

## CHAPTER FOUR

### RESULTS

This chapter reports on data collected from the 166 respondents of 200 distributed questionnaires. The findings were related to the statement of problems framework in chapter one. The data was analyzed based on the data collected from the 166 respondents who live, study and work in the Lumpini area which consists of the districts of Pathumwan, Bang Rak, Sathon and Vadhana. SPSS Version 11.5 was used to analyze the data and this analysis was divided into three parts based on the objectives of the study as follows:

4.1 General information of the respondents

4.2 Purchasing behavior of customers for cold beverages from dispensers in convenience stores

4.3 Influencing factors in the purchase of cold beverages from dispensers in convenience stores.

#### 4.1 GENERAL INFORMATION OF THE RESPONDENTS

This part was collected from part one of the questionnaires.

*Table1. Number and Percentage of Respondents Categorized by Gender*

Age	Number	Percentage
Male	70	42.2
Female	96	57.8
Total	166	100.0

Table 1 shows the ratio of males to females was 42.2% males and 57.8% females.

*Table2. Number and Percentage of Respondents Categorized by Age*

Age	Number	Percentage
1-10 years	1	0.6
11-20 years	18	10.8
21-30 years	89	53.6
31-40 years	55	33.1

**Table2. (Continued)**

Age	Number	Percentage
41-50 years	3	1.8
Total	166	100.0

Table 2 shows descriptive statistics on the age of the respondents. 53.6 % of respondents were between 21-30 years old. The respondents' ages between 31-40 totaled 33.1% and the age of respondents between 11-20 was 10.8%.

**Table3. Number and Percentage of Respondents Categorized by Marital Status**

Marital Status	Number	Percentage
Single	140	84.8
Married with child	19	11.4
Married with no child	6	3.6
Total	165	100.0

Table 3 shows that the majority respondents were single (84.8%). 11.4% of respondents were married with child and only 3.6% of them were married with no child.

**Table4. Number and Percentage of Respondents Categorized by Education**

Education level	Number	Percentage
Secondary School	5	3.0
High School	12	7.3
Vocational School	6	3.6
Bachelor's Degree	92	55.8
Master's Degree	50	30.3
Total	165	100.0

Table 4 presents 55.8% of respondents held Bachelor's degrees. The respondents, who held Master's degrees, were 30.3%.

**Table5. Number and Percentage of Respondents Categorized by Occupation**

Occupation	Number	Percentage
Student	33	19.9
Government officials	6	3.6
State Enterprise	3	1.8
Office workers	105	63.3
Employee	9	5.4
Professional Career	2	1.2
Entrepreneur	6	3.6
Others	2	1.2
Total	166	100.0

Table 5 shows that the majority of respondents were working as office workers in the private sector(63.3%). 19.9% of respondents were students.

**Table6. Number and Percentage of Respondents Categorized by Income**

Average income per month	Number	Percentage
Less than 5,000 Baht	23	14.0
5,001 – 10,000 Baht	13	7.9
10,001 – 15,000 Baht	20	12.2
15,001 – 20,000 Baht	17	10.4
20,001 – 25,000 Baht	20	12.2
25,001 – 30,000 Baht	15	9.1
Greater than 30,000 Baht	56	34.1
Total	164	100.0

Table 6 shows that 34.1% of respondents had a monthly income greater than 30,000 Baht. 14.0% of respondents had an income per month less than 5,000 Baht. The average income per month was between 10,001 – 15,000 Baht and 20,001 – 25,000 Baht was 12.2%

#### 4.2 PURCHASING BEHAVIOR OF CUSTOMERS FOR COLD BEVERAGES FROM DISPENSERS IN CONVENIENCE STORES

This part was collected from part two of the questionnaires, which is related to the purchasing behavior customers for of cold beverages from dispensers in convenience stores. The result presents the finding of new beverages that respondents expect from convenience stores.

**Table7. Number and Percentage of frequency of buying from convenience stores**

Frequency of buying from convenience store	Number	Percentage
Everyday/Almost everyday	47	28.3
4-5 days per week	26	15.7
2-3 days per week	53	31.9
Once a week	13	7.8
Less than once a week	27	16.3
Total	166	100.0

Table 7 shows that 31.9% of respondents buy products from convenience stores 2-3 days per week and 28.3 % of them come to convenience stores everyday or almost everyday. The respondents who come to buy products from convenience store 4-5 days per week were 15.7%.

**Table8. Number and Percentages of types of product that respondents buy from convenience stores**

Products' bought buying from convenience stores	Number	Percentage
Foods	96	23.8
Beverages	139	34.5
Consumer goods/Non-Foods	42	10.4
Books and Stationery	12	3.0
Snacks/Candies	110	27.3
Others	4	1.0
Total	403	100.0

Note: The respondents can choose more than one answer.

In Table 8, 34.5% of respondents buy beverages from convenience store and 27.3% of them buy snacks or candies. The respondents who buy foods from convenience store were 23.8%

**Table9. Number and Percentage of respondents who buy beverages from drink dispensers in convenience stores**

Respondents' buying of beverages from drink dispensers	Number	Percentage
Yes	145	89.0
No	18	11.0
Total	163	100.0

In Table 9, 89% of respondents have ever bought beverages from drink dispenser.

**Table10. Number and Percentage of beverages bought from drink dispensers in convenience stores**

Frequency of beverages bought from drink dispensers buying in convenience stores	Number	Percentage
Everyday/Almost everyday	5	3.4
4-5 times per week	4	2.8
2-3 times per week	22	15.2
Once a week	18	12.4
Less than once a week	96	66.2
Total	145	100.0

As shown in Table 10, 66.2% of respondents buy beverages from drink dispenser in convenience stores less than once a week.

**Table11. Number and Percentage of types of beverages from drink dispensers**

Beverages from drink dispenser	Number	Percentage
Iced Fountain drink	67	46.2
Iced Coffee	20	13.8
Iced Cocoa/Chocolate	31	21.4
Iced Milk Tea	8	5.5
Iced Lemon Tea	4	2.8
Iced Green Tea	2	1.4
Fruit Juice	8	5.5
Other	5	3.4
Total	145	100.0

Table11 reveals Iced Fountain drink was the most frequently purchased (46.2%). 21.4% of respondents also buy Iced Cocoa/Chocolate from drink dispensers in convenience stores.

**Table12. Number and Percentage of which convenience store where respondents buy beverages from drink dispensers**

Brand of convenience store which respondents used to buy beverages from dispensers	Number	Percentage
7-Eleven	123	99.2
Family mart	1	0.8
Total	124	100.0

Table 12 shows that most respondents bought beverages from drink dispenser from 7-Eleven stores (99.2%).

**Table13. Number and Percentage of frequency of buying behavior for beverages from drink dispensers**

Buying behavior for drinks from dispensers	Number	Percentage
Intend to buy	92	63.4
Unplanned to buy	49	33.8
Buy because of promotion	1	0.7
Others	3	2.1
Total	145	100.0

Table13 presents the respondents who intend to buy beverages from drink dispensers at 63.4%. 33.8% of respondents did not plan to buy drinks from drink dispensers in convenience stores.

**Table14. Number and Percentage of frequency for size of beverage cup bought from drink dispensers**

Size of beverage cup bought from drink dispensers	Number	Percentage
Small size 12 Oz	35	24.1
Medium size 16 Oz	76	52.4
Large size 22 Oz	24	16.6
Big size 32 Oz	9	6.2
Others	1	0.7
Total	145	100.0

Table14 shows that 52.4% of the respondents buy medium size cups of beverages from drink dispenser. 24.1% of respondents buy small size cups and 16.6% of respondents buy large size cups.

**Table15. Number and Percentage of frequency of time for purchase from drink dispensers**

Time of beverage cup purchase from drink dispensers	Number	Percentage
Before Breakfast	6	4.2
Breakfast or with breakfast meal	7	4.9
Between Breakfast and Lunch	10	6.9
Lunch or with Lunch meal	13	9.0
Between Lunch and Dinner	80	55.6
Dinner or with dinner meal	22	15.3
After dinner or before going to bed	6	4.2
Total	144	100.0

Table15 shows that 55.6% of the respondents buy beverages from drink dispenser between lunch and dinner time. Dinner or with dinner meal were 15.3% of respondents.

**Table16. Number and Percentage of frequency of place for buying from drink dispensers**

Place of beverage buying from drink dispensers	Number	Percentage
Home	32	22.2
School or University	14	9.7
Work Place	35	24.3
On the way home or to work	61	42.4
Restaurant	1	0.7
Others	1	0.7
Total	144	100.0

Table16 presents that 42.4% of the respondents buy beverages from drink dispensers on the way home or to work. and 24.3% of respondents buy from convenience stores near their work place and 22.2% of them buy from convenience stores near their home.

**Table17. Number and Percentage of frequency of products bought with beverages from drink dispensers in convenience stores**

Products bought with drinks	Number	Percentage
Bread/Sandwich	34	15.5
Dim sum	26	11.9
Sausage	41	18.7
Burger	10	4.6
Snack	60	27.4
Cake/Cookie	6	2.7
Gum/Candy	25	11.4
Frozen Food	6	2.7
Drinking water	11	5.0
Others	0	0.0
Total	219	100.0

Table17 shows that 27.4% of the respondents buy snacks with beverages from drink dispensers. 18.7% of them buy sausages with beverages from drink dispensers in convenience stores.

**Table18. Number and Percentage of frequency of beverages which respondents expect to buy in the future**

Expected beverages to buy from drink dispensers in the future	Number	Percentage
Black Coffee	23	9.2
Milk	47	18.8
Black Tea	19	7.6
Lemon Tea	34	13.6
Chrysanthemum drink	50	20.0
Longan drink	25	10.0
Guava drink	24	9.6
Roselle drink	21	8.4
Others	7	2.8
Total	219	100.0

Table18 presents that 20% of the respondents expected to buy Chrysanthemum drinks from drink dispensers and 18.8 % of them expected to buy milk.

#### 4.3 INFLUENCING FACTORS IN THE PURCHASE OF COLD BEVERAGES FROM DISPENSERS IN CONVENIENCE STORES

This part was collected from part 3 of the questionnaires, which evaluated respondents' level of importance of the factors that influence their purchase of cold beverages from drink dispensers in convenience stores.

*Table19. Number and Percentage of frequency of Level of importance of influencing factors of beverage purchase from drink dispensers*

Influencing Factors of beverage purchase from drink dispensers	Level of reasons/factors				
	Most important (5) Frequency (Percentage)	Important (4) Frequency (Percentage)	Neutral (3) Frequency (Percentage)	Unimportant (2) Frequency (Percentage)	Most unimportant (1) Frequency (Percentage)
<b>Product</b>					
1. Good taste	97 (58.4%)	60 (36.1%)	6 (3.6%)	3 (1.8%)	0 (0.0%)
2. New flavor	23 (13.9%)	59 (35.5%)	69 (41.6%)	10 (6.0%)	5 (3.0%)
3. Quality of ingredients	105 (63.3%)	53 (31.9%)	8 (4.8%)	0 (0.0%)	0 (0.0%)
4. Hygiene of drink dispenser	136 (81.9%)	29 (17.5%)	1 (0.6%)	0 (0.0%)	0 (0.0%)
5. Drink with ice	45 (27.1%)	75 (45.2%)	36 (21.7%)	8 (4.8%)	2 (1.2%)
6. Variety of Beverages	24 (14.5%)	72 (43.4%)	60 (36.1%)	9 (5.4%)	1 (0.6%)
7. Brand of Product	21 (12.7%)	71 (42.8%)	61 (36.7%)	13 (7.8%)	0 (0.0%)

**Table19. (Continued)**

Influencing Factors of beverage purchase from drink dispensers	Level of reasons/factors				
	Most important (5) Frequency (Percentage)	Important (4) Frequency (Percentage)	Neutral (3) Frequency (Percentage)	Unimportant (2) Frequency (Percentage)	Most unimportant (1) Frequency (Percentage)
<b>Price</b>					
8. Price/ Value for money	59 (35.8%)	94 (57.0%)	10 (6.1%)	1 (0.6%)	1 (0.6%)
<b>Place</b>					
9. The location of convenience store	62 (37.3%)	78 (47.0%)	22 (13.3%)	3 (1.8%)	1 (0.6%)
10. Layout of drink dispenser	20 (12.0%)	48 (28.9%)	65 (39.2%)	28 (16.9%)	5 (3.0%)
<b>Promotion</b>					
11. Promotion campaign	26 (15.7%)	73 (44.0%)	50 (30.1%)	12 (7.2%)	5 (3.0%)
12. Point of purchase media	14 (8.4%)	47 (28.3%)	68 (41.0%)	28 (16.9%)	9 (5.4%)
<b>Others</b>					
13. Brand of Convenience store	26 (15.7%)	64 (38.6%)	62 (37.3%)	11 (6.6%)	3 (1.8%)
14. Staff service	37 (22.3%)	83 (50.0 %)	37 (22.3%)	7 (4.2%)	2 (1.2%)

Table19 shows that the Hygiene of the drink dispenser which is an influencing product factor was the most important influencing factor of beverage purchase from drink dispensers because 136 answers or 81.9% chose it as the most important factor. 105 answers or 63.3% selected the most important factor of Quality of ingredient in cold beverages from drink dispensers. 58.4% of respondents' answers selected the most important level as good taste. The respondents selected the price factors 57.0% as the

important factor. 47.0% and 37.3% of respondents chose the location of the convenience store as an important factor and most important factor respectively to purchase the beverages from drink dispenser. 44.0% of respondents selected promotion campaign as the important factor whereas 30.1% of them chose this factor as a neutral influencing factor. The staff service which is one of the factors was important (50.0%) whereas 22.3% of respondents' answers selected that this factor was the most important factor and another 22.3% of them chose this factor as a neutral influencing factor.

#### **4.4 SUGGESTIONS**

28 respondents provided various suggestions. Seven respondents were concerned about the hygiene of products and dispensers. Six people suggested that there should be a variety of products. Four respondents commented that cold beverages from drink dispensers were too sweet. Two people commented that the product price was expensive. Another two respondents experienced the ice maker breaking down.

The findings of the study will be summarized and discussed in the next chapter.