or as mediator in selective exposure theories that specify that persons with certain characteristics seek out specific media that subsequently impact them. Media exposure is an independent variable in media effects theories, and a moderator in theories suggesting that exposure interacts with individual level and contextual factors. Media exposure information such as

circulation, ratings, and reach are important for the industry, as they are a currency for advertising buying and selling and for media programming decisions (Media Exposure, 2020).

Media exposure may be defined as “the extent to which audience members have encountered specific messages or classes of messages/media content” (Slater, 2004, p. 168). This is a simple and straightforward definition, but even then, the definition of “encountered” poses conceptual and measurement challenges. Most of the audience acknowledge Café Amazon for Chance news from the Café Amazon official platforms and numerous news websites. Even though Café Amazon for Chance does not have their own official social media platform, but Café Amazon official platform broadcasts their BlueCard privilege, promotion, discount and the picture of the drinks and also every news about Café Amazon for Chance very frequently.



Figure 15: Café Amazon official Instagram

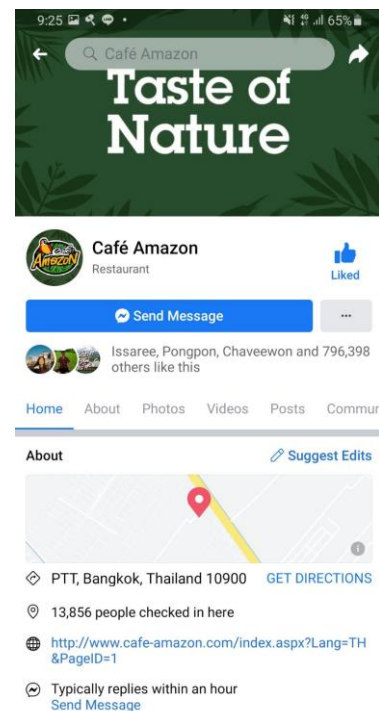


Figure 14: Café Amazon for Chance official Facebook page

Café Amazon official mostly posts the advertisements and promotions on Facebook, only post a few on other platforms. Figure 2.3.4 is the sample of seasonal drinks advertisement menu. Figure 2.3.3 is the example of BlueCard Privilege. These are some examples below, the Figure 2.3.5 and 2.3.6, showing pictures of Café Amazon for chance advertisement that posted by Café Amazon official Facebook.

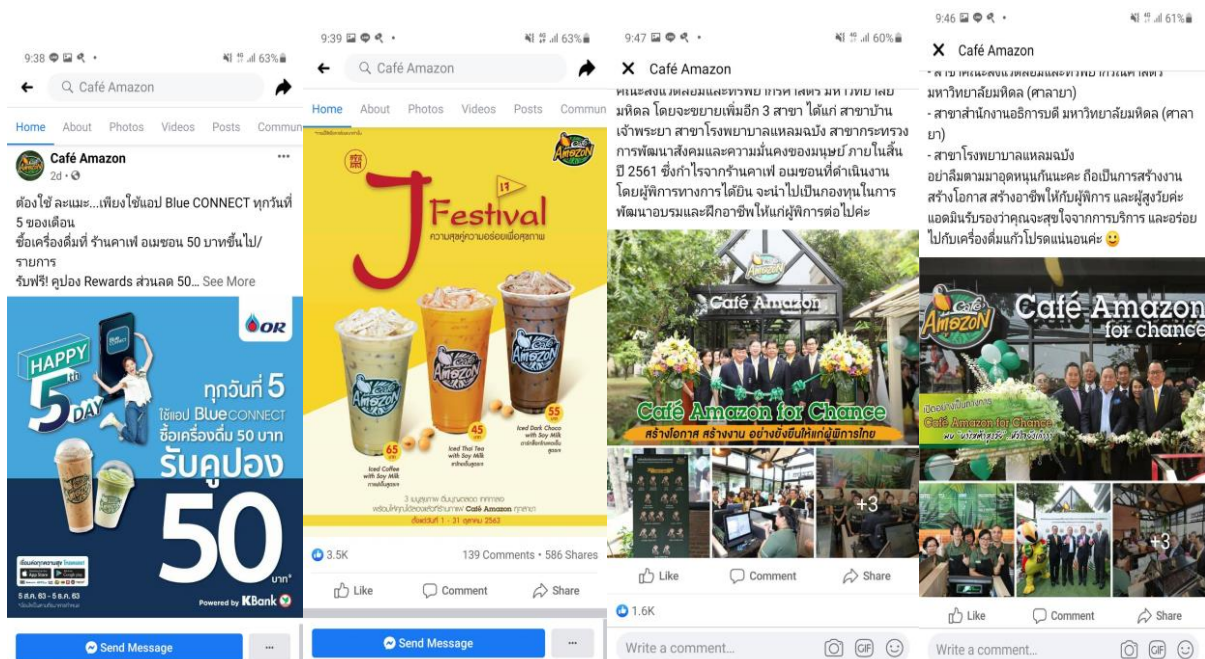


Figure 16: Amazon Facebook Page

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## 2.4 Consumers' Attitude

This research will study consumers' attitude that have toward Café Amazon for Chance. The consumer attitude could be defined as a feeling of favorable or unfavorable that an individual has towards the brand. According to Café Amazon for Chance uses social enterprise concept to operate the business, it is different from the normal business. This research will expose consumer attitude that have toward sustain business for community, whether it effect consumers' thought toward the brand or not.

Due to the fact that an individual with a positive attitude has more chance to buy a product and this results in the possibility of liking or disliking a product. Consumer attitude basically comprises of beliefs towards, feelings towards and behavioral intentions towards Café Amazon for Chance. Consumer Attitude consists of three components, including belief, feeling and behavioral intention.

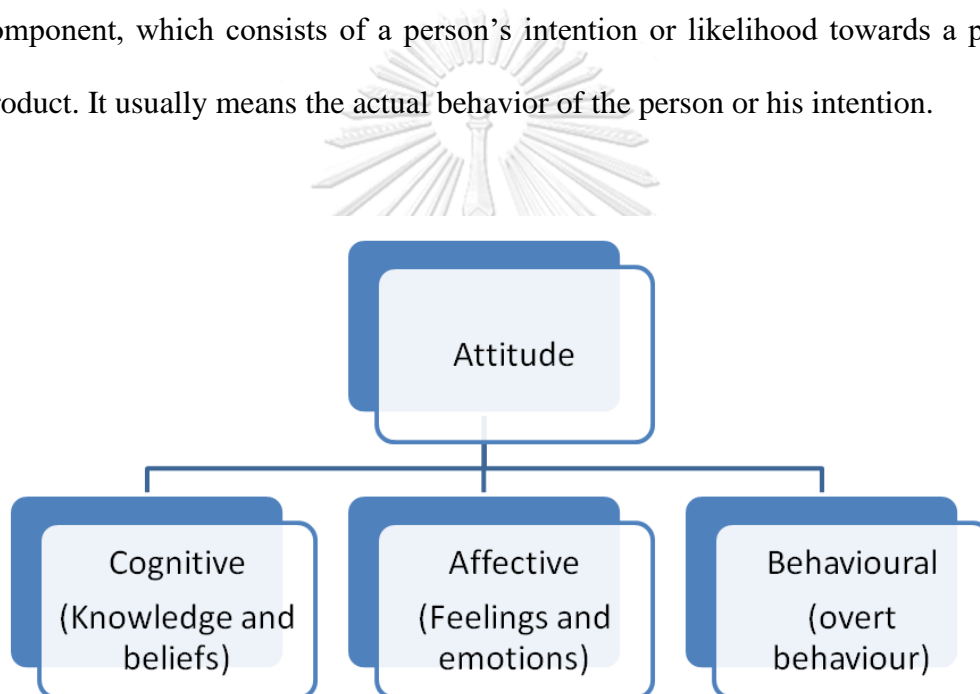
Belief plays a fundamental role for consumers because, it can be either positive or negative towards the brand or object. Human beliefs are not accurate, and it can change rapidly according to situations. Moving on to the feeling, consumers must have certain specific feelings towards some products or brands, such as, like, neutral, or dislike. Sometimes these feelings could base on certain beliefs and sometimes they are not. The last component is Behavioral intentions. It shows the plans of consumers with respect to the products. This is sometimes a logical result of beliefs or feelings, but not always. (Consumer Behavior – Attitude, 2020, September 09)

Models of Attitude contains three components that are represented in what is called the ABC model of attitudes: A for affective, B for behavioral, and C for cognitive. Although every attitude has these three components, any particular attitude can be based on one component more than another (Consumer Behavior – Attitude, 2020, September 09).

- **Cognitive Component** – The first component is cognitive component. It consists of an individual's knowledge or perception towards few products or services through personal experience or related information from various sources. This knowledge usually results in beliefs, which a consumer has, and specific behavior.

- **Affective Component** – The second part is the affective component. This consists of a person’s feelings, sentiments, and emotions for a particular brand or product. They treat them as the primary criteria for the purpose of evaluation. The state of mind also plays a major role, like the sadness, happiness, anger, or stress, which also affects the attitude of a consumer.

- **Behavioral Component (Conative)** – The last component is behavior component, which consists of a person’s intention or likelihood towards a particular product. It usually means the actual behavior of the person or his intention.



*Figure 17: Models of Attitude*

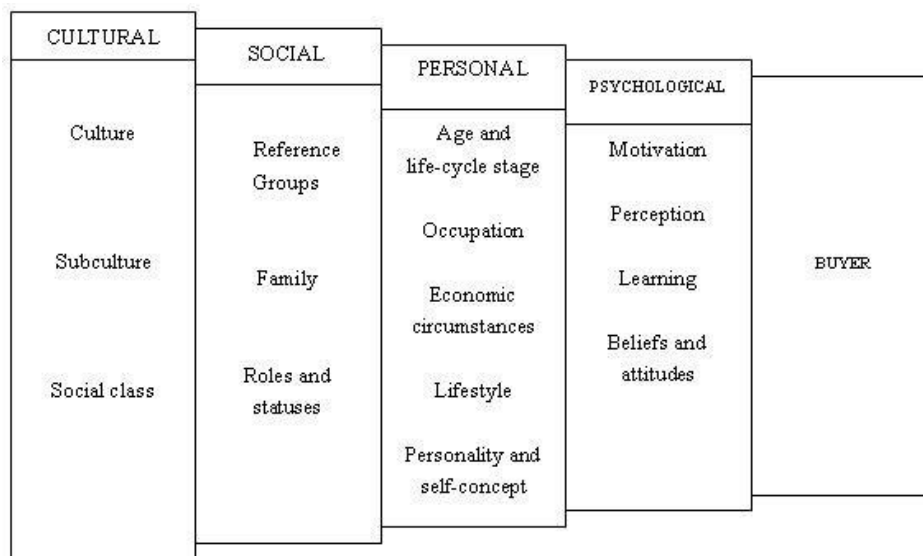
## 2.5 Consumers’ Purchasing Behaviour

Due to the fact that, technology became viral rapidly, the consumer changed their purchasing behavior in this digital age. They are more unpredictable and less loyal than before. According to the factors around them, they are busier but are more conscientious. Consumers are really complex in their thought, needs and expectations, but if you segment them accordingly and understand their behavior, you will have to

know how to treat your customers right and that is a possibility to increase the number of loyal customers. Consumer buying behavior is the combination of a consumers' attitudes, preferences, intentions, and decisions regarding the consumers' behavior in the marketplace when purchasing a product or service.

The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics. Consumer Buying Behavior refers to the actions taken (both online and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for businesses to understand this process because it helps businesses better tailor their marketing initiatives to the marketing efforts that have successfully motivated consumers to buy in the past.

There are four factors influencing consumer buying behavior, including: Cultural Factors, Social Factors, Personal Factors and Psychological Factors. To begin with Cultural Factors, it is not always defined as a person's nationality, but It can also be designated as their associations, their religious beliefs or even their location. Another component is social factor. It is the components in the environment that impact the way people see products. Moving on to the Personal Factors, this factor could be someone's age, marital status, budget, personal beliefs, values, and morals. Last but not least is Psychological Factors, it could identify as person's feelings when they are associate with a product not only about the item itself but the brand as a whole. (Radu, Valentin, and Mara Gavrilescu, 2020 July 28)



*Figure 18: Factors influencing Consumers Buying Behaviour*

There are four types of buyers, including Analytical Buyer, Amiable Buyer, Driver Buyer and Expressive Buyer. To begin with The Analytical Buyer, this type of customer is motivated by logic and information, this buyer will look at all the data on competing brands and products before making an informed decision. Moving on to The Amiable Buyer, this type is generous and friendly, this buyer just wants everyone to be happy. That is why they are often paralyzed by big decisions when there is the perception of a win/lose outcome. The next type is The Driver Buyer, this type is most concerned with how others view them and whether they follow. The trendsetters, they are most concerned with their appearance rather than the relationships that are formed during a transaction. Last but not least is The Expressive Buyer, the relationships are key to the Expressive Buyer. They cannot stand feeling lonely or ignored during a transaction. Instead, they want to feel like your most important asset. The Standard Behavioral Model consists of a methodical and structured process. The first step is problem recognition. During this step, the consumer realizes that she has

an unfulfilled need, want or solve the problem. The next step is information search. In order to gather information related to what you need to solve the problem. After information is gathered, it is evaluated against a consumers' needs, wants, preferences, and financial resources available for purchase. In our example, our consumer has decided to narrow her choices down to three cars based upon price, comfort, and fuel efficiency. Moving on to the purchasing process. At this stage, the consumer will make a purchasing decision based on factors such as price or availability. The last process is Post-purchase evaluation - At this stage, the consumer will decide whether the purchase actually satisfies her needs and wants. This research will explore if consumer of Café Amazon for Chance buying behavior. There are four type of consumer buying behavior, which are Complex buying behavior, Dissonance-reducing buying behavior, Habitual buying behavior, Variety seeking behavior by Team, D. (2020, April 15) This research will find out which type of customer have percent to consume Café Amazon product the most.

Starting with Complex buying behavior, it is encountered especially when consumers are buying an expensive product. In this occasional transaction, consumers are highly involved in the purchase decision. Consumers will research thoroughly before committing to invest. Consumer acts very different when buying an expensive product or a product that is unfamiliar to him. When the risk of buying a product is very high, a consumer consults by person around them, such as, friends, family and experts before making the decision. In complex buying behavior, the buyer will pass through a learning process. Consumer will first develop beliefs about the product, then attitudes, and then making a thoughtful purchase choice. For complex buying

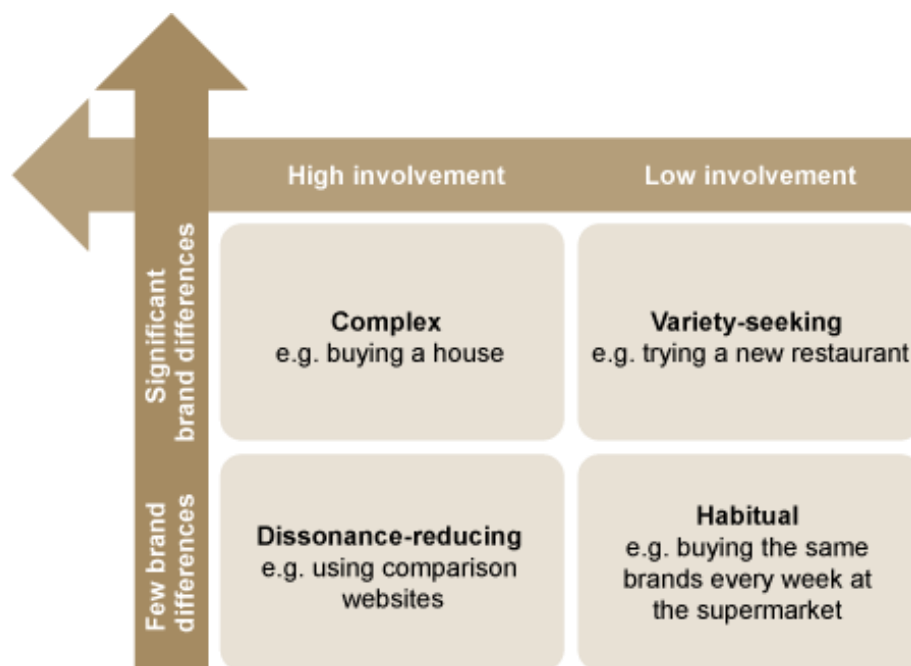


behavior customers, marketers must have a deep understanding of the products. Consumer will expect that the marketer could help them to understand about their product. It is important to create advertising message in a way that motivates and influences the buyer's beliefs and attitudes (Team, D., 2020).

The next type is Dissonance-reducing buying behavior. The involvement is very high. This might be because of high price and infrequent purchase. In addition, there is a low availability of choices with less significance differences among brands. In this type, a consumer buys a product that is the most convenient and easily available. According to the products available, time limitation or the budget limitation, consumers buy certain products without a lot of research. Marketers should run after-sale service campaigns that deliver focused messaging. The goal of these campaigns should aim to support consumers and convince them to continue with their choice of their brand. These marketing campaigns should aim on building repeat purchases and referrals by offering discounts and incentives. (Team, D., 2020,)

Another type is Habitual buying behavior. It is depicted when a consumer has low involvement in a purchase decision. In this case the consumer is perceiving only a few significant differences between brands. The products that consumers use for their daily routine, they do not put a lot of thought. They either buy their favorite brand or the one that they use regularly or the one available in the store or the one that is cheaper. There is no brand loyalty. Consumers do not do research or need any information regarding purchase of such products. Habitual buying behavior is mostly influenced by radio, television and print media. Moreover, consumers are buying based on brand familiarity. Hence marketers should use repetitive advertisements to

build brand familiarity. Further to initiate product trial, marketers should use tactics like price drop promotions and sales promotions. Marketers should attract consumers using visual symbols and imagery in their advertising. Consumers can easily remember visual advertisements and can associate with a brand (Team, D., 2020,).



