FACTORS AFFECTING DECISION MAKING ON PURCHASING PEARL MILK TEA IN BANGKOK

SIRIRAT   SAESIEO

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE GRADUATE SCHOOL
STAMFORD INTERNATIONAL UNIVERSITY
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Title: Factors Affecting Decision Making on Purchasing Pearl Milk Tea in Bangkok

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July 2015

Title: Factors Affecting Decision Making on Purchasing Pearl Milk Tea in Bangkok

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Degree: Master Of Business Administration

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Abstract

The objective of this study was to study (1) Consumer behavior toward buying decision of pearl milk tea (2) To study about marketing mix (4Ps) are affecting consumer purchasing decision toward pearl milk tea (3) To find overall trend of pearl milk tea business.

Research Methodology: Research from sample questionnaire from total of 400 respondents. This research has an analyzed data by using mean, standard deviation, percentage and descriptive statistic. For the limitation of this study, researcher didn't have the statistic about the certain amount of people who drink a pearl milk tea to support in this research. So, researcher will distributed the questionnaire according from top ten department stores in Bangkok. Timing from14 April 2015 to end of May 2015.

The study found that most of respondents are female, aged 20-30 years old, working at Private Company and have Individual income per month for 10,000-20,000 THB. Perception of marketing, most of respondents buy Jasmine Tea, always adding Pearl with milk tea with less sugar. Pay for 25 – 40 Baht and usually buy pearl milk tea from Street road / Market fair. The most of respondents like Collected card and thought that Decoration are factors that support to purchase through the Image that take intention to buy. Behavior intention to buy pearl milk tea, most of respondents buy pearl milk tea for Reduce from sleepy so they purchase 4-6 cups per week in the Evening. The duration of the service at pearl milk tea shop for 1 Hour and thought that Friends is the most person influencing decision to buy.

Keywords: Marketing mix, Consumer purchasing decision

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Sirirat Saesieo

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CHAPTER 1
INTRODUCTION

1.1 Statement of the Problems

According to the legend of Chinese tea, it has been very long in history since 2737 BC and tea became the national drink in China. There were so many type of Chinese tea such as green tea, black tea, oolong tea, white tea and post-fermented tea (Wu, 2014: Online). However, the history of Taiwan domestic tea found in 17171 (Taiwan Tea Corporation, n.d.: Online).

Peal milk tea or Bubble tea in Taiwan has found in 1980s and later, this pearl milk tea became very popular and well known drink in Taiwan (Martin, 2007). According to K-Research by Kasikorn bank, 2012 reported that the pearl milk tea introduced about 12 years ago and seemed that pearl milk tea was fail during that time. Nevertheless, pearl milk tea has become very well know and favorite drink in year 2012 according to K-Research by Kasikorn bank, (2012).

From the study of Thai Health Promotion Foundation (2014).Thai people were getting more conscious about their healthy life, food and beverage. Therefore, tea business became very popular in Thailand; on the other hand, tea could penetrate the market by adapting so many kinds of products. However, the popular one is green tea bottle or can products that can serve as a healthy beverage. Beside milk tea, Thai's people started to drink green tea (Yamamoto T., 1997) Moreover, green tea products have become high demand as good as pearl milk tea, because the seller used to green tea to make the pearl milk green tea as well. Therefore, the market trend has grown very fast and the target group of consumer would be high school student, university, working group and people who like to drink cool tea. (Euro monitor International, 2009)

As mentioned earlier about pearl milk tea trend, it has been in trend again about this particular pearl milk tea in year 2012. Perhaps, the importer of pearl milk tea from Taiwan has learned their lesson from the past 10-12 years. They also studied more consumers' behavior and factor that affecting tea lover by doing in the research about spending, lifestyle of Thai's people. So that they would have an idea about their

target group to increase more revenue in their business. For this beverage market has quite large scale and has worth at least 1.3 billion baht and growth rate 3 percent comparing with the previous year. Tea is a healthy beverage and consumer always knows the benefit to drinking tea. In the year 2012, tea market and ready to drink market has worth more than one billion baht and growth rate 20 percent comparing with previous year (K-Research by Kasikorn Bank, 2012). Currently, the pearl milk tea market becomes very popular in Thai's society, especially in the social network pages such as facebook or blog. All of these social media were commenting about milk tea. Therefore, it turn out to be a drinking trend of teenager and working group. As of today, there were some blogger who reviewed on Facebook. On top of that, some lover of pearl milk tea has created Facebook to associate and exchange their experience of milk tea taste or preferred brands which included the suggestion and share the pictures of each brand through Facebook Fan Page.

From the other report from ASTV, (2012) said that the consumer expected pearl milk tea to be a drink of choice rather than coffee. Packaging would be the other factor that attracted consumer to drink the pearl milk tea becomes the packaging has used a plastic lid closed, clean and easy to carry everywhere. The pearl milk teas have expanded into the variety of places such as department stores, office building, train stations, university and business area. This makes the pearl milk tea unique and becomes everyday drink same with coffee (ASTV, 29 July 2012)

1.2 Research Objective

The objective of this study is to study the factors affecting decision making on purchasing pearl milk tea in Bangkok. Below is the objectives question of this research as follows:

1.2.1. Have the demographic factors any influence the purchasing decision toward pearl milk tea?

1.2.2. Have the marketing mix factors influenced the purchasing decision toward buying milk tea?

1.2.3. Has consumer's behavior influenced with the purchasing decision toward pearl milk tea?

1.3 Significance of the Study

This study is related with the "Factors affecting decision making on purchasing pearl milk tea in Bangkok". The finding of this research is to find the elements of making a decision to purchase pearl milk tea in Bangkok. For the contribution of doing this research is to know how to develop marketing plan to achieve the right target segments in the market to gain the most profit and to sustain this business industry in the future. Moreover, this research would be guideline or suggestion for a person who wants to invest in this business sectors. And this research will be a reference for future study in the field of factors consumer purchasing decision.

1.4 Scope and limitations of the Study

This research is to study about factors affecting decision making on purchasing pearl milk tea in Bangkok based on respondent's experience in consuming this beverage this research, the researcher will use three months for distributed the questionnaire and analysis the information. For the scope of this study are about demographic (gender, age, income, occupation), consumer decision making, consumer behavior, and marketing mix. The researcher would like to distribute the questionnaires with approximately 400 respondents for group of peoples in Bangkok in order to get many knowledge and variety of the opinions toward the objective of this research. In order to get all information from the respondents, it will take time for data distribution in each area of the department store. The limitations of this study, researcher didn't have the statistic about the certain amount of people who drink a pearl milk tea to support in this research. Therefore, the researcher will distribute the questionnaire according to the top ten department stores in Bangkok.

1.5 Conceptual Framework

The purpose of this conceptual framework is to identify the factor that will be the most impact toward consumers by using below information to analyze the consumer's purchasing decision in Bangkok (Kotler and Armstrong, 2009).

1.5 Conceptual Framework (Cont.)

<table>
<tr><td>Independent Variable</td><td>Dependent Variable</td></tr>
</table>

Demographic Factors

- Age　　　- Income
- Gender　- Occupation

Perception of Marketing Mix

- Product　- Place
- Price　　- Promotion

Consumer Behavior

- Internal Influence
- External Influence

Purchasing Decision
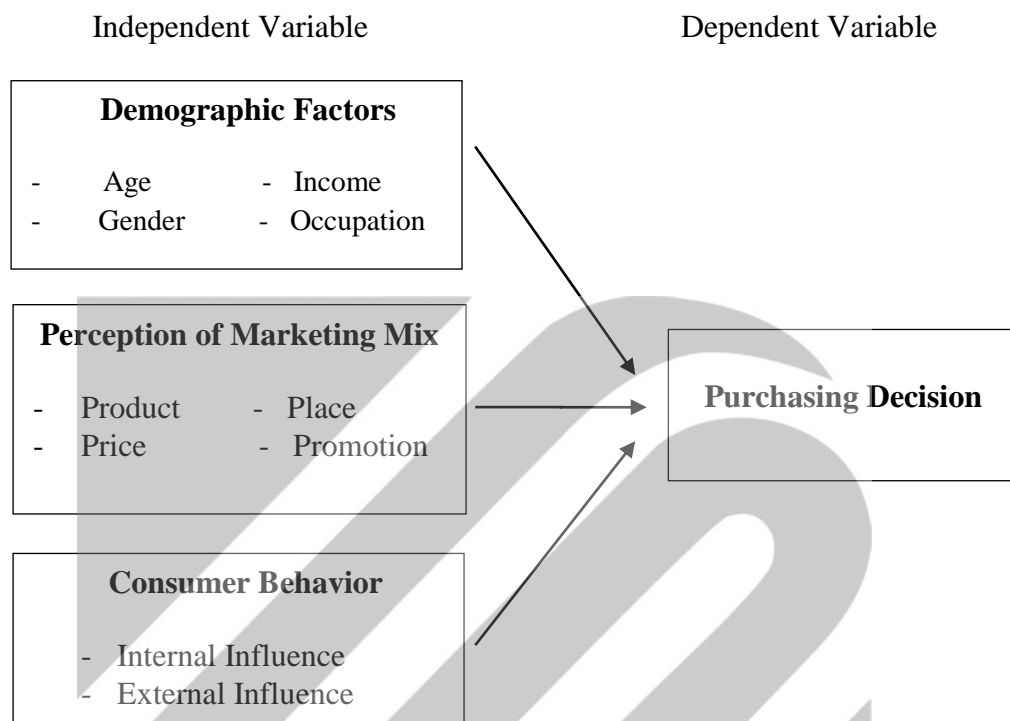
Figure 1.1 Conceptual Framework

Source: Adapted from Thidawan J.,2014 and Hawkins and Mothersbaugh,2010

1.6 Hypothesis

　　H1: Demographic factor which are age, gender, income, occupation has influence with the purchasing decision toward pearl milk tea

　　H2: Marketing mix factors which are product, price, place, promotion has influence with the purchasing decision toward pearl milk tea

　　H3: Consumer behavior has influence with the purchasing decision toward pearl milk tea

1.7 Definitions of Term

Milk Tea is defined as a tea with milk added.

Consumer is a person who consumes the products or services for personal use not for sale. And consumer is the one who can make a decision to buy any items and has influenced toward the marketing.

Consumer Purchasing Decision is about market strategy and outcomes. The company can achieve when the consumer see a need for that product, decided that this is a best solution and proceed to buy it and satisfied with the outcome of purchasing. (Hawkins, Best,& Coney, 2001:22) and Cliff Allen said consumer purchasing decision mean process that include recognize a need, searching information, evaluating alternative, and decide to purchasing.(Cliff Allen, 2001)

Marketing Mix is a set of the action that must be made for the influencing and offering mix of products, services, and prices, and utilizing. The company will use a marketing mix to promote themselves about the product and service. This variable will call Ps. Company will use the advertising, sale promotion or any product, price, place, and promotion to reach the trade channels and target consumers. (Kotler & Keller, 2006)

CHAPTER 2

LITERATURE REVIEWS

This chapter is combining about the concepts which are related with the decision making on purchasing pearl milk tea. The researcher have been studied about the concepts of the theoretical articles from academic paper, relevant research and text book from the library that has a components of each theory, and theory of this research are following topics;

1. Concept and theory of demographic
2. Concept and theory of marketing mix
3. Concept and theory of consumer behavior
4. Concept and theory of consumer decision making
5. Relevance research

1. Concepts and theory of demographic

Armstrong and Kotler have been said about the demographic that can divided into each group of consumers which are age, gender, family life cycle, income, occupation, education, social class, extraction, and each of generation. (Armstrong and Kotler, 2005: 187). In the long tradition, consumer and marketing research are using demographic variable to know about the profile of each consumer segmentation.

In the real market, we use the demographic segmentation to identify and measure which factors can related to the amount of sale volume in the products and service. And demographic can help to know the information in each of target group of consumer or identify in each of target market.

The useful information is to divide a group of segmentation is the variable in demographic theory. And some of variable can separated in the following (Gunter,Barrie and Furnham, 1992:9).

The variables of demographic are following:

      1. Age (Life-cycle) is one of the variable concept that talking about marketing that related to the consumer behavior characteristics and buying style of each consumers. According from the age life-cycle, age can be separated into four parts that are child, young, adult, and older adult. This concept is based on the fact that consumer needs and desires change with age. So, in order to achieve with this variable, the marketer needs to have a new design, new packaging or any promotion to meet or respond the consumer want or consumer demand in each of difference age. Such as toothpaste or toy, the preference will be a difference in each group of age. (for children and adult) etc. (Jim Riley,2012)

      2. Gender: Gender segmentation is used in the consumer marketing. Such as hairdressing, Cosmetic, Magazines etc. (Jim Riley,2012).

      3. Income: Income is one of the variables that can affect the business. The company's product can appeal to the income of each group of consumer. Such as a high-end product, usually appeal to the person who has higher income. On the other hand, lower income wills sensitivity with the price. So a value is one of the main factors to determine the product of the purchase. (Rick Suttle, Demand Media)

      4. Marital Status: Family is one of the important factors in the life. It was targets that connect with the market. Marketer will be concerned about the characteristic and the amount of people in the family to relate to the products and service. Because each of a family will have a difference behavior. (Jim Riley,2012)

      5. Occupation: The occupations are related to the lifestyle of each people. It can separate into skilled of work, technical, sales, students or unemployed, etc. (Jim Riley,2012)

2. Concepts and theory of marketing mix

      According to Bradeley (1995) defined that marketing mix is actually the basic element which consists of product, price, place and promotion for winning the targeted consumer. Marketing mix has come from a single P of microeconomic theory (Chong, 2003). However, Moller (2006) highlighted that "*the shortcomings of the 4Ps marketing mix framework, as the pillars of the traditional marketing management*

have frequently become the target of intense criticism". This theory is an important tool in order to help the understanding of what kind of product or service can be offered and how to target for a successful product offering. The marketing mix is most commonly executed through the 4 P's of marketing: Price, Product, Promotion, and Place (McCarthy and Perrault, 2002).

According to Kotler, Philip & Armstrong 2009 defined that" "*Marketing Mix is the set of controllable variables that the firm can use to influence the buyer's response*". Thus, the import of the marketing mix is gathered about the mind set of consumer target needs, and it can varies from one company to an another which depends on its available material goods and marketing objectives

From the other source of Grönroos1994 concluded that "the 4 Ps marketing mix has become a straightjacket for marketers and proposed a new concept 'relationship marketing' for a future paradigm shift". The theory of 4Ps marketing has focused on the production-oriented but not focusing on the consumer-oriented. (Popovic, 2006).

According to Lauterborn (1990) defined that each of these variables should also see from a consumer's perspective. In addition, all of the parts of the marketing mix are very important, since failing in any part that mean failure. (Kellerman, Gordon and Hekmat, 1995)

Product

According to Kotler and Armstrong (2009), a product is "anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need". The product can be either a tangible or an intangible attributes of the product. For Tangible products have so many variety that consumer can experience or see. The intangible is a service that seem like consumer would set a specific demand or need. The marketer need to understand the consumer needs to utilize the benefit and value for the target group of consumer to generate sales.(Ghauri and Cateora, 2005, p.308). The products can be something that can reach the demand and need of each target group of consumer that can be of goods, service, ideas or event. Kotler & Armstrong (2012) have been said the product placement an activity influencing the

offer and the company's image in order to outstanding the position in competitiveness and make a value in the minds of consumers and future opportunity.(Kotler & Armstrong, 2012)

The definition of the product that mean something offered by the business to satisfy the need to have the consumer satisfaction of products that could be a tangible product or intangible service. Bovee & Houston (2006) have been said that the products are available or ideas that consumers have to pay to exchange. Etzel Houdyon & Stanton (2009) have mentioned the meaning of the product that mean something to offer to the market in order to remember the use or consumption, and could meet the needs or served to the demands of the market.

There are two type products which can be category as "core product" and "actual product". The core product is very important because it is the heart of the product and is the most basic level of product. It is what the consumer is buying. In consumer's vision, this can be referred to the core benefit. Moreover, the core product is about the product concept and the basic idea behind the product which would relate to the way of implementing its. Actual product means the characteristic of the product such as the quality, packaging, design, brand name and guarantee of each product. It also can be the product that ready to sell into the market. (Ghauri and Cateora, 2005, p.308)

Price

Price is a second element for 4Ps. In term of price, price normally will cover the exact amount to the consumer that buyer is expected to pay for product. In general, consumer will consider price as an important part and some consumer really particular about pricing that offered in each product (Kotler & Armstrong, 2012) Moreover, price can influence consumer on purchasing decision making as well. On the hand, price will come the product's design and trend. Pricing can be priced out according to market segmentation both products and services which it depended on the features and target marketing budget, demand and supply need. Price means a value of product or service in term of money. Most of the business will concern about what consumer are willing to pay for the products. On the hand, it can mean what price sellers and trader

are willing to accept or allow to be charged. Sellers will compare the value of that product with the price, its mean if the value is higher than a price, they will make decisions to buy. To design pricing strategies, this side has to make a consideration. (Ghauri and Cateora, 2005,p.436)

Nevertheless, Philip Kotler (2012) mentioned that "Price is the money or other consideration (including other goods and services) exchanged for the ownership or use of a goods or services". Price also means cost of consumer so that consumers will compare the values of the product price. Consumer's decision is buying of the product that has influenced with the pricing strategy and need to provide by consumer's acceptance. By the need to create products to higher value products, cost of goods that include the cost and profit of the manufacturer, and the competitive nature of price. Price mean the amount of the product or service that the consumer willing to pays, or may be mean the value of the products or service that is in the money not only is in difficult to establish a specific time in the first set. But it will cause many problems on occasion that will change with a price change with a price change might be because we want to increase sales by lowering price or weaker competitors or because the price of the goods in short supply or because of higher costs. Whether price are higher or lower, it will be affected with other middleman and government that important in this regard as well and whether it increase or decrease will effect to the competitors, buyers, middlemen, etc. The success has come from price change based on these reactions that are difficult to estimate, but these are problems that matter. (Kotler& Armstrong, 2012)

Place

Kotler & Armstrong (2012) revealed that place could refer to the structure of distribution channels which can help to spread the products. In the other meaning of Place is the structure of the channel, which consists of activities that used to sell or buy products and services from the organizations into the market..

Place is able to refer as the location of the market or channel of distribution which include warehouse and logistic that need to be comfortable for delivering the

products. Direct distribution channel means the activity between a manufacturer to a wholesale   (Ghauri and Cateora, 2005)

According to Stanton, (1984) "A distribution channel or place consists of the set of people and firm involved in the transfer of title to a product as the moves from producer to ultimate consumer or business user." The Place element of the marketing mix is about the place that can display, store or the product or where the product made from. The most important thing of Place in marketing mix is the place that is convenient for consumer and the business and it also can be easy for consumer to get where the product is sold. On the hand, Place can identify as a distribution channel between consumer and seller.

Promotion

Promotion can be used on one product or set of products and can be deal between the buyer and seller about the information through advertising based on the consumers, competitors, and products in order to get an attitude and buying behavior among consumers to stimulate sales. And the effective promotion meanings are in the following: (Ghauri and Cateora, 2005)

Advertisements from the seller can be the information about each product through any media such as radio, television, magazine, and newspaper, etc.

Promotional campaigns can be price reduction, sales, free sample, contest, exhibitions, trade shows or any special offers for the consumer.

For a media that can use to promote goods and service to achieve a goal to increase sale is advertising. Advertising can make a consumer are intention with the products and service. Nowadays, adverting are more complicated. So, skill in the marketing, writing, graphic, design, and photography are important and can toward the message to consumers. (Petley J., 2003)

3. Conceptual and theory of consumer behavior

For this topic "Factors affecting decision making on purchasing pearl milk tea in Bangkok". The researcher has been studied the theory about the consumer behavior from many textbooks which has a lot of information, knowledge and good content

about theory of consumer behavior. This theory can help the firms or any organizations to improve the strategies of their marketing by understanding the psychology of consumer thinking, feeling and how consumer has influenced with his/ her environment.

Consumer behavior is mean the behavior that consumer display in finding, buying, using, evaluating and desert of product and services that they expect to be satisfied with their personal needs (Schiffman, 2004). Consumer Behavior is a key consumption that can make the consumer purchasing decision. And its' explains the reasons of the consumption process that buyer make a decision.

Hawkins and Mothersbaugh (2010) are explained by the nature of consumer behavior by using the conceptual model as shown in figure 2.1 Consumer behavior concept is taking about the nature of consumer behavior.
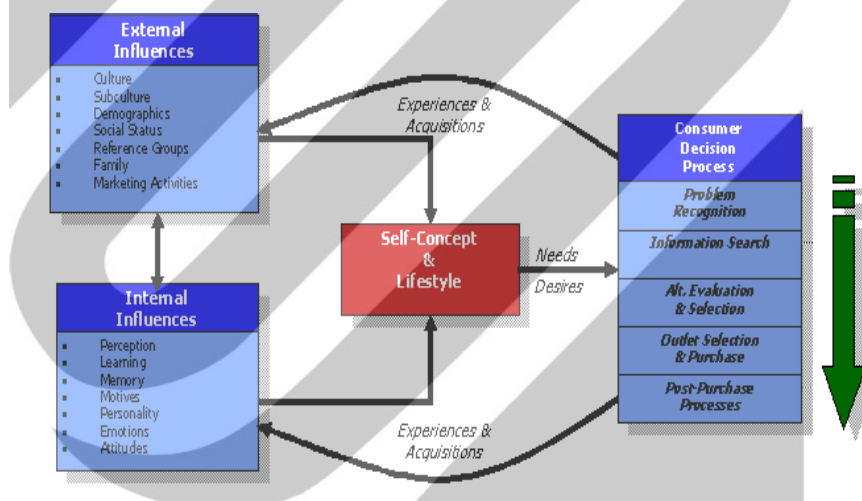
Figure 2.1 Overall Model of Consumer Behavior

Source: Hawkins et al., 2010

External Influence of Consumer Behavior

For the components of the external influence can be separate from a culture, subculture, family, social status, reference groups, marketing activities and demographic. All the factors also affect the consumer behavior.

Culture also means a part of every society and it's very important about what people want and consumer behavior. Culture can be morals, capabilities, customs and habits acquired by human as members of the society. (Hawkins, Mothersbaugh, & Best 2007). According from the meaning, culture can share by most of the people in each of social group, in a broad sense. Culture meaning includes common effective reactions, typical cognitions (belief), and characteristics patterns of behavior.

Marketers of the organizations need to understand the culture meaning of the products and branding, while consumers seeking to acquire a certain cultural meanings in products and use them to create a desirable personal identity (Peter & Olson, 2008). Marketing activities pinpoints out that from a consumer's prospective, price are usually defined as what the consumer need to increase a purchasing the product or services. In addition, pricing information provides influences consumer behavior certain consumer products, such as life insurance automobiles, and houses are traditionally promoted through personal selling (Peter and Olson, 2005)

Internal Influence of Consumer Behavior

For the components of internal influence can be defined from a perception, motivations, emotions, attitudes and learning to classify the internal influence consumer behavior.

Perception is very important factors to understand the consumer behavior. Difference people can have a difference perception even the same objective or situation since people they have their way. Perception is a process of selecting, organizing, and interpreting in sensations (Hanna& Wozniak, 2001)

Motivations, is a motive of construct that present an unobservable inner force that stimulates and compels a behavioral response (Hawkins, Mothersbaugh,& Best 2007)

Emotions, related with the feeling that can affect the consumer behavior. (Hawkins, Mothersbaugh,& Best 2007)

Attitudes are depending on each person, attitude can influence the opinion about the behavior that is subject norm. This is one factor that can help to understand

the consumer decision-making. And providing a way of individual to evaluate the alternatives based on each of person knowledge of the benefit offered by each.

Learning, consumer learning refers to any process that changes a consumer' memory and behavior that come from a result of information processing. (Arnould EJ al.2001)

4. Conceptual and theory of consumer decision making process

For the consumer decision making process is an integration process of the knowledge which is the key process in consumer decision making to evaluate two or more alternative of behavior and select only one.

The result of this integration process is a choice that the consumer are select, this showed about the cognitive as a behavioral intention. A behavior intention is a plan (Sometimes called a decision plan) to engage in some behavior. Each of the part can relate to the consumer decision making that are knowledge, belief, and meaning. From the memory of the consumer and the attention or comprehension processes that involved in the interpreting new information in the environment. (Peter & Olson, 1999)

4.1 Buyer decision process

Before the consumers are finding the external source of information, they usually search for his or her memory (Physiologic). In order to reach a decision, consumer will consider about experience about the internal source. For the consumer decisions will be based on the marketing, noncommercial information, and experience of each person. (Schiffman & Kanuk, 2004)

Figure 2.2 Consumer Decision Making Process

Sources: Armstrong and Kotler,2003 (cited in Thidawan J.,2014)

According to the figure 2.2 shows about the buyer decision process that has 5 stages are following:

4.1.1 Need Recognition / Problem Recognition

4.1.2 Information Search

4.1.3 Evaluation of alternative

4.1.4   Purchasing Decision

4.1.5 Post Purchase Behavior

Buying processes are starts for long before the actual buying and continues long after. Marketers need to focus with consumers through all five stages with every purchase. Never the less, in the purchasing consumers will skip or reverse of these stages. (Armstrong & Kotler, 2003)

4.2 Need Recognition

The need of recognition or the requirement is one of the first step about buying process. The buyer will be remembering about the problem. The need or requirement can be triggered by internal stimulate from one of the person's normal need. For example, sex, thirst or hungry. A need can be triggered by external stimuli (Armstrong & Kotler, 2003). It is the task of the marketing managers to determine the need and want of particular product can and does satisfy and the unsatisfied needs and wants of consumer have for, and new product could be developed. So, the marketer needs to understand each of consumers. A well-known classification of need was developed many years ago by Abraham Maslow (1943), including physical needs, safety need, belonging need, esteem needs, and self-actualization needs (Peter& Donnelly, 2001)

4.3 Information search

If the consumers are interested, he/she may not search more information about that product. If the consumers are satisfied with that product, they will buy it. If the consumers are not satisfied with the product, they will not buy it, the consumers need to find more information and search the related information to serve their need. (Armstrong & Kotler, 2003). Information provided by marketers is invariably favorable to the product and brand. Consumers are especially likely to note the

negative information and to avoid products or brands that receive the negative evaluation (Shiffman & Kanuk, 2004)

4.4 Evaluation of alternatives.

Evaluate or judge is an alternative in term of salient beliefs about relevant consequences and gather all knowledge to make a choice. (Peter & Olson, 1999) Marketer (company) need to know more about the alternative to evaluation. This is a way of the consumer process to know brand choices. Unfortunately, the consumer didn't use all simple of the evaluation process to buy. The consumer attitude toward difference brand is through evaluation procedure. And how consumers are going to evaluate purchasing that depend on each of consumer or buying process. (Armstrong & Kotler, 2003).

4.4 Purchase decision.

When the consumer didn't have the other factors to interfering, they will decide to buy the brand. The actual buying is a result of search and evaluation. The purchase decisions are related to many decisions, such as method of tern payment, dealer, brand and product types.

In addition, rather than the purchasing, the consumer may make a decision to modify, postpone, or avoid purchase based on an inhibitor to purchase or perceived the risk. The perceiving risks are mean that consumers try to reduce the risk with their decision making. This can be achieved by reduce a risk with the possible negative or reduce an uncertainty (Peter & Donnelly, 2001).

4.5 Post purchase behavior.

After consumers purchase the products, the consumer can be satisfied or dissatisfied. The marketer jobs are not end, the consumers will be disappointed with the products because of the product are lower than the expectations. But on another hand, consumer feels good about that product, because when the product exceeds the expectation of consumer. So, performance can occur the larger gap, and then the

suggestions are seller should make product claims that faithfully represent the product's performance levels to boost up consumer satisfaction with the product.

For the purchase, result are come from the cognitive dissonance, or discomfort may cause by the post purchase has some conflict. After the buying, consumers will be satisfied with the benefits of the brand that they chosen and are glad to avoid the defect of the brands that not bought. Consumers will feel bad when getting the drawback of the chosen' product that losing the benefit. Thus, consumers feel at least some post purchase dissonance for every purchase. (Armstrong & Kotler, 2003).

The buyer will try to satisfy new products that depend on this stage. Consumer will learn to know the product at the first time and then will make a decision to adopt it. (Armstrong & Kotler, 2003)

Stages in the adoption process:

For the process of adopting a new product can be defined in 5 stages as follows: (Armstrong & Kotler, 2003):

1) Awareness: Knowledge or the perception of the consumer becomes aware of the new product, but they short of information about it.

2) Interest: Attention with something, the consumer will find about information about the new product.

3) Evaluation: Making a judgment, the consumer will consider to trying a new product makes sense.

4) Trial: Testing about something, the consumer tries a new product on a small scale to improve their estimate of the value.

5) Adoption: Select or accepting, the consumer decides to make full and regular use of the new product

5. Relevance Research

1. **Manij (2005)** has research about the "Purchasing behavior on Ready Coffee Can in Bangkok Metropolitan". For the total of the respondents who answered the questionnaire about 385 peoples. The proportion of male the respondents has aged between 23-30 years old, graduated Bachelor's degree and have the average income

between 5,000-10,000 baht per month, most of respondent as employees of private companies. The result of this research are about the consumer flavor purchasing coffee brand name is "Birdy" because a perceived of taste and convenient to buy in many places. The frequency of buying Birdy is approximately one can per week and the distribution channel of the products is convenient store. The marketing mix theory found that Product is very important factors for a good taste and reasonable price. The distribution channel is though the convenient store, supermarkets in the small shop. And the promotion is through television advertising that is very important and strong association with buying behavior theory.

2. **Putta Monpitak (2010)** studied about "Factors affection to consumer's decision in selecting bookstore in Central Pinklao department store" For the objective of this research are study the factors affecting to consumer's decision in selection bookstore in Central Pinklao department store and study consumer's behaviors theory. These researches are distributing the questionnaire about 400 sets, and the data were analyzed by statistic means in terms of frequency, percentage, average, S.D. and content analysis. The result are most of consumer are female, age between 20-29, Students, bachelor degree graduated, and income earning more than 20,000 baht per month, and frequency is more than four times per week and spent 15-30 minutes in the bookstore, and pay 101-500 baht per time. The factors affecting to consumer's decision in selecting the bookstore in Central Pinklao department store: and this research talking about product, price, place, promotion, process, people and physical evidence which are 7Ps of marketing mix. The highest influence factor was people and the problem that always happened which is bookstore are out of stock and bookstore should have more variety of book.

3. **Natta Pralpnsup (2010)** has been studied "Behavior and factors influencing consumer's decision making on entering life insurance through commercial bank in Muang Nakornpathom province" for the behavior and factors influencing consumer's decision making on entering life insurance through commercial bank in Muang Nakornpathom province are in the following:

1. Investigate the relationship between factors that have influenced the consumers' decision making on entering life insurance through commercial banks.

2. To explore behavioral relationships among consumers who decided to enter life insurance through commercial banks in Muang, Nakornpathom province.

For the questionnaire, the researcher is distributed about 400 sets through thirteen commercial banks. The method was used is the frequency distribution, percentage, standard deviation, and mean. The chi-square and coefficients were used to delineate the relationship. The result showed that the group of sample are female, married and aged between 30-40 years, was working as a company employees, graduated bachelor degree, and, average salary ranged between 10,000-20,000 baht. Consumers' decision making behavior about entering the life insurance through the commercial banks, the consumers reported their need for money and life protection, the type life insurance was saving insurance mostly, and the consumer decided to enter the life insurance by themselves. For the marketing mix factors influencing consumers' decision making on entering life insurance through the commercial bank. The level of importance that affecting the decision at a high level with a 3.86 average. The demographic factors and decision making behavior about the occupation, educational background, and average salary have influenced the consumers to enter the life insurance through commercial bank for insurance plan. In additional, the result found that sex had no association with the decision making behavior of insurance type and co-decision-type. In the relationship between service market mix and attitude, The service market mix and attitude have influenced the consumers' decision making on entering the life insurance through commercial banks in Muang, Nakornpathom Province.

4. **Wuttipong Krobbuaban (2553)** has been researching about "Mix factors of marketing that influencing the consumer behavior about herbal tea, Jiaogulan in AmphoeMueang, Chaiyaphum district, Chaiyaphum".From the research are indicated most of the female, age around 41-50, bachelor degree, doing about government officer, single and income around 10,001-20,000 Bath. Buying behavior of herbal tea, Jiaogulan, in AmphoeMueang, Chaiyaphum district, Chaiyaphum showed that herbal tea, Jiaogulan who have purchased most frequently is Herb Fit Brand. Fit Brand is Tea Sachets, and the reason that the consumers buy herbal tea,Jiaogulan is properties of Lower blood sugar. For the factor of the marketing mix which has a high level is

Products. And then price, export promotion, channel and moderate respectively. The consumers have a difference factors and the opinion about marketing mixes are influencing the consumer behavior to buy herbal tea, Jiaogulan. Significantly Statistical level of .05.

5. **Fonthong Tinpungnga (2555)** has studies about "Customer motivation toward Amazon café in the gas station in Bangkok". From this research, the sample of the population are female, age between 41-50 years, doing about government officer, income around 10,001-20,000 Bath, and graduated bachelor's degree. Drinking behavior of coffee can help because coffee can help for not sleepy. Respondents are drinking 2 cups per day and the price not less than 50 baths per cup. Always drinking a coffee at the coffee shop for two peoples and change the brand of coffee due to the price. From the respondents has the opinion about the factors of marketing mixes such as specific a price and has a clearly label. The convenience to buy a coffee, advertising though any media and other products should has more variety and focus with the service. The result showed that in every factor of difference people and difference consumer behavior are not influences with the motivation to buy Amazon café in the gas station in Bangkok. So, Factors of marketing mixes are not related with the motivation of consumer toward Amazon Café' in the gas station in Bangkok, Significantly a Statistical level of 0.05.

6. **Nattanant Viboolnukoon (2555)** has studied about "Perception of integrated marketing communications of Starbuck coffee". From this research, the female group is female, age between 21-30 years, graduated master degree, working as officer in private companies/baking income around 30,001-40,000 baht and single. The opinion about marketing mix is to focus various factors such as service, enough of staffs, personality, service mind accurate and fast, same standard price in each branch, Starbuck shop are located in the business center that near office, university and department. For the marketing tools of integrations that focus on many factors such as abilities to use a product with the Starbuck coffee are already well-known as well, abilities to use with the less of the customer or each person. From this research showed the hypothesis testing found that most of demographic except status are influencing the perception of the integrated marketing communication of Starbuck

coffee. So the marketing mix (product, price, place, promotion) are influencing the perception of the integrated.

7. **Varunee Panhun (2551)** has been studies about "Consumer behavior toward coffee in department store at Pathumthani". The result are female group, age between 20-30 years, graduated bachelor degree and working as a officer and income around 7,001-15,000 Baht. Most of the respondents choose to buy at Future Park, Rangsit, and SiaRangsit. For the information of coffee, there know by them self. Always consumed during the days 1-2 cups per day. Expense around 40-50 baths. The menu that popular which is Cappuccino. The factors of marketing that affecting consuming of coffee are Price, image, service, place, product, and marketing.

8. **Kochapun Prathombhum (2553)** has been studied "Factors affecting decision towards coffee around Gas station at Leap Tang Duan Rama InThra in Bangkok". The researcher found that most of the respondents are interested in factors of marketing and factors of service, accuracy in delivery and service. Second, factors of product, consumers concern about cleanness. Third, staffs and distribution channel. And fourth, factors of the atmosphere. Fifth is Price, is it suitable to the quality or not. And the last one is marketing, consumer can change the product immediately when has a problem.

9. **Niorn Singhirunroung (2555)** has studied "Consumer behavior and preference of consumer behavior toward coffee shop decoration at AmphoeMuang Nakhonratchasima". The researcher found that most of consumer are female, age between 20-30 years, graduated bachelor degree, working officer and income around 10,000-20,000 baht. For the consumer behavior, respondents are selected to buy many types of coffee and toast. The reason for using coffee shop is taste of coffee and timing around 15:01-17:00. The style of coffee is in department store and expense around 100-150 baths. The satisfaction level to manage the coffee shop is service, and pattern of shop. For the difference personal factors has influencing with difference satisfaction of consumers.

10. **Phutsadee Wattanamaytha (2546)** has studied "Consumer behavior with green tea product in Bangkok". Found that the consumers are interested in the products of green tea such as benefit of green tea product, brand name, and packaging.

Consumer knows more about green tea such as the protection of cancer, reduction of cholesterol, reduction of stress and good skin. Most of consumer know the information from the advertising. Consumers are consumed two cups per time and four time per week. Most of the consumer selected the green tea products that produced from Thailand, Japan, and China. The reason that they drinking green tea is the benefit of green tea product.

CHAPTER 3

RESEARCH METHODOLOGY

The purpose of this study is to provide the demographic and marketing mix that are working with the purchasing decision toward pearl milk tea and the overview of the research methodology that using in this study. Therefore, the researcher will use the methodology are in following:

3.1 Populations and Sample

For the purpose of this research, the researcher need to study the relationship between each of factors that can affect decision making on purchasing pearl milk in Bangkok. According from Polit and Hungler (1999:37) refer "The population as an aggregate or totality of all the objects, subjects or members that conform to a set of specifications" The research will use the number of sample that has been drink pearl milk tea from 5 department store in Thailand which are Siam paragon, Central World, Emporium, Siam Center, and Pantip Plaza (Toptenthailand, 2012). For the certain amount of sample that has been drink pearl milk tea are not certain, so researcher will used the formula of Taro Yamanei (Cited in Kallaya Vanichbuncha. 2548 : 28) to calculated amount of population for the confidence level at 95% (e = 0.05) which formula:

$$n = \frac{Z^2 pq}{E^2}$$

n = Sample size

Z = The standard normal distribution table (Z score),depend on the level of confidence

p = Proportional to the probability of the population

q = 1 − p

E = Level of error

For the research, used the confidence level at 95% so, Z = 1.96

p = 0.5

E = Accuracy determined to be diverted 5% so, E = 0.05

$$= \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2}$$

$$= \frac{(3.8416)(0.25)}{0.0025}$$

$$= 384.16$$

The calculation result, the population n =385, this research will use a sample of 385 peoples and researcher adding more 15 peoples, so total population size are equal 400 respondents who like to drink pearl milk tea. And the target groups of respondent's age range start from below 20 to above 40 as a sample size.

According from the observation, researcher distributed the questionnaire at Siam Paragon that is Osaka Milk Tea shop, Central World distributed the questionnaire at Kyoto Milk Tea, Emporium distributed the questionnaire at Coco, Siam Center distributed the questionnaire at Ochaya, and Pantip Plaza distributed the questionnaire at Kamu. Timing from 13 April 2015 to end of May 2015. Researcher will distributed the questionnaire at Siam Paragon about 130 sets, Central World about 80 sets, Emporium 70 sets, Siam Center 62 sets and Pantip Plaza about 58 sets so, total of respondent equal 400 peoples.

Table 3.1 Number of sample size by location

Day	Time	Place	Number of Questionnaire	Brand
Sat 11/4/2015	11:00 - 17:00	Siam Paragon	40	OSAKA
Sun 12/4/2015	12:00 - 20:00	Siam Paragon	35	Mr. CUP T
Mon 13/4/2015	11:00 - 17:00	Siam Paragon	30	OSAKA
Tue 14/4/2015	11:00 - 17:00	Siam Paragon	25	CoCo
Wed 15/4/2015	11:00 - 17:00	Central World	40	ChaTime
Thu 16/4/2015	12:00 - 17:00	Central World	40	Kyoto
Fri 17/4/2015	11:00 - 16:00	Emporium	40	OSAKA
Sat 18/4/2015	11:00 - 16:00	Emporium	30	OSAKA
Sun 19/4/2015	11:00 - 17:00	Siam Center	30	WaWa
Mon 20/4/2015	12:00 - 17:00	Siam Center	32	WaWa
Tue 21/4/2015	12:00 - 15:00	Pantip Plaza	30	Dakasi
Wed 22/4/2015	12:00 - 15:00	Pantip Plaza	28	Dakasi
	Total		400	

3.2 Research Methodology

For this research, researcher uses a quantitative method to present the data or number of 400 respondents and selected the no probability and convenience sampling to distributed and select the questionnaires

Researcher provides the questionnaires can divided into four parts as following:

Part 1 General Information of consumer (Demographic)

Part 2 Opinion of the marketing mix of customer

Part 3 Information about behavior of consumer purchasing decision toward pear milk tea

Part 4 Factors affecting consumer's purchasing decision of pearl milk tea

Questionnaire part 4 will be a questionnaire as a Likert's Scale that has 5 level called interval scale method which design to measure the influence variables as

follows: questionnaire part 4 will be a questionnaire as a Likert's Scale that has 5 level called interval scale as following:

Score	Meaning
5	Strongly Agree
4	Agree
3	Neither Agree nor Disagree
2	Disagree
1	Strongly Disagree

The mean given from each interrelated indicator ranging from 1 to 5 points, follow the method of Best .This means that items with scores below fall between the ranges of:

Interval of means	Degree of agreement
1.00-1.49	is analyzed as strongly disagree
1.50-2.49	is analyzed as disagree
2.50-3.49	is analyzed as neither agrees nor disagrees
3.50-4.49	is analyzed as agree
4.50-5.00	is analyzed as strongly agree

5.3 Reliability Test

3.3.1 Determine content validity: IOC

IOC Is the accuracy of the questionnaire or the consistency between the question and objective by selecting three specialists of owner's peal milk tea shop, and two specialists' lecturers of data analysis from Assumption University. I selected them based on their specialty in the business and academic. The criteria will be considered in the following.

Point +1 The questions are exactly with the objective

Point   0   Not sure that the questions are exactly with the objective

Point -1   The questions are not exactly with the objective

$$IC = \frac{\sum R}{N}$$

IC : IOC's a question of definition

$\sum R$: Total of score from the opinion of specialist

N : Total of specialist

Then, calculated the scores:

- The questions that have IOC between 0.50-1.00 mean this question is reliability.

- The questions that have IOC less than 0.50 mean this question are not reliability. (Surapong Kongsat, Teerachart Thamawong 2508)

Index of item objective congruence (IOC); **IOC = 0.83**

Result of IOC present the validity by index of item objective congruence at 0.83 which is greater than the standard definition at 0.50: therefore this set of questionnaire is reliable

5.3.2 Determine the reliability of the questionnaire: Cronbach

Referring to earlier derivations by Kuder and Richardson (1937), Hoyt (1941) and Guttman (1945), he said that "Making the same assumptions but imposing no limit on the scoring pattern, will permit one to derive the formula in the form" The researcher use the questionnaires with the sample of 40 respondents to test the reliability and calculated Cronbach's Alpha Coefficient. After that recheck the questionnaires that have the reliability more than 0.7 which mean can use that question and use to collect the data on the sample population. (Thanin Sinjaru,2010 P. 143-144). The result of Cronbach's validity instrument by Cronbach for 40 set of questionnaire is present that **Cronbach = 0.734**

Cronbach are present the validity by Cronbach Alpha at 0.734 which is greater than the standard definition at 0.70: therefore this set of questionnaire is validity.

3.4 Data Collection

For the data collection procedure, can divided into two parts that are primary data and secondary data. They are following:

1. Primary data

Bryman and Bell (2007) has been said "Primary data is information that the researcher gathers on his own, for instance by using interviews, questionnaires and tests" Primary data is information that collect specific for the purpose of this research and process by the decision maker. However, researcher will distribute the questionnaire about 400 sets to observe during 11 April 2015 to 22 May 2015 and questionnaires were used for analysis in each step.

2. Secondary data

"Secondary data refers to the data such as literature, documents and articles that is collected by other researchers and institutions"(Bryman and Bell, 2007). In this research, researcher took some libraries sources that related to the topic of pearl milk tea in order to apply the information to the framework and apply the concept to this research.

3.5 Data Analysis

After collected all information, the researcher will analysis the quantitative data analysis by researcher uses the data from the 400 sets of questionnaires. Classified and analysis the information by using Data Analysis Program and making a conclusion are in the following:

3.5.1 Descriptive: Data used to were analyze and present the frequency, percentages, means, and standard deviations.

3.5.2. Independent T-Test is to analysis something about 2 groups whether the different in gender and social media network media have influenced consumers' purchasing decision toward online facial skin care products and whether we should accept or reject according to our hypothesis. The research hypothesis would be tested with 0.05 level of significance. If the significant level is less than 0.05, it means this hypothesis supposed to be reject, unless, the significant level is more than 0.05, it means this hypothesis could be accepted.

3.5.3 Anova Test is to analysis more than 2 groups, One Way Anova Test is to measure more than 2 groups such as product, price and promotion has influenced for purchasing decