

CHAPTER FOUR

RESULTS

The previous chapter explained the methodology of this research. This chapter reports the results of the survey. There were 200 questionnaires sent back to the researcher. This constituted a 100% response rate.

The results are divided into three parts as follows:

1. The background of subjects: gender, age, marital status, education, occupation, and income
2. The factors influencing the consumption behavior towards coffee and water
3. The attitudes towards drinking coffee and water

4.1 DEMOGRAPHIC DATA RESULTS

The first part of the result reports about the demographic data concerning gender, age, status, education, occupation, and income. All information is presented in the form of frequency and percentage as follows:

Table 1. Demographic Information

Category	Frequency	Percentage
Gender		
Female	140	70.0
Male	60	30.0
Total	200	100.0
Age		
≤24 years old	22	12.6
25-29 years old	60	34.5
30-34 years old	46	26.5
35-39 years old	28	16.0
≥40 years old	18	10.4
Total	174	100.0
Marital Status		
Single	151	75.5
Married	48	24.0
Divorced	1	0.5
Total	200	100.0
Education		
Under Bachelor's Degree	9	4.5
Bachelor's Degree	158	79.0
Master's Degree	32	16.0
Above Master's Degree	1	0.5
Total	200	100.0
Occupation		
Assistant Staff	156	78.0
Senior Staff	7	3.5
Sales	7	3.5
Manager	12	6.0
Self-employed	11	5.5
Other	7	3.5
Total	200	100.0
Income/Month		
5,001-10,000 baht	11	5.6
10,001-20,000 baht	81	41.1
20,001-30,000 baht	52	26.4
Above 30001 baht	53	26.9
Total	197	100.0

Table 1 shows that 70% of the respondents were females and the remaining, 30%, were male. 174 of 200 respondents, (87%), filled in the data about their age

while 26 respondents, (13%), did not respond to this item. Their age varied from 22-52 years old. 73.6% of the respondents were under the ages of 34, and only a quarter of them (26.4%) were higher than 34 years of age. Most of the respondents were single (75.5%) and only a quarter of them (24%) were married. One reported that she was divorced. 79% of the respondents held Bachelor's Degree and 16% possessed Master's Degree. Those who were under Bachelor's Degree accounted for 4.5% while those who were above Master's Degree constituted 0.5%. Most of the respondents were assistants (78%), followed by managers (6%) and self-employed (5.5%). Concerning the income of the respondents, 41.1% of them had a monthly income of 10,001-20,000 baht, followed by 26.9% with above 30,001 baht and 26.4% with the 20,001-30,000 baht. The rest were the 5001-10,000 baht. There were 3 respondents (1.5%) who did not provide information about this issue.

4.2 FACTORS INFLUENCING COFFEE & WATER DRINKING BEHAVIOR

The second part looked at the respondents' drinking behaviors about water and coffee. The first four questions required all respondents to respond. Question number 10 (Do you like to drink coffee?) divided the respondents into two groups; coffee drinkers and non-coffee drinkers. Question number 11 provided the reason for being a non-coffee drinker. Questions numbered 12-17 were prepared for the coffee drinkers only. The results followed in Table 2.

4.2.1 The Quantity Drank per Day

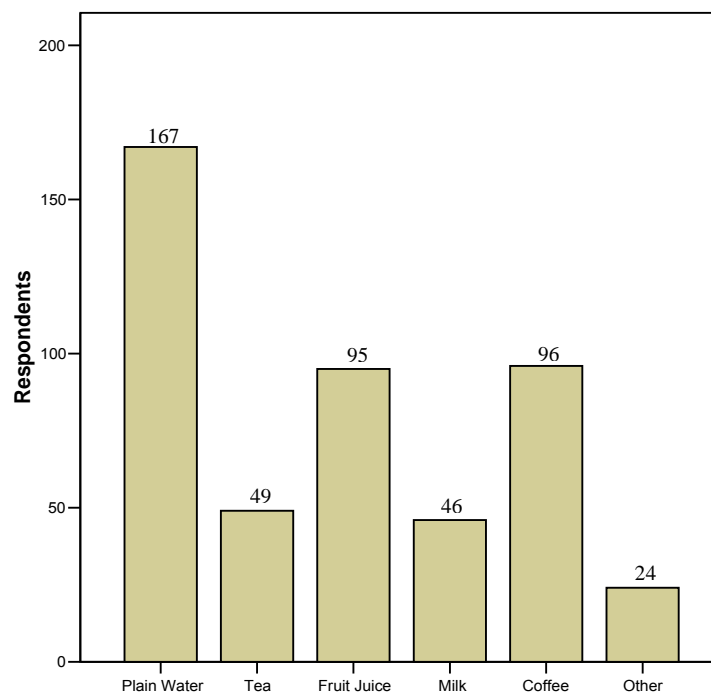
Table 2. The Quantity Drank per Day

Category	Frequency	Percentage
0-5 glasses a day	88	44
5-10 glasses a day	94	47
More than 10 glasses a day	18	9
Total	200	100

Table 2 shows that 94 respondents (47%) revealed that they usually drank between 5 and 10 serves of beverage per day while 88 respondents (44%) drank less than 5 serves per day. Only 18 respondents (9%) drank more than 10 serves a day.

