

## **CHAPTER FIVE**

### **CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS**

This chapter presents (1) a summary of the study, (2) a summary of the findings, (3) discussion, (4) conclusions, and (5) recommendations for further research.

#### **5.1 SUMMARY OF THE STUDY**

This section summarizes the buying behavior and influencing factors of customers cold beverage purchasing in convenience stores. In addition, it aimed to find out the new beverages that customers expect from convenience stores, as well as the most effective marketing strategies.

##### **5.1.1 Objectives of the Study**

This research attempted to explore the buying behavior and influencing factors of buying cold beverages from drink dispensers in convenience stores. The study also intended to find out the new beverages that customers expect to buy from dispensers in convenience stores. Furthermore, it will be used in the marketing strategy process, as well as company future market research.

##### **5.1.2 Subjects, Materials, and Procedures**

The subjects in this study were 166 customers who live, work and study in 4 inner areas of Bangkok; Pathumwan, Bang Rak, Sathon and Vadhana of inner Bangkok. The questionnaires were used as an instrument to collect the data. It was divided into four parts

The data obtained from questionnaires were analyzed by using the SPSS software. The findings are presented in descriptive statistical form.

#### **5.2 SUMMARY OR THE FINDINGS**

The results of the study can be summarized as follows:

##### **5.2.1 General information of the respondents**

The sample ratio of males and females were 42.2% and 57.8% respectively. The percentage of the respondents, aged between 21-30 years old and aged between 31-40 years old, were 53.6 % and 33.1%. The majority of the respondents (84.8%) were single.

Moreover, 55.8% of the respondents held Bachelor's degrees and the other 30.3% hold Master's degrees.

Most respondents are working as office workers in the private sector (63.3%) and the other 19.9% are students. The respondents who had a monthly income greater than 30,000 Baht were 34.1% and the ones who have an income per month less than 5,000 Baht are 14%. The respondent's percentage of both those who have an average income per month between 10,001 – 15,000 Baht and the ones whose average income per month's between 20,001 – 25,000 Baht were equal, 12.2%.

### 5.2.2 Purchasing behavior of customers for cold beverages from dispensers in convenience Store

The respondents who buy products from convenience stores 2-3 days per week are 31.9%. whereas 28.3% buy products everyday or almost everyday. 15.7% buy products from convenience stores 4-5 days per week. Additionally, 34.5% of the respondents buy beverages, whereas 27.3% buy snacks or candies. The respondents who buy foods from convenience stores are 23.8%. The majority of the respondents buy beverages from drink dispensers (89%). In addition, the findings of this survey demonstrate that 99.2% who buy beverages from drink dispensers do so from 7-Eleven stores.

In terms of frequency of purchasing, the results of this study also disclose that 66.2% of the respondents buy beverages from drink dispensers in convenience stores less than once a week. Iced Fountain drink is the most frequently purchased (46.2%). 21.4% of respondents buy Iced Cocoa/Chocolate from drink dispensers in convenience stores. The majority of the respondents intend to buy beverages from drink dispensers (63.4%), whereas 33.8% of respondents do not plan to buy drinks from drink dispensers in convenience stores. 52.4% of respondents say that they usually buy medium size cups of beverages from drink dispensers, 24.1% regularly buy small size cups and 16.6% of buy large size cups.

According to the time of purchase, more than half of the respondents (55.6%) buy beverages from drink dispensers between lunch and dinner. The ones who buy for dinner or have it with dinner are 15.3%. On the "where to buy" aspect, the respondents' answers show that 42.4% of them buy beverages from drink dispensers at any on-the-way store, 24.3% of respondents buy from convenience stores near their work places, and 22.2% buy from convenience stores near their home. 27.4% of the respondents buy snacks with

beverages from drink dispensers, whereas another 18.7% buy sausages with beverages from drink dispensers in convenience stores. The tentative respondents who are the target customers for Chrysanthemum drinks from drink dispensers are 20.0%.

### 5.2.3 Influencing factors in the purchase of cold beverages from dispensers in Convenience stores

The Hygiene of drink dispensers, one of the influencing purchasing factors, was the most important factor for beverage purchase from drink dispensers because 136 respondents or 81.9% chose it as the most important factor. 105 respondents' answers or 63.3% selected the most important factor as Quality of ingredients of cold beverages from drink dispensers. Good taste was another factor which was an important influencing factor in the purchase of cold beverages from drink dispensers (58.4%). 47.0% and 37.3% of respondents chose the location of the convenience store as an important factor and most important factor respectively in purchasing beverages from drink dispensers.

Regarding the promotion factor, this study revealed that 44.0% of respondents' answers selected a promotion campaign as an important factor and 15.7% of them chose this factor as a most important influencing factor. The staff service which is one of the factors was the important factor (50.0%) whereas 22.3% of respondents' answers selected that this factor was the most important factor and another 22.3% of them chose that this factor as a neutral influencing factor.

### 5.2.4 Suggestions

There were 28 respondents providing various suggestions. The hygiene of products and dispensers was an issue for seven respondents. Six people suggested that there should be a variety of products. Four respondents had commented that cold beverages from drink dispenser were too sweet. The beverages from dispenser were expensive which this issue was commented on by two respondents. Another two respondents had an experience of the ice-maker breaking down.

## 5.3 DISCUSSION

This section discusses how the findings of the study relate to the theories discussed earlier.

### 5.3.1 General information of the respondents

This research was conducted by gathering data from the respondents who live, work and study in the districts of Pathumwan, Bang Rak, Sathon and Vadhana. These areas are called the “Lumpini Group” of Bangkok Metropolis. This group is a district of the business, service and travel sectors. Thus, the majority of respondents are office workers (63.3%). The majority of respondents are in the working ages which are 21-40 years old (86.7%). In terms of educational background, the results showed that 86.1% of respondents graduated with a Bachelor’s degree and a Master’s degree. As for income, 65.8% of them had a monthly income greater than 15,000 Baht.

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

The results presented that 31.9% of respondents came to purchase products from convenience store 2-3 days per week and 28.3% of them came everyday or almost everyday to buy goods from convenience stores. 34.5% of respondents came to convenience stores to purchase beverages whereas the respondents who came to buy snacks/candies and foods were 27.3% and 23.8% respectively. These findings are related to the research from Pramod Rodjamrat (ปราโมชน์ รอดจำรัส, 2540) who studied The Buying Behavior of Consumers Toward the 7-eleven Enterprise in Bangkok Metropolitan and found that beverages were the most popular products for 48.6% of respondents who most frequently buy at 7-Eleven stores.

Furthermore, the findings of this survey illustrated that 99.2% bought beverages from drink dispensers from 7-Eleven store. This study is also related to Supalerk Thanasan (ศุภฤกษ์ ธนสาร, 2547) studied that Purchasing behavior towards ready to drink green tea of consumers in Mueang District, Chiang Mai Province and revealed that 7-Eleven stores was the channel where the respondents most often brought green tea. In conclusion, above 85% of respondents came to buy foods and drinks from convenience stores. In contrast, Varaporn Traitodsaporn (วราพร ไตรทศพร, 2550) also studied Consumer Behaviors and the Purchase of Goods from Retail Stores in Bangkok Metropolis and the result of the study indicated that 32.5% of respondents came to retail stores to buy

consumer goods or non-foods such as shampoo, toothpaste and soap because 29.5% of respondents came to Tesco Lotus.

The result of this research showed that 66.2% of respondents bought cold beverages from drink dispensers less than once a week. The majority of respondents purchased ice fountain drink from drink dispensers (46.2%). Most respondents intended to buy beverages from drink dispensers (63.4%). According to Brown (1996) who mentioned that consumers had been programmed to purchase products such as soft drinks, snack foods, milk etc., this behavior is one of the four types of consumer buying behavior. 52.4% of respondents preferred to buy medium size or 16 ounce of beverage cups from drink dispensers.

In terms of purchasing time, the results of this research showed that 55.6% of respondents bought beverages from drink dispensers between lunch and dinner and 15.3% of them bought during dinner or with the dinner meal. These findings supported the research from Varaporn Traitodsaporn (วราพร ไตรทศพร, 2550) who found that the evening time was the most frequent time of purchasing (58.8%). Furthermore, these findings are also related to the result from Pramod Rodjamrat (ปราโมชน์ รอดจำรัส, 2540) which indicated that 43.10% of respondents answers were 6.01 – 10.00 p.m. and 31.5% of them chose 2.01-6.00 p.m. as the most frequent time to come to 7-Eleven stores.

According to the place of purchase, the majority of respondents bought beverages from drink dispensers on the way (42.2%) while work place was 24.3% and 22.2% of them bought from convenience stores near their home. Based on the findings of the study from Pramod Rodjamrat (ปราโมชน์ รอดจำรัส, 2540), the results indicated that 67.60% of respondents know the convenience store because it is near their houses or work places. In addition, the findings also illustrated that 27.4% of respondents bought beverages from drink dispensers with snacks and they also chose sausages and bread/sandwiches with drink from dispensers. They were 18.7% and 15.5% respectively.

In addition, this research indicated that 20.0% of respondents would like to buy Chrysanthemum drinks and 18.8% of them preferred to drink milk.

### 5.3.3 Influencing factors in the purchase of cold Beverages from dispensers in Convenience stores

The findings of this study demonstrated that the most important influencing

factors of customers for purchasing beverages from dispensers was the hygiene of drink dispensers of which 81.9% of respondents chose this factor. In terms of price, the top two levels of respondents answers were most important and an important influencing factor. They were 35.8% and 57.0% respectively. These results are related to Supalerk Thanasan (ศุภฤกษ์ ณะสาร, 2547) in which the top two levels of the factors of price in terms of quantity and quality were most important and an important influencing factor. The respondents selected the price factors 57.0% as the important factor and 35.8% as the most important factor.

In terms of the influencing factors of the location of convenience store, 47.0% of respondents chose this level and 37.3% of them selected it as the most important level. These findings were consistent with the results of Supalerk Thanasan (ศุภฤกษ์ ณะสาร, 2547) which found that the location of the convenience store located near work place and home was an important factor for buying green tea(43.0%).

Focusing on the promotion factor, 44.0% of respondents selected the promotion campaign as an important factor and 15.7% of them chose this factor as the most important influencing factor. In addition, the study from Pramod Rodjamrat (ปราโมชน์ รอดจำรัส, 2540) showed that a price off campaign was the respondents' favorite campaign at 60.5%. In terms of the result of other factors, the staff service was an important factor which was 50.0% and 22.3% said it was the most important level.

## 5.4 CONCLUSIONS

The following conclusions can be drawn from the discussion above.

5.4.1 According to the findings of the study, the majority of the respondents had bought beverages from drink dispensers. In addition, most of them bought beverages from drink dispensers from 7-Eleven stores. The study concluded that the majority of respondents bought beverages from drink dispensers in convenience stores less than once a week. In terms of beverages from drink dispensers, Iced Fountain drink was the most frequently purchased by most respondents. It can be concluded that the majority of respondents intended to buy beverages from drink dispensers. Above 50% of respondents bought medium size cup of beverages from drink dispensers. In terms of time of purchase, most respondents purchased beverages from drink dispensers between lunch

and dinner time. The majority of respondents bought beverages from drink dispensers on the way. Based on the findings of this study, the respondents preferred to buy beverages from drink dispensers with snacks, sausages, bread and sandwiches.

In terms of influencing factors in purchasing of cold beverages by customers from dispensers, the hygiene of drink dispensers had the greatest influence of product attributes, followed by quality of ingredients and good taste. According to price attributes, most of respondents agreed that price was the important influence on purchasing cold beverages from drink dispensers. Regarding the place factors, the location of convenience stores was also an important factor when respondents decided to purchase. In addition, promotion campaigns also were important influences on purchasing decisions. In terms of others' factor, staff service was the important influencing factor, followed by brand of convenience store.

5.4.2 Regarding the new beverages that customers expect from convenience store, the respondents preferred to buy Chrysanthemum drinks, followed by milk.

## **5.5 RECOMMENDATIONS FOR FURTHER RESEARCH**

Based on the findings and conclusions of this study, the following recommendations are made for future research.

5.5.1 In future research, the research should be conducted with a greater number of respondents in different areas of Bangkok. Then, the data can be spread to a more wider group of respondents.

5.5.2 The findings of this study was conducted to explore general respondents who may be regular customers or irregular customers, thus it should focus on specific groups and used the screening question. The results will be also useful for the guidelines for developing new beverages and implementing other marketing tools that can meet specific customer expectations, as well as achieving company's target sales

5.5.3 Further research should investigate the respondents who did not buy beverages from drink dispensers, and then the results of their reasons will be used to improve related business processes in order to meet their needs.