*Figure 19: Consumer Involvement*

The last type is Variety seeking buying behavior, which consumer involvement is low. There are significant differences between brands. Consumers often do a lot of brand switching. The cost of switching products is low, and hence consumers might want to try out new products just out of curiosity or boredom. Consumers here, generally buy different products not because of dissatisfaction but mainly with an urge to seek variety. Brands have to adopt different strategies for this type of consumer behavior. The market leader will persuade habitual buying behavior by influencing the shelf space. The shelf space will display a large number of related but different product versions or brand. Marketers avoid out-of-stock conditions,

sponsor frequent advertising, offer lower prices, discounts, deals, coupons and free samples to attract consumers (Team, D., 2020).

This research will find out which type of the Café Amazon consumers' buying behavior is the majority. In order to keep loyal customer and good relationship. Café Amazon has to know their consumers' behavior and their routine. After we study their behavior and know which type is the majority, we can adapt it to Café Amazon for Chance marketing tools and also make the promotion that serve consumers' need.

## **2.6 Related Research**

“Factors Affecting Consumers' Buying Decisions Café Amazon” by Sukanya Lamun in 2017. This research aims to study the elements that effect the motivation of purchasing behavior of consumers. Based on seven elements of the service marketing mix including, product element, place and time, process, production and quality, people, promotion and education, physical evidence, and price. The results show that most of the elements could influence the consumers' decision making. Only the promotion and education that does not reach the majority of customer. This research reminded me that not only social enterprise to motivate consumer to make decision. In order to keep a good relationship with customer all elements have to work together in harmony. I think I could use this information to adapt with my research.

Moving on to the next related research, “Quality Perspective Toward Satisfaction in Coffee Service Business: The Case Study of Café Amazon and Inthanin Coffee in Nonthaburi Provincial Area” by Jarul Intanasak in 2016. This research study consumer satisfaction and loyalty on product and service toward Café Amazon and Inthanin coffee in Nonthaburi province. The result illustrates that consumer satisfaction of Café Amazon is slightly better than Inthanin in every section, including expectation, quality, value, satisfaction and loyalty. According to the research, Café Amazon have more branches which could create more awareness. Along with the green atmosphere and fast service with quality. The fast service with quality and good personality of employees have the most effect on consumers’ satisfaction. For my research I will find out if disabilities baristas could reach consumers satisfaction. This research also mentioned that most of potential customer would come into the shop around 12:01 – 15:00 PM which would benefit me when I hand out the survey at Café Amazon for Chance.

Furthermore, “Consumers’ Exposure, Satisfaction and Purchasing Intention Towards Content Marketing on Instagram Stories” This research was aimed to study the communication methods of Instagram influencers for marketing food and beverage products by the qualitative method, conducting by an in-depth interview with 5 Instagram influencers and explore consumers’ exposure, consumers’ attitude and consumers’ response including the relationship between these 3 factors by the quantitative research, which is a survey research with 400 respondents. Regards the qualitative research, it was found that Micro influencers usually post photos. As for Macro influencers, they tend to post video. On the other hand, the result of the quantitative research presents that most of sample group follow both Macro and

Micro Influencers and check out Instagram on a daily basis. Instagram post in the form of photo gains the most exposure. The samples strongly agree with the attitude that Instagram Influencers has the ability to create interesting contents and the most frequent response is to follow the Instagram Influencers. Last but not least, the research indicates that the consumers' exposure has a low positive relationship with consumer's attitude. The positive relationship between consumers' attitude and the consumers' responses is in the moderate level.

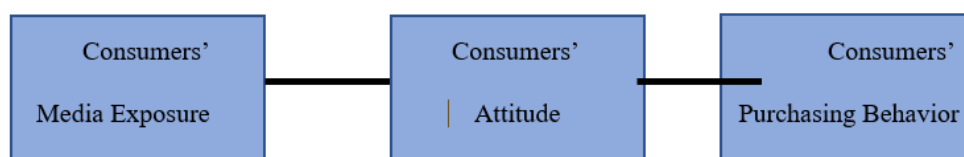
Moreover, is the research of “The Empirical Study of Factors Affecting the Success of Social Enterprise on Marketing and Social Performance”, this study is the first empirical research conducted in Thailand to examine the performance of social enterprise (SE) through the involving internal and external factors. The objectives of this study are twofold: (1) to discover how the internal and the external factors affecting the success of SE performance and (2) to investigate how marketing and social performances associated with SE performance. The internal factors were social mission, value-based leadership, shared vision, and customer orientation. The external factors were perceived environmental uncertainty and relationship with external organizations. These six variables were based on integrating four theories, i.e. institutional theory, resource-based view theory, social capital theory and contingency theory. Six SE executives were interviewed to explore the key success factors related to SE performance. Questionnaire were developed and pretested, then mailed to 1,475 SEs that were listed in Thai Social Enterprise Office (TSEO). The 300 completed questionnaire returned were from agricultural industry.

Last but not least is the “Predicting the Patronage of Starbucks Coffee Based on the Theory Planned Behavior” by Sutasinee Pongsopa. The purpose of this research was to study the factors that affecting the patronage of Starbucks coffee factors predicting the patronage of Starbucks in the next two weeks according to the theory of planned behavior. Researches asked 206 people who knew Starbucks and were around Maboonkrong, Siam Square, and Silom areas to complete questionnaires. The results show that: 1. Attitude toward behavior subjective norm, and perceived behavioral control significantly predicts the patronage of Starbucks. 2. Intention toward behavior significantly predicts the patronage of Starbucks in two weeks.

This research will use the survey to explore how consumers know about Café Amazon for Chance. It will illustrate which channel of Integrated Marketing Communication (IMC) that Café Amazon for Chance use to communicate with their customers and which channel reach the audience the most. Café Amazon for Chance mostly communicates with their customers on online platform, so this research will Media Exposure to explore this assumption, this research will use survey to measure how people exposes to media content that Café Amazon share about Café Amazon for Chance on social media and how often the consumer expose to the news. It is important for the understanding of media use and effects, because Café Amazon mostly communicate through online channels. It is also necessary to know which media channel reach the majority of customer, so we know which media channel that we should communicate or do the advertising the most. Moving on to the consumer perception, this research will also study the consumer perception that have toward

Café Amazon for Chance, how consumer think about this social enterprise business. Another area that this research will explore consumers' purchasing behavior, exploring the social enterprise concept of Café Amazon for Chance. According to the project of helping disadvantage people and charities, if social enterprise could motivate the consumers' purchasing behavior and could it shape how consumers think toward the brand.

This study will analyze if there is any connection or relationship among media exposure, consumer attitude and consumer behavior toward Café Amazon for Chance. This research could benefit to Café Amazon for Chance in several ways for example, this research will analyze which media channel reach their potential customers the most and also conclude customer thought toward the brand, so Café amazon for Chance could use these comments of customers to improve themselves. This research could also benefit to other businesses that have ideas to support disadvantage/disability people or charities by using social enterprise business model. This study will analyze if the channels that Café Amazon for Chance use as the communication tools are effective or not. Moreover, this study will analyze how consumer think toward the Café Amazon for Chance, and if Social Enterprise business could influence consumers to have positive attitude toward the brand and decided to buy the products. Whether Social Enterprise could benefit business reputation, or it is ineffective.



*Figure 20: Research Framework*

## **Chapter 3**

### **Methodology**

The chapter elaborates the methodology for conducting this research. It will approach media exposure, consumers' attitude, consumers' perception and purchasing behavior of Café Amazon for Chance consumers. This chapter illustrates and discusses how the researcher collect and gather the necessary information that will be calculate and use in this whole study. It will explain the type of the research, the method that this research will use and where the research allocates. It will provide an outline of the research methodology to answer the research questions.

#### **3.1 Research Sample**

The necessary data of this research were collected from 207 participants, focusing on the people age 18 and above. The respondents were current customers of Café Amazon for Chance who had been exposed to the shop and experience product and service. In this study, a total of 207 samples were collected, 23 respondents for each branch. The questionnaire was handed out at all 9 branches, which it will be more accurate for the research that wants to study the consumer attitude and behavior. The sampling frame that this research will focus on is only existing customers that have used Café Amazon for Chance service. The survey will be designed to explore media exposure, consumer attitude, purchasing behavior toward Café Amazon for Chance.



### **3.2 Sampling Method**

This research conducted with, “Quantitative” method will be used to answer the research question and confirm the theory and assumption of this research. As this research aimed to study the media exposure, consumer attitude and consumer purchasing behavior of Café Amazon for Chance, the questionnaire was, therefore, distributed at nine Café Amazon for Chance. In order to be able to state their attitudes and purchasing behavior toward the brand and its communications channels, the respondents must be current customers, who have experienced the product and service of the Café Amazon for Chance. “Quota Sampling” is used in this research, which is a non-random sample selection taken. Quota sampling method is a non-probability sampling, and it can be defined as a sampling method of gathering representative data from a group. Application of quota sampling ensures that sample group represents certain characteristics of the population chosen by the researcher. Which in this research Controlled quota sampling involves introduction of certain restrictions in order to limit researcher’s choice of samples (Quota sampling, 2020). In this research, quota is based on total number of branches available during reason collection period.

### **3.3 Questionnaire Format**

The questionnaire was formulated in both English and Thai versions, but only handed out the Thai versions to the participants. The survey categorized into five different sections includes, screening, media exposure, consumers’ attitude, consumers’ purchasing behavior and general information about respondents. The

questions of the questionnaire are comprised of Likert-scale, with some are in the form of multiple choice. Overall, the questionnaire has details as follows:

### ***3.3.1. Screening***

Part one is comprised of two screening questions that are used to screen out the respondents who are not qualified for this research. This includes asking if a customer has ever bought Café Amazon for Chance products or services and asking if the participants is older than 18. The respondents, who did not meet the requirements at this screening stage, were directed to end the survey. This research required customers who are 18 years old and over, that have used the Café Amazon for Chance service.

### ***3.3.2 Media Exposure***

In the media exposure section, using Likert-scale to measure frequency of media exposure focusing on the media that owned by Café Amazon For example, Facebook, Instagram, PTT website, Line Happy Life and etc.

### ***3.3.3 Consumers' Attitude***

In this part, contain nine questions, the first question is yes or no question checking consumers' awareness, asking if they know that Café Amazon for Chance is social enterprise and the rest uses agreement Likert-scale, which based on attributes of Café Amazon for Chance as a social enterprise business.

### 3.3.4 Consumers' Purchasing Behavior

For the consumers' purchasing behavior part, there are twelve questions. The first 3 questions are multiple choices, checklist of how branches help disadvantage and society, and exploring the frequency of purchasing with the nominal scale. The rest of the questions are Likert-scale questions. Their purchasing behavior based on their rational to buy.

### 3.3.5 General Information of Participants

The last part contains five questions on the respondents' demographic information about gender, education, occupation and monthly income with some are in the form of multiple choice.

## 3.4 Measurement of the Variables

From the questions in the survey, the questions constructed in a form of Likert-scale. The variables would be measure based on the tables below:

5-Point Likert Scale		Scoring Scale with Interval for Inferential
Level of Value	Score	Scoring Range
Very High	5.00	5.00 – 4.50
High	4.00	4.49 – 3.50
Neutral	3.00	3.49 – 2.50
Low	2.00	2.49 – 1.50
Very Low	1.00	1.49 – 1.00

Table 1: Likert Scale - Value

Value Likert Scale is used as the questions in media exposure in part two and consumers' purchasing behavior in part four.

5-Point Likert Scale		Scoring Scale with Interval for Inferential
Level of Agreement	Score	Scoring Range
Strongly Agree	5.00	5.00 – 4.50
Agree	4.00	4.49 – 3.50
Neutral	3.00	3.49 – 2.50
Disagree	2.00	2.49 – 1.50
Strongly Disagree	1.00	1.49 – 1.00

Table 2: Likert Scale - Agreement

5 Point Likert Scale - Agreement is used in the third part of the survey, which ask about the consumers' attitude that have toward Café Amazon for Chance.

### 3.5 Hypothesis Testing

There are two hypotheses in this research.

H1: There is a relationship between consumers' media exposure and their attitude toward Cafe Amazon for Chance

*Independent variable:* consumers' media exposure

*Dependent variable:* consumers' attitude

H2: There is a relationship between consumers' attitude and their purchasing behavior on Cafe Amazon for Chance

*Independent variable:* consumers' attitude

*Dependent variable:* consumers' purchasing behavior

### 3.6 Data Collection and Data Analysis

The data of this research was collected using face-to-face survey only. After the information set go through the SPSS (Statistical Package for the Social Science) and all statistical data was run at a 95% confidence level. This research uses Five-point Likert scale data and illustrate an understanding on the relationship between media exposure, consumers' attitude and purchasing behavior. (Mcleod, S., 1970) Finding, mean, frequency and standard deviation from the survey with descriptive statistic. Furthermore, use the result from descriptive statistic to analyze by inferential analysis will be used to conclude the information by testing hypothesizes, seeing the relationship between media exposure, consumer behavior and consumer attitude. Then make prediction for the Amazon for Chance trend in the future.

## CHAPTER 4

### FINDINGS

A research study entitled Consumers' Media Exposure, Attitude and Purchasing Behavior on "Café Amazon for Chance" is presented as follows:

#### 4.1 Demographics

From the study of general data by Percentage, the analysis results appear in the following table.

Demographic Information	<i>n</i>	<i>Percentage</i>
<b>Gender</b>		
<i>Male</i>	89	43
<i>Female</i>	118	57
<b>Total</b>	<b>207</b>	<b>100</b>
<b>Age</b>		
<i>18-25</i>	55	26.6
<i>26-35</i>	64	30.9
<i>36-45</i>	46	22.2
<i>45-55</i>	32	15.5
<i>55+</i>	10	4.8
<b>Total</b>	<b>207</b>	<b>100</b>

*Table 3: Demographics Age and Gender*

From Table 3, it was found that most of sample are female 118 people (57.0%), which followed by male 89 people (43.0%). It was also found that the majority of the ages were between 26-35 years, of 64 people (30.9%), followed by 18-

25 years of 55 people (26.6%), and the lowest is 55 years old over of 10 people (4.8%), respectively.

<b>Demographic Information</b>	<b><i>n</i></b>	<b><i>Percentage</i></b>
<b>Education</b>		
<i>Below a bachelor's degree</i>	42	20.3
<i>Bachelor's degree</i>	118	56.5
<i>Postgraduate</i>	48	23.2
<b>Total</b>	<b>207</b>	<b>100</b>
<b>Occupation</b>		
<i>Student</i>	30	14.5
<i>Private business</i>	27	13.0
<i>Government</i>	73	35.3
<i>Private company employee</i>	48	23.2
<i>General contractor</i>	19	9.2
<i>Not working / retired</i>	8	3.9
<i>Other (please specify)</i>	2	1.0
<b>Total</b>	<b>207</b>	<b>100</b>

Table 4: Demographics Education and Occupation

From Table 4, it was found that most of the sample group had a bachelor's degree of 117 people (56.5%), followed by postgraduate education of 48 people (23.2%), and the lowest an education below a bachelor's degree of 42 people (20.3%), respectively. It was also found that most of the sample were government career of 73 people (35.3%), followed by private company employee of 48 people (23.2), and the lowest is other of 2 people (1.0%), respectively.

Demographic Information	<i>n</i>	Percentage
<b>Income</b>		
Not more than 10,000 baht	26	12.6
10,001-20,000 baht	58	28.0
20,001-30,000 baht	43	20.8
30,001-40,000 baht		
More than 40,000 baht	43	20.8
Not more than 10,000 baht	37	17.9
10,001-20,000 baht	26	12.6
<b>Total</b>	<b>207</b>	<b>100</b>

Table 5: Demographics Income

From Table 5, it was found that most of the sample were income 10,001-20,000 baht of 58 people (28%), followed by 20,001-30,000 and 30,001-40,000 baht of 43 people (20.8%), and the lowest is not more than 10,000 baht of 26 people (12.6%), respectively.

#### 4.2 Media Exposure

Upon learning about the media exposure of the Cafe Amazon for Chance by Mean and Standard deviation. The results of this study appear in the table below.

The Media Exposure	<i>M</i>	S.D.	Interpret results
2.1 Facebook Cafe Amazon	2.35	1.164	Low
2.2 Instagram Cafe Amazon	2.03	1.016	Low
2.3 Website PTT Public Company Limited	2.27	1.208	Low
2.4 Website Cafe Amazon	2.23	1.121	Low



The Media Exposure	<i>M</i>	<i>S.D.</i>	Interpret results
2.5 Website PTT Oil and Retail Business Public Company Limited	2.21	1.153	Low
2.6 Line PTT Happy Life	2.20	1.172	Low
2.7 Line PTT Group	2.19	1.182	Low
2.8 TV advertising Cafe Amazon	2.69	1.191	Neutral
2.9 Leaflet advertising in shop	2.62	1.196	Neutral
2.10 General billboard	3.08	1.148	Neutral
2.11 Cafe Amazon's Radio	2.21	1.115	Low
<b>Total</b>	<b>2.37</b>	<b>1.152</b>	<b>Low</b>

*Table 6: Media Exposure*

Table 6 found that exposure to a variety of Cafe Amazon For Chance overall level low ( $M = 2.37$ ,  $SD = 1.15$ ). When considering each item found that highest level is the General billboard ( $M = 3.08$ ,  $SD = 1.25$ ), followed by the television advertising of Cafe Amazon ( $M = 2.69$ ,  $SD = 1.19$ ), and the lowest average is Instagram Cafe Amazon ( $M = 2.03$ ,  $SD = 1.02$ ), respectively.

#### 4.3 Consumers' Attitudes towards Café Amazon for Chances

From the study of information about Consumer attitudes towards the cafe Amazon Fort Chad's C of A, the percentage (Percentage) Average (Mean) and standard deviation (Standard deviation) The results of this study appear in the table as follows:

<b>Consumer Knowledge of Amazon for Chance</b>	<b><i>n</i></b>	<b>Percentage</b>
Café Amazon for Chance where you buy products and services is a business operation for society and environment		
Know	156	75.36
Don't know	51	24.64
<b>Total</b>	<b>207</b>	<b>100.0</b>

*Table 7: Consumer Knowledge of Amazon for Chance*

From Table 7, it was found that consumers know Café Amazon for Chance is a business operation for society and environment of 156 people, accounting for 75.36 percent, and don't know Café Amazon for Chance is a business operation for society and environment of 51 people, accounting for 24.64 percent.

<b>Consumer Attitudes</b>	<b><i>M</i></b>	<b>S.D.</b>	<b>Interpret results</b>
1. You support / buy products and services of social business.	4.16	0.653	Agree
2. You feel involved in helping society when you buy products and services of Café Amazon for Chance.	4.04	0.670	Agree
3. Social enterprise business motivates you want to buy more products and services	4.08	0.729	Agree
4. Cafe Amazon for Chance buy bakery from Foundation for the Disabled	4.16	0.743	Agree
5. You want to buy more, when knowing that the store staff is socially disadvantaged	4.36	0.667	Agree
6. Cafe Amazon for Chance take part of the profits to help the Sea Turtle Conservation Center in Sattahip District.	4.32	0.651	Agree
7. Cafe Amazon for Chance uses recycled materials from PTT Global Chemical Public Company Limited (PTTGC) in the shop.	4.28	0.658	Agree
8. The underprivileged can work efficiently, equivalent to normal people	4.51	0.565	Strongly Agree
<b>Total</b>	<b>4.24</b>	<b>0.667</b>	<b>Agree</b>

*Table 8: Consumer Attitudes*

From Table 8, it was found that consumer attitudes overall level of agreement ( $M = 4.24$ ,  $SD = 0.67$ ) when considering by item, the highest average is the disadvantaged can work effectively, equivalent to normal ( $M = 4.51$ ,  $SD = 0.57$ ), the second is you want to buy more, when know that employees in shop is the socially disadvantaged ( $M = 4.36$ ,  $SD = 0.67$ ), and the lowest average is You feel involved in helping society when you buy products and services of Café Amazon for Chance ( $M = 4.04$ ,  $SD = 0.67$ ), respectively.

#### 4.3 Consumer behavior towards the cafe Amazon for Chance

From the study of information about Consumer behavior towards the cafe Amazon for Chance, the Percentage, Mean) and Standard deviation. The results of this study appear in the table as follows:

<b>The branch where you bought products and services has been helping those underprivileged and help society as listed below:</b>	<i>n</i>	<i>Percentage</i>
Hearing impaired	105	37.9
Elderly	22	7.9
Veteran	11	4.0
Help hospital	18	6.5
Buy bakery from Foundation for the Disabled	35	12.6
Help the Sea Turtle Conservation Center	26	9.4
<b>Total</b>	<b>207</b>	<b>100.0</b>

*Table 9: Underprivileged Societies*

<b>How often to buy products and services from Café Amazon for</b>		
<b>Chance</b>	<i>n</i>	<i>Percentage</i>
1-2 times a week	123	41.7
3-4 times a week	44	14.9
5-6 times a week	20	6.8
7-8 times a week	11	3.7
More than 8 times a week	9	3.1
<b>Total</b>	<b>207</b>	<b>100.0</b>

*Table 10: Purchase Behavior amount*

From Table 9 and 10, it was found that consumers aware that the branch they purchase goods and services has been helping those less check on and help the hearing impaired were 105 persons, 37.9 percent and frequency of purchase of goods and services from the Cafe Amazon for Chance 1 - 2 times a week, 123 people, or 41.7 percent.

<b>Consumer Purchasing Behavior</b>	<i>M</i>	<i>S.D.</i>	<b>Interpret results</b>
1. From your past experiences, make you want to come back for more.	<b>3.89</b>	0.636	High
2. Family members, relatives, friends and lovers recommend this shop.	<b>3.31</b>	0.987	Moderate
3. You want to support the disadvantaged.	<b>4.13</b>	0.928	High
4. You satisfied with the facilities in the shop.	<b>3.85</b>	0.820	High
5. The quality of products such as beverages and food are up to standard.	<b>3.85</b>	0.920	High
6. Quality service of employee	<b>4.06</b>	0.728	High
7. Price of products and services are acceptable	<b>4.01</b>	0.690	High
8. The brand is popular	<b>3.96</b>	0.719	High

Consumer Purchasing Behavior	<i>M</i>	<i>S.D.</i>	Interpret results
9. Promotions and discounts make you want to buy	<b>4.00</b>	0.754	High
<b>Total</b>	<b>3.90</b>	<b>0.798</b>	<b>High</b>

*Table 11: Consumer Purchasing Behavior*

From Table 11, it was found that consumer purchasing behavior overall level Agree ( $M = 3.90$ ,  $SD = 0.79$ ) when considering they found the highest average is You want to support the disadvantaged ( $M = 4.13$ ,  $SD = 0.93$ ) the minor is quality service of employee ( $\bar{x} = 4.06$ ) and the lowest average is Family members, relatives, friends and lovers recommend this shop. ( $\bar{x} = 3.31$ ), respectively.

#### 4.6 Test the research hypothesis

H 1: *There is a relationship between media exposure and attitude toward Café*

*Amazon for Chance*

	<i>r</i>	<i>p</i>
<b>H 1. There is a relationship between media exposure and attitude toward Café Amazon for Chance</b>	.096**	.170

*Table 12: Analysis of correlation between variables (media exposure and attitude)*

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

From Table 12 there is very low correlation between media exposure and attitude. Therefore, H 1 is not accepted.

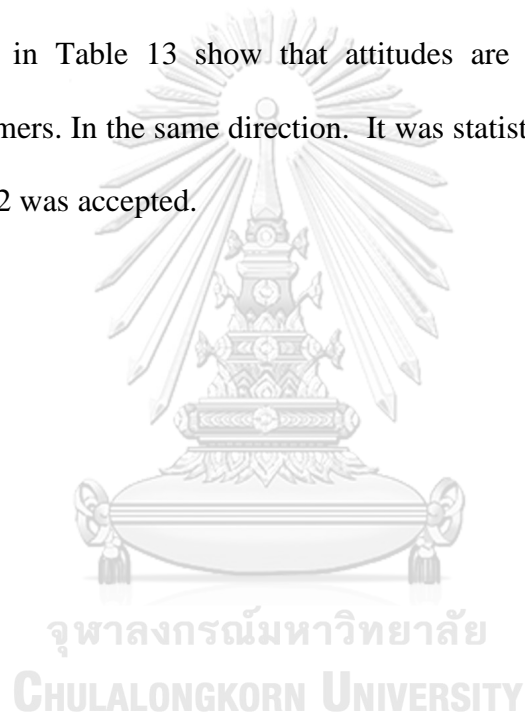
H 2: *There is a relationship between attitude and purchasing behavior toward Café Amazon for Chance*

	<i>r</i>	<i>p</i>
<b>H 2. There is a relationship between attitude and purchasing behavior toward Café Amazon for Chance</b>	.697**	.000

*Table 13: Analysis of correlation between variables (attitude and purchasing behavior)*

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

The result in Table 13 show that attitudes are related to the purchasing behavior of consumers. In the same direction. It was statistically significant at the .01 level; therefore H 2 was accepted.



## **CHAPTER 5**

### **SUMMARY AND DISCUSSION**

This chapter covers the summary and discussions in details of this research study. First of all, the summary of results of the results will be presented, followed by the three parts of the study of media exposure, consumers' attitudes and consumers' purchasing behavior. Then the discussion and recommendation for future research will be discussed, following by the practical implications.

#### **5.1 Summary of Results**

According to the study, the sample consisted of 207 people, all of whom had used Café Amazon for Chance, and they are over 18 years old, mostly were females between 26-35 years old, graduated with a bachelor's degree, working as a civil servant / state enterprise employee with income between 10,001-20,000 Baht. These have purchased products and services from the Office of the President of Mahidol University (Salaya) and know that Café Amazon for Chance has operated business for social and environment, as well as they participate in helping the disability and the hearing impaired by purchasing products and services at a rate of 1-2 times per week.

Due to the outcomes of the survey, the rating of exposure of various media of Café Amazon for Chance in overall is low. Considering the items individually, it found that the item received the average rating at highest is a regular billboard, followed by Café Amazon commercials and the lowest is Café Amazon Instagram, respectively.

According to the study, the rating of consumer attitudes in overall is high. Considering the items individually, it found that the item received average rating at

the highest is “Disability work with quality”, followed by “Want to buy more when you know that employee is a disability” and the lowest is Café Amazon for Chance has operated a business for social and environment, respectively.

According to the study, the rating of consumer behavior in overall is high. Considering the items individually, it found that the item received average rating at the highest is purchasing for goods and services at the branch of Café Amazon for Chance, followed by “Want to support disability” and the lowest is the frequency of purchasing products and services from Café Amazon for Chance, respectively.

From the hypotheses testing in the hypothesis 1, it was found that the exposure of various media has an insignificant correlation with consumers’ attitude. Due to the fact that Café Amazon for Chance is sub business of Café Amazon and Café Amazon is a sub business of PTT Public Company. Which means most of the consumers follow the main channel of the business more than sub business. Therefore, consumers do not acknowledge from owns media of Café Amazon, but they received attitude from the experiences from the shop. For the hypothesis 2, it was found that the consumers’ attitudes are correlated in the same direction as consumers' purchasing behavior. It is predictable that when consumers have good attitude their purchasing behavior is more likely to be positive.

The finding of this research illustrates that from 207 participants, 156 participants know that Café Amazon for Chance is social enterprise but there are 51 participants does not know that Café Amazon for Chance is social enterprise. Due to the fact that Café Amazon lack of media exposure, the owned media of Café Amazon failed to reach 51 participants. For the 156 participants, few of them might be reached



by media exposure or they might use to the area and bought product and service many times.

## **5.2 Discussions**

### **5.2.1 Low Media Exposure**

Due to the study on Consumers' Media Exposure, Attitude and Purchasing Behavior on "Café Amazon for Chance", it was found that the media exposure slightly correlates with consumers' attitude. The result overall level low ( $M = 2.37$ ,  $SD = 1.15$ ) and the lowest average is Instagram of Cafe Amazon ( $M = 2.03$ ,  $SD = 1.02$ ). which indicates that the exposure of various media from Facebook, Instagram, website, Line, TV, etc does not affect consumer attitude. Consumers did not follow or sign up to Café Amazon social media in particular. It might because consumers follow the main brand, which is PTT official accounts but not sub brand of PTT. According to the result of "Instagram Influencers for Food and Beverage Products, Exposure, Attitudes and Consumers' Responses" the quantitative research presents that most of sample group follow both Macro and Micro Influencers and check out Instagram on a daily basis. Instagram post in the form of photo gains the most exposure. The samples strongly agree with the attitude that Instagram Influencers has the ability to create interesting contents and the most frequent response is to follow the Instagram Influencers. Last but not least, the research indicates that the consumers' exposure has a low positive relationship with consumer's attitude. Which may be caused by lack of the frequent advertising on Café Amazon owned media platform and the media channels that does not get promoted. So, the owned media of Café Amazon are not

well known. Some consumers also mention that Facebook and Instagram are the best way to communicate with them.

### ***5.2.2 High Attitude and Purchasing Behavior***

From the result, it was found that consumer attitudes overall level of Agree ( $M = 4.24$ ,  $SD = 0.67$ ) when considering by item, the highest average is the disadvantaged can work effectively, equivalent to normal ( $M = 4.51$ ,  $SD = 0.57$ ). For the consumers' purchasing behavior was found that overall level Agree ( $M = 3.90$ ,  $SD = 0.79$ ) when considering they findings the highest average is You want to support the disadvantaged ( $M = 4.13$ ,  $SD = 0.93$ ). According to "Predicting the Patronage of Starbucks Coffee Based on the Theory Planned Behavior" research by Sutasinee Pongsopa. Which positive consumers' leads to consumers' purchasing behavior. When consumers know that Café Amazon for Chance is social enterprise, they want to support more. Brand loyalty is also another factor that consumer goes to the shop, because of the atmosphere, service and quality of the product. Another reason is the convenient. According to the area of the shop is in the middle of the communities that have a lot of people around. Furthermore, price is another factor that concern the consumer decision. Due to the fact that the price of Café Amazon is acceptable, not too expensive compare to other brands. Good reputation from Café Amazon is also a factor that shape consumers' purchasing behavior. Another is quality product and good service, which could attract consumers and increase intention to buy. With consumers' positive attitude, could lead to positive behavior.

### ***5.2.3 No Relationship between Media Exposure and Attitude***

According to the study “The empirical study of factors affecting the success of social enterprise on marketing and social performances” by Siripak Mattavanont said that both internal factor and external factor have positive influenced on the social enterprise business. Internal factors include social mission, value-based leadership, share vision and consumer orientation. For the external factors consist of relationship with external organizations and perceived environmental uncertainty. This could assume that most of the customers have good attitude toward Café Amazon for Chance because of the social enterprise concept, from both internal factors and external factors. Even if consumer lack of media exposure but consumer still have good attitude toward the brand. It could be because Café Amazon is supervised by PTT, which it has good reputation since the beginning, until now. Which means consumers’ attitude come from other factors that are not media. Even though, the own media of Café Amazon could not reach the consumers, but consumers still have good attitude toward the brand. For instant, consumers come to buy products and services at Café Amazon for Chance in the real place, which make them experience the service from disabilities. When the product and service reach consumers’ satisfaction. It creates good experienced along with good attitude. That is why media exposure has very low correlate with consumer attitudes. It could shape consumers’ though toward the brand reputation.

### **5.2.4 Attitude correlated with Purchasing Behavior**

According to “Predicting the Patronage of Starbucks Coffee Based on the Theory Planned Behavior” research by Sutasinee Pongsopa. it was found that the

consumers' behavior conforms consumers' attitude and attitude could predict purchasing behavior. Moreover, consumers can choose to consume or not by themselves, but group of people or business meeting also affect the consumers' behavior. Which is related to this research, because both brands are coffee brand. The awareness of the social enterprise brand make consumer want to support disabilities very effectively. Even though some people does not know that Café Amazon for Chance is a Social Enterprise business but after the result of the survey come out. It shows that most of them agreed on how Café Amazon for Chance support the disabilities and the community. These correlate in line of consumer behavior towards purchasing quality and standardized products and services, supporting facilitation, and having discount promotions, which make consumers more satisfied and trust by evaluating their own experience or recommended by the family.

### **5.3 Limitations**

1. Limited sample size, this study gathered a sample size of 207 participants, which means only 23 responds per branch
2. Does not cover all the social enterprise business, each business supports community differently.
3. The information gathered is specific to only one brand.

### **5.4 Suggestions for Future Research**

To further expand and improve this research, future researchers should provide *expansion of the scope of research* to be wide and effectively cover the target branch, in order to obtain all dimensions of information for further improvement as appropriate such as:

1. Encouraged to increase the sample size and be more specific to the branch and target, so that the data gathered would be more accurate in representing the whole population of specific branch.
2. The survey should have more open-ended questions to provide a study of relevant and additional important variables such as marketing components, service quality, satisfaction, etc. to obtain the most complete information.
3. Study more about consumers' opinion toward the brand, asking what could benefit to the brand and satisfy consumers' need.
4. The future researcher could ask for specific media platform that consumer would like exposes the most, which the result would be the best channel for consumers to reach the advertising and promotion of Café Amazon.
5. Researchers should expand the methodology of the research to include other methods, such as in-depth interviews, which could provide further insights to the topic.
6. Other coffee brands should be studied in order to inspect the industry in more details and to compare the outcomes between the different brands.

### **5.5 Practical Implications**

The results of this research study provide valuable insights of consumer behavior on media exposure, consumers' attitude and purchasing behavior of Café Amazon for Chance, in which various practical implications are derived.

1. Café Amazon should adapt from this research is to increase communication channels engagement.

2. In order to motivate consumers to create purchasing behavior as well as provide marketing strategies by arranging promotions and producing quality products, especially Facebook.
3. Another practical implication is Café Amazon for Chance should be promoted more, because some customer does not know that Café Amazon for Chance is a social enterprise business and consumer also does not know the different of the Café Amazon and Café Amazon for chance.
4. Moreover, there is a recommendation from customers, said that Café Amazon should have the online payment. In order to provide their convenient, because sometimes consumers do not carry cash with them.



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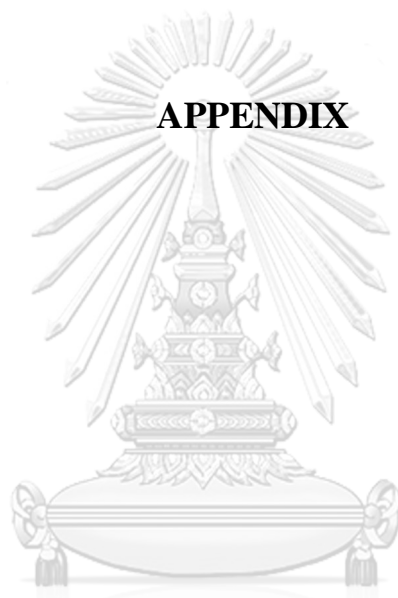
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**APPENDIX**

จุฬาลงกรณ์มหาวิทยาลัย  
**CHULALONGKORN UNIVERSITY**

## Appendix A: Questionnaire English Version

Dear Participants

My name is Sirapassorn Cheepborisut, Student ID 6288010128, Degree of Master of Arts (Communication Arts) in Strategic Communication Management Common Course, Faculty of Communication Arts, Chulalongkorn University. The purpose of this survey is to study the Consumers' Media Exposure, their Attitude and their Purchasing Behavior toward Café Amazon for Chance and my advisor is Asst.Prof.Dr. Teerada Chongkolrattanaporn, Ph.D.

I am asking for your kindness from Café Amazon for Chance Customers to spend 5 minutes to finish this survey. Which this survey contained five parts including:

- Screening 2 Questions
- Media Exposure 11 Questions
- Consumers' Attitude 10
- Consumers' Purchasing Behavior 13
- General Information of Consumers 5

Lastly, I would like to thank you every participant that provided help in answering questionnaires for educational information. The information collected this time will be kept as a secret and will be used for academic work only or if you have additional suggestions, you can send the information to email [mimi.play.golf@gmail.com](mailto:mimi.play.golf@gmail.com) I will be very grateful.

Best Regards,

Sirapassorn Cheepborisut

### Part 1: Screening questions

Note: Please answer the question by placing a check mark  in the space in front of your chosen answer.

1. Have you ever used the service of Cafe Amazon France?

- Yes
- No (end of questionnaire)

2. Are you over 18 years old?

- Yes
- No (end of questionnaire)

### Part 2: frequency for media exposure of Café Amazon for Chances

	Very Low (1)	Low (2)	Neutral (3)	High (4)	Very High (5)
2.1. Café Amazon Facebook					
2.2. Café Amazon Instagram					
2.3. PTT Public Company Limited Website					
2.4. Cafe Amazon website					
2.5. PTT Oil and Retail Business Public Company Limited website (PTTOR)					
2.6. Line PTT Happy Life					
2.7. Line PTT Group					
2.8. Cafe Amazon TV advertising					

	Very Low (1)	Low (2)	Neutral (3)	High (4)	Very High (5)
2.9. In-store flyers					
2.10. General billboards					
2.11. Cafe Amazon Radio					

**Disclaimer:** How much / how much are you open to the media of Cafe Amazon for Chance

### Part 3: Consumers' Attitudes towards Cafe Amazon for Chance

**Disclaimer:** What do you think about the social enterprise Café Amazon for chance?

**Note:** Social business It has the main objective of solving social and environmental problems by using good management. Combined with knowledge and social innovation and the profits are re-invested in order to expand the social impact that occurs.

3.1. Do you know that Cafe Amazon for Chance is a social enterprise business?

- Know       Don't know

These various factors affect customers' attitude.	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
3.2. You support / buy products and services of social business.					
3.3 You feel involved in helping society when you buy products and services of Café Amazon for Chance.					
3. Social enterprise business motivates you want to buy more products and services					
4. Cafe Amazon for Chance buy bakery from Foundation for the Disabled					



These various factors affect customers' attitude.	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
3.6 You want to buy more, when knowing that the store staff is socially disadvantaged					
3.7. Cafe Amazon for Chance take part of the profits to help the Sea Turtle Conservation Center in Sattahip District					
7. Cafe Amazon for Chance uses recycled materials from PTT Global Chemical Public Company Limited (PTTGC) in the shop.					
3.9. . The underprivileged can work efficiently, equivalent to normal people					

#### Part 4: Consumers' Purchasing Behaviors for Café Amazon for Chance

Which branch have you purchased products and services from any from Café Amazon for chance? (You can answer more than one question)?

- Office of President, Mahidol University.
- Faculty of Environment and Resource Studies, Mahidol University.
- Arts Gallery at Ban Chao Phraya.
- Happy and Healthy Bike Lane, Suvarnabhumi.
- Laemchabang Hospital, Chonburi.
- PTT Public Company Limited (Headquarter).
- Ministry of Social Development and Human Security.
- Thailand Military Base, Sattahip.
- Securities and Exchange Commission

4.2. How The branch where you purchase products and services helped the disadvantaged and the society (You can answer more than 1 question)

- Hearing impaired
- The elderly
- Veteran
- Help hospital
- Buy bakery from Foundation for the Disabled
- Help the Sea Turtle Conservation Center

## 4.3. Frequency of purchasing products and services from Café Amazon for Chance?

- 1-2 times a week  
 3-4 times a week  
 5-6 times a week  
 7-8 times a week  
 More than 8 times a week

## 4.4. How important do you think the following factors are in your shopping choices?

	น้อยที่สุด (1)	น้อย (2)	ปานกลาง (3)	มาก (4)	มากที่สุด (5)
4.5. From your own experience, make you want to come back for more					
4.6. Family members, relatives, friends and lovers recommend					
4.7. You want to support the disadvantaged					
4.8. You are satisfied with the facilities in the store.					
4.9 The quality of products such as beverages and food is up to standard.					
4.10. Quality service of employee					
4.11. The price of products and services is acceptable.					
4.12. Popular brands					
4.13. Promotions and discounts make you want to buy.					

**Part 5 Demographic data of respondents**

## 5.1 Gender

- Male  female

## 5.2 age

- 18-25 years  
 26-35 years  
 36-45 years  
 46-55 years  
 55 years and over

## 5.3 Education level

- Below a bachelor's degree  
 Bachelor's degree  
 Postgraduate

## 5.4 Occupation

- Student  
 Private business  
 Civil servants / state enterprise employees  
 Private company employee  
 General contractor  
 Not working / retired  
 Other (please specify) \_\_\_\_\_

## 5.5 income per month

- Not more than 10,000 baht  
 10,001-20,000 baht  
 20,001-30,000 baht  
 30,001-40,000 baht  
 More than 40,000 baht



## Appendix B: Questionnaire Thai Version

เรียน ผู้ตอบแบบสอบถามทุกท่าน

ดิฉัน นางสาวศิริภัสสร ชีพบริสุทธิ์ รหัสประจำตัว 6288010128 นิติปริญญาโท  
หลักสูตรการจัดการการสื่อสารเชิงกลยุทธ์ คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย กำลัง  
ดำเนินโครงการวิจัยเรื่อง การเปิดรับสื่อ ทักษะคิด และ พฤติกรรมการซื้อของผู้บริโภค ที่มีต่อ คาเฟ่  
อเมซอน ฟอ์ แซนส์ (Café Amazon for Chance) โดยมีผู้ช่วย ศาสตราจารย์ ดร.ธีรดา จง  
กมลรัตน์ เป็นอาจารย์ที่ปรึกษา

ดิฉัน ใฝ่ขอความอนุเคราะห์ จากลูกค้าของ คาเฟ่ อเมซอน ฟอ์ แซนส์ ทุกท่าน สละ  
เวลาท่านละ 5 นาที เพื่อตอบแบบสอบถาม ซึ่งแบบสอบถามประกอบด้วยข้อมูล หัวส่วน  
ดังต่อไปนี้

1. คำถามคัดกรองผู้ตอบแบบสอบถาม 2 ข้อ
2. การเปิดรับสื่อของ คาเฟ่ อเมซอน 11 ข้อ
3. ทักษะคิดของผู้บริโภคที่มีต่อ คาเฟ่ อเมซอน ฟอ์ แซนส์ 10 ข้อ
4. พฤติกรรมการซื้อสินค้าและบริการ ของ คาเฟ่ อเมซอน ฟอ์ แซนส์ 13 ข้อ
5. ข้อมูลลักษณะประชากรของผู้ตอบแบบสอบถาม 5 ข้อ

ท้ายนี้ ดิฉันขอขอบพระคุณเป็นอย่างสูง ที่ท่านได้ให้ความอนุเคราะห์ ตอบแบบสอบถาม  
เพื่อเป็นข้อมูลประกอบการศึกษา โดยข้อมูลที่เก็บรวบรวมในครั้งนี้ จะถูกเก็บเป็นความลับ และจะ  
นำมาใช้เพื่องานทางวิชาการ เท่านั้น หรือหากท่านมีข้อเสนอแนะเพิ่มเติม สามารถส่งข้อมูลมาได้  
ที่อีเมล [mimi.play.golf@gmail.com](mailto:mimi.play.golf@gmail.com) จะขอบพระคุณเป็นอย่างยิ่ง

ขอแสดงความนับถือ

(นางสาวศิริภัสสร ชีพบริสุทธิ์)

### ตอนที่ 1 : คำถามคัดกรองผู้ตอบแบบสอบถาม

คำชี้แจง : กรุณาตอบคำถามโดยใส่เครื่องหมายถูก  บนช่องว่างหน้าคำตอบที่ท่านเลือก

1. ท่านเคยใช้บริการ คาเฟ่ อเมซอน ฟอร์ แชนส์ หรือไม่

- เคย
- ไม่เคย (จบแบบสอบถาม)

2. ท่านอายุมากกว่า 18 ปีหรือไม่

- ใช่
- ไม่ใช่ (จบแบบสอบถาม)

### ตอนที่ 2 : ความถี่ในการเปิดรับสื่อ คาเฟ่ อเมซอน ฟอร์ แชนส์

คำชี้แจง : ท่านเปิดรับสื่อต่าง ๆ ของ คาเฟ่ อเมซอน ฟอร์ แชนส์ มาก/น้อยเพียงใด

	น้อยที่สุด (1)	น้อย (2)	ปานกลาง (3)	มาก (4)	มากที่สุด (5)
2.1. เฟซบุ๊ก คาเฟ่ อเมซอน					
2.2. อินสตาแกรม คาเฟ่ อเมซอน					
2.3. เว็บไซต์ บริษัท ปตท. จำกัด (มหาชน)					
2.4. เว็บไซต์ คาเฟ่ อเมซอน					
2.5. เว็บไซต์ บริษัท ปตท. น้ำมันและการค้าปลีก จำกัด (มหาชน)					

	น้อยที่สุด (1)	น้อย (2)	ปานกลาง (3)	มาก (4)	มากที่สุด (5)
(PTTOR)					
2.6. ไลน์ ปตท. แสปปี้ ไลฟ์					
2.7. ไลน์ ปตท. กรู๊ป					
2.8. โฆษณาโทรทัศน์ของ คาเฟ่ อเมซอน					
2.9. ใบปลิวโฆษณาภายในร้าน					
2.10. ป้ายโฆษณาทั่วไป					
2.11. สื่อวิทยุของ คาเฟ่ อเมซอน					

ช่องทางสื่ออื่น ๆ ที่ท่านเปิดรับ (โปรดระบุ) \_\_\_\_\_

### ตอนที่ 3 : ทักษะของผู้บริโภค ที่มีต่อ คาเฟ่ อเมซอน ฟอร์ แชนส์

คำชี้แจง : ท่านคิดเห็นอย่างไรกับ คาเฟ่ อเมซอน ฟอร์ แชนส์ ที่เป็นธุรกิจเพื่อสังคม

หมายเหตุ : ธุรกิจเพื่อสังคม มีจุดมุ่งหมายหลักในการแก้ไขปัญหาสังคมและสิ่งแวดล้อม โดยใช้การบริหารจัดการที่ดี บวกกับความรู้และนวัตกรรมสังคม และมีการนำผลกำไรที่เกิดขึ้นไป ลงทุนซ้ำ เพื่อขยายผลกระทบทางสังคมที่เกิดขึ้น

3.1. ท่านทราบหรือไม่ว่า คาเฟ่ อเมซอน ฟอร์ แชนส์ ที่ท่านซื้อสินค้าและบริการเป็นการ  
ดำเนินธุรกิจเพื่อสังคม และสิ่งแวดล้อม

ทราบ

ไม่ทราบ

ท่านคิดว่าปัจจัยต่าง ๆ เหล่านี้มีผลต่อทัศนคติของผู้บริโภค	ไม่เห็นด้วยอย่าง มาก (1)	ไม่เห็นด้วย	เฉยๆ (3)	เห็นด้วย	เห็นด้วยอย่าง มาก (5)
3.2. ท่านสนับสนุน/ซื้อสินค้าและบริการของธุรกิจเพื่อสังคม					
3.3. ท่านรู้สึกมีส่วนร่วมในการช่วยเหลือสังคมซื้อสินค้าและบริการของคาเฟ่ อเมซอน ฟอรั่ แชนส์					
3.4. ธุรกิจเพื่อสังคมทำให้ท่านอยากซื้อสินค้าและบริการมากขึ้น					
3.5. คาเฟ่ อเมซอน ฟอรั่ แชนส์ ชื่อเบเกอรี่จาก มุคนิธิคนพิการ (60+ Bakery&Chocolate Café)					
3.6. ท่านมีความอยากซื้อมากขึ้นเมื่อรู้ว่าพนักงานในร้านเป็นผู้ด้อยโอกาสทางสังคม					
3.7. คาเฟ่ อเมซอนฟอรั่แชนส์ นำกำไรส่วนหนึ่ง ไปช่วยศูนย์อนุรักษ์เต่าทะเล อ.สัตหีบ					
3.8. คาเฟ่ อเมซอน ฟอรั่ แชนส์ ที่นำวัสดุ รีไซเคิลจาก บริษัทพีทีที โกลบอล เคมิคอล จำกัด (มหาชน) (PTTGC) มาใช้ในร้าน					
3.9. ผู้ด้อยโอกาส สามารถทำงานได้อย่างมีประสิทธิภาพ เทียบเท่ากับคนปกติ					

#### ตอนที่ 4 : พฤติกรรมการซื้อสินค้า และ บริการของผู้บริโภค ที่มีต่อ คาเฟ่ อเมซอน ฟอรั่ แชนส์

4.1. ท่านเคยซื้อสินค้าและบริการจาก คาเฟ่ อเมซอน ฟอรั่ แชนส์ สาขาใดบ้าง (ตอบได้มากกว่า 1 ชื่อ)

- สาขา  สำนักงานอธิการบดี มหาวิทยาลัยมหิดล (ศาลาษา)
- สาขาคณะ  สิ่งแวดล้อมและทรัพยากรศาสตร์ มหาวิทยาลัยมหิดล (ศาลาษา)

- สาขาหอ  ศิลป์ ณ บ้านเจ้าพระยา
- สาขาสนามลุ่มปั้นจักรยาน เจริญสุขมงคลจิต สุวรรณภูมิ
- สาขา  โรงพยาบาลแหลมฉบัง
- สาขาหอ  ศิลป์ ณ บ้านเจ้าพระยา
- สาขา  ปตท. สำนักงานใหญ่
- สาขากรม  พัฒนาสังคมและสวัสดิการ กระทรวงการพัฒนาสังคมและความมั่นคงของมนุษย์
- สาขา  หน่วยบัญชาการนาวิกโยธิน อ.สัตหีบ จ.ชลบุรี
- สาขาสำนักงานคณะกรรมการกำกับหลักทรัพย์และตลาดหลักทรัพย์  
 (ก.ล.ต.)

4.2. สาขาที่ท่านซื้อสินค้าและบริการ ได้มีส่วนช่วยเหลือผู้ด้อยโอกาส และช่วยสังคมอย่างไรบ้าง (ตอบได้มากกว่า 1 ข้อ)

- ผู้พิการ  ทางการได้ยิน
- ผู้สูงอายุ
- ทหารผ่านศึก
- ช่วย  โรงพยาบาล  
 CHULALONGKORN UNIVERSITY
- ชื่อเบเกอร์รี่จาก มูลนิธิคนพิการ
- ช่วยเหลือ  ศูนย์อนุรักษ์เต่าทะเล

4.3. ความถี่ในการซื้อสินค้าและบริการจาก คาเฟ่ อเมซอน ฟอรั่ แชนส์

- 1-2  ครั้ง ต่อสัปดาห์
- 3-4  ครั้ง ต่อสัปดาห์
- 5-6  ครั้ง ต่อสัปดาห์
- 7-8  ครั้ง ต่อสัปดาห์
- มากกว่า 8 ครั้ง ต่อสัปดาห์



	น้อยที่สุด (1)	น้อย (2)	ปานกลาง (3)	มาก (4)	มากที่สุด (5)
4.5. จากประสบการณ์ของตนเองที่ผ่านมา ทำให้อยากกลับมาอีก					
4.6. คนในครอบครัว ญาติ เพื่อนฝูง และคนรักแนะนำร้านนี้					
4.7. ท่านต้องการสนับสนุนผู้ค้าโอกาส					
4.8. ท่านพอใจกับสิ่งอำนวยความสะดวก ภายในร้าน					
4.9. คุณภาพสินค้า เช่น เครื่องดื่ม และ อาหารมีมาตรฐาน					
4.10. การให้บริการของพนักงานมี คุณภาพ					
4.11. ท่านรับได้กับราคาของสินค้าและ บริการ					
4.12. แบรินด์เป็นที่นิยมของสังคม					
4.13. โปรโมชัน และ ส่วนลดทำให้ท่าน อยากซื้อ					

4.4. ท่านคิดว่าประเด็นต่อไปนี้มีผลต่อการเลือกซื้อสินค้าของท่านมากเพียงใด

ส่วนที่ 5 ข้อมูลลักษณะประชากรของผู้ตอบแบบสอบถาม

5.1 เพศ

ชาย

หญิง

5.2 อายุ

1. 18-25 ปี

2. 26-35 ปี

3. 36-45 ปี

4. 46-55 ปี

## 5. 55 ปีขึ้นไป

### 5.3 ระดับการศึกษา

ต่ำกว่าปริญญาตรี

ปริญญาตรี

สูงกว่าปริญญาตรี

### 5.4 อาชีพ

นักเรียน/นิสิต/นักศึกษา

ธุรกิจส่วนตัว

ข้าราชการ/พนักงานรัฐวิสาหกิจ

พนักงานบริษัทเอกชน

รับจ้างทั่วไป

ไม่ได้ทำงาน/เกษียณ

อื่น ๆ (โปรดระบุ) \_\_\_\_\_

### 5.5 รายได้ต่อเดือน

ไม่เกิน 10,000 บาท

10,001-20,000 บาท

20,001-30,000 บาท

30,001-40,000 บาท

มากกว่า 40,000 บาท



จุฬาลงกรณ์มหาวิทยาลัย  
CHULALONGKORN UNIVERSITY

## VITA

**NAME** Sirapassorn Cheepborisut

**DATE OF BIRTH** 24 August 1996

**PLACE OF BIRTH** Bangkok

**INSTITUTIONS ATTENDED** Sirapassorn Cheepborisut is a passionate dreamer, who was born in Bangkok during the 1990s. Sirapassorn has been eagerly enthusiastic about the arts and sports since the very young age. During high school, she started to golf. She received her high school diploma from Samsenwittayalai School in English-language programs. Until she had an opportunity to be in women's golf team at Northern Kentucky University, with full-ride scholarship. As an athlete, she had to study harder than normal student. According to the absents for tournaments and practices. In four years, she pursued a degree in Studio Arts and minoring in Theatre at Northern Kentucky University. She graduated from the Faculty of Arts in 2018. Upon graduation, Sirapassorn's sole goal is to put her talents in languages to great use and not afraid to learn new things. That was why she applied an internship at PTT Public Company Limited. After that, she applied for an intern at T&B Media Global during her master's degree. For over a year, she has been working rigorously and relentlessly balancing between work and studies. Despite the busy schedule and the sleepless nights, Sirapassorn managed to excel in her career and studies at the same

time. She has hoped that her unyielding willpower, coupled with her skills and talents could someday inspire and transform lives of the others. Now that she's about to complete her master's, Sirapassorn is set to make that dream of hers become true as she takes the next step on a journey, she calls life.