4.2.2 Types of Beverage

Figure 3. The Kind of Beverage



From the survey, plain water was the main beverage for the respondents as 167 participants reported consuming this. Coffee drinking and fruit juice was reported by 96 and 95 respondents respectively. Tea, milk, and others made up the rest at 49, 46 and 24 respondents respectively, Table 3.

4.2.3 The Quantity of Fresh Water Drank per Day

Table 4. The Quantity of Fresh Water Drank per Day

Category	Frequency	Percentage
0-1 glasses a day	10	5
2-4 glasses a day	79	39.5
5-7 glasses a day	88	44
8-12 glasses a day	20	10
More than 12 glasses a day	3	1.5
Total	200	100

According to the result, 88 respondents (44%) consumed between 5 and 7 glasses of plain water per day while 89 respondents (44.5%) stated that they drank less than 5 glasses of fresh water per day. Only 23 respondents (11.5%) drank at least 8 glasses of water per day.

4.2.4 Number of Coffee and Non-coffee Drinkers

Table 5. Number of Coffee and Non-coffee Drinkers

Category	Frequency	Percentage
Coffee drinkers	108	54
Non-coffee drinkers	92	46
Total	200	100

Table 5 shows that there were 108 respondents (54%) who normally drank coffee and 92 people (46%) reported not having drunk coffee. The reasons why these 92 respondents did not drink coffee are shown in Table 6 as follows:

Table 6. The Reasons for Not Drinking Coffee

Category	Frequency	Percentage
Terrible taste	5	5.43
Unhealthy	52	56.52
Expensive cost	4	4.35
Other	31	33.70
Total	92	100

52 respondents (56.5%) who did not drink coffee said that it was unhealthy and another 31 respondents (33.7%) said that they had other reasons to avoid drinking coffee. 5 participants (5.4%) admitted that they did not drink coffee because of its terrible taste and 4 respondents (4.4 %) said that drinking coffee was expensive.

Table 7 shows the reasons why respondents adopted their coffee drinking behavior. 108 respondents were measured by ranking system (1 equaled the most important and 5 represented the least important) The result from this part was provided only the first position of the ranking illustrated as follows:

Table 7. Reason for Coffee-drinking

Ranking Number	Reason	Frequency	Percentage
1 st	Good taste	61 from 108	56.5
2 nd	Awakening	39 from 92	42.5
3 rd	Convenience to buy	36 from 77	46.8
4 th	Nutrition	23 from 70	32.9
5 th	In-trend product	23 from 68	33.8

More than the half (56.5 %) of coffee-drinking respondents showed that the taste of the coffee was their primary reason to drink coffee. 39 from 92 respondents (42.5 %) gave the second reason of drinking coffee that it stimulated them when they

felt drowsy. The third reason of drinking coffee was the convenience in purchasing coffee (46.8%), while the benefit from nutrition was the fourth reason (32.9 %). The last reason of drinking coffee was that coffee was an in-trend product which was responded to by 68 respondents (33.8%).

4.2.5 The Time, Quantity, and Cost for Drinking Coffee

Table 8. The Details for Drinking Coffee

Category	Frequency	Percentage
Time when drinking coffee		
In the morning (5:01-8:00)	38	35.2
Late morning (8:01-12:00)	50	46.3
In the afternoon (12:01-17:00)	20	18.5
Total	108	100.0
Quantity of coffee/day		
1-2 cups a day	97	89.8
2-3 cups a day	7	6.5
3-4 cups a day	3	2.8
More than 4 cups a day	1	0.9
Total	108	100.0
Cost for a cup of coffee		
Less than 20 baht per cup	14	13.0
20-50 baht per cup	76	70.4
50-80 baht per cup	12	11.0
More than 80 baht per cup	6	5.6
Total	108	100.0

Table 8 shows that 88 of 108 respondents (81.5 %) preferred to drink coffee before midday while only 20 respondents (18.5%) drank coffee in the afternoon. 97 respondents (89.8%) consumed one or two cups of coffee a day and 11 respondents (10.2%) revealed that they drank more than two cups a day. The majority (70.4 %) said that they paid between 20 and 50 baht for a cup of coffee. 14 respondents (13%) stated that they spent less than 20 baht a cup and 20 respondents (16.6%) spent more than 50 baht per cup.

4.2.6 The Location to Buy or Get Coffee

Figure 9. The Place to Buy or Get Coffee

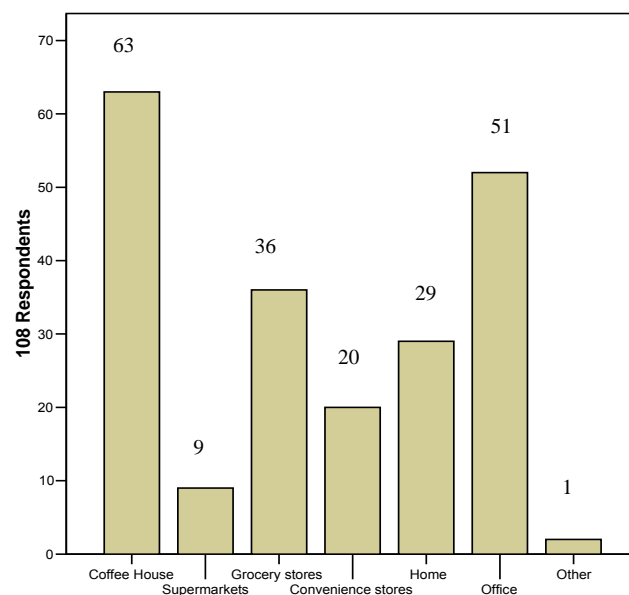


Table 9 shows that coffee houses were the first choice for most of the respondents (63 respondents of 108) to buy coffee, while coffee corners at offices was the second (51 out of 108 participants). Small kiosks nearby their workplace were the third (36 out of 108 participants) in the rank. The fourth place for having coffee was at home (29 out of 108 participants). Convenience stores such as 7-11 or AM-PM gained 20 participants while supermarkets ranked sixth. One of the respondents said that he bought roasted coffee at gasoline stations.

4.2.7 The Activities while Drinking Coffee

Figure 10. Activities while Drinking Coffee

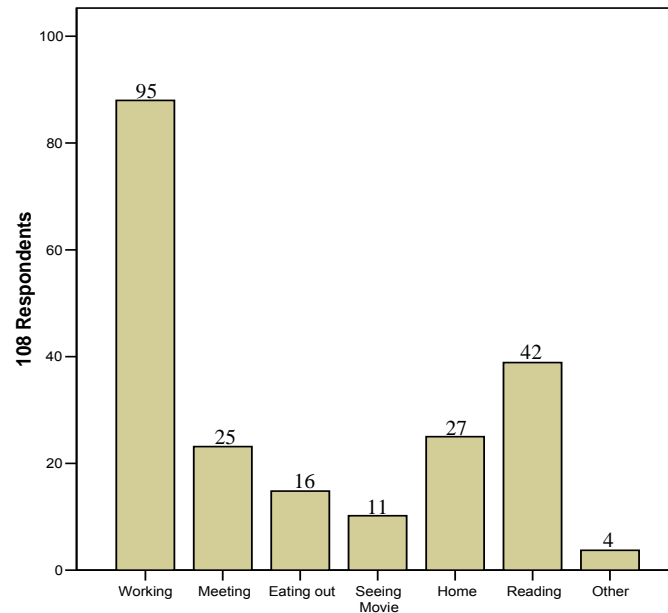


Table 10 shows that 95 respondents (88%) said that they were working while drinking coffee while 42 persons (38.9%) revealed that they drank coffee when they read books. Relaxing at home, meeting, eating out, and seeing movies were the activities which gained 27, 25, 16, and 11 points. There were four respondents who admitted that they drank coffee while smoking, driving, chatting, and working on reports.

4.3 THE ATTITUDE TOWARDS THE COFFEE AND WATER DRINKING

The questions for this part were divided into 3 main sections based on the theory of reasoned-action by Ajzen & Fishbien: 1. Logical information (Question no.1-5), 2. Personal factors (Question no.6-13), and 3. Social pressure (Question no.14-18) The results of this part were as follows:

Table 11. Perception of Drinking Coffee and Water

Category	Attitude				
	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
1. Without drinking water in 3 days, a person will die.	108 (54%)	61 (30.5%)	25 (12.5%)	5 (2.5%)	1 (0.5%)
2. Drinking at least 8 glasses of fresh water per day is good for health	132 (66%)	62 (31%)	5 (2.5%)	1 (0.5%)	1 (0.5%)
3. Drinking coffee might damage your health	24 (12%)	89 (44.5%)	64 (32%)	23 (11.5%)	0 (0)
4. Drinking coffee stimulates your body in short terms	19 (9.5%)	134 (67%)	40 (20%)	7 (3.5%)	0 (0)
5. Water is healthier than coffee	144 (72%)	49 (24.5%)	6 (3%)	0 (0)	1 (0.5%)
6. Drinking coffee is more expensive than water	124 (62%)	62 (31%)	8 (4%)	6 (3%)	0 (0)
7. Drinking coffee is not bad for your health.	4 (2%)	24 (12%)	59 (29.5%)	90 (45%)	23 (11.5%)
8. Drinking coffee represents being mature	1 (0.5%)	39 (19.5%)	21 (10.5%)	92 (46%)	47 (23.5%)
9. Drinking coffee indicates being more professional than drinking water	3 (1.5%)	15 (7.5%)	18 (9%)	90 (45%)	75 (37%)
10. Drinking coffee symbolizes a high level of social life	3 (1.5%)	10 (5%)	19 (9.5%)	91 (45.5%)	77 (38.5%)
11. The varieties of coffee menu are attractive and interesting	29 (14.5%)	117 (58.5%)	30 (15%)	19 (9.5%)	5 (2.5%)
12. The environment in coffee houses interests you	55 (27.5%)	116 (58%)	1 (0.5%)	12 (6%)	1 (0.5%)

(table continues)

Table 11. (continued)

13. Drinking fresh water is unpleasant sometimes	9 (4.5%)	54 (27%)	40 (20%)	64 (32%)	33 (16.5%)
14. Coffee shop or corner is accessible near your office	47 (23.5%)	129 (64.5%)	15 (7.5%)	8 (4%)	1 (0.5%)
15. Coffee is always offered to you when going out	4 (2%)	35 (17.5%)	38 (19%)	96 (48%)	27 (13.5%)
16. Your colleagues always ask you to drink coffee	61 (30.5%)	120 (60%)	11 (5.5%)	7 (3.5%)	1 (0.5%)
17. People in your house like to drink coffee	29 (14.5%)	77 (38.5%)	30 (15%)	53 (26.5%)	11 (5.5%)
18. Most of your friends love to drink coffee	28 (14%)	112 (56%)	39 (19.5%)	19 (9.5%)	2 (1%)

Table 11 shows that for the first section (1-5), the results showed that more than 80% of all respondents had basic knowledge about the pros and cons of drinking coffee and water. They knew that drinking water was more healthy and crucial than drinking coffee.

In the second section (6-13), the outcomes were varied. Most respondents agreed that drinking coffee cost more than drinking fresh water; however, they accepted that varieties of coffee (73%) and the environment of coffee houses (85.5%) were attractive. On the other hand, drinking coffee symbolized maturity, professionalism, and a high level of social class accounting for more than 70% of disapproval from the respondents. About the health effects, most respondents were uncertain and disagreed about the unhealthy effect of drinking coffee (86%). The results of unpleasantness of drinking water, however, were extremely varied. The last section (14-18) showed that the coffee was accessible near offices and the colleagues at the office had directly affected their coffee drinking decision. Friends and people at home had a minor effect on coffee drinking behaviors of the respondents.

Table 12. Opinion of Respondents Towards Drinking Coffee and Water

Opinion	Number of Respondents
You should not drink more than 2 cups of coffee a day	6
Drinking coffee is like eating a meal	4
Coffee break is a time to skip work	2
Drinking coffee is better than drinking alcohol	3
Drinking coffee is relaxing	2
Drinking coffee is trendy	3

There were 10% of the 200 respondents who provided written suggestions in the questionnaires. Six of them knew that they should not drink more than 2 cups of coffee a day, but they were not sure about the effect on their health. Four respondents said that drinking a cup of coffee was the same as eating a meal while two people saw that the coffee break was a time to skip work. Three people suggested that drinking coffee was better than drinking alcoholic beverages and two said that the time for drinking coffee was a relaxing time; they smoked while drinking coffee. In addition, three respondents stated that drinking coffee was a 'TREND' which has been influenced by foreign cultures and the emergence of western coffee houses such as Starbucks. Sometimes the brand of coffee has affected the attitude of coffee drinkers as well.

In summary, this chapter has shown the demographic data of the respondents from 10 private organizations. They knew well about the advantages and disadvantages of drinking coffee and water. The outcomes showed that most of them prefer drinking coffee to fresh water due to the coffee's taste, its stimulating effect, its accessibility, and colleagues' encouragements. The findings of the study will be summarized and discussed in detail in the next chapter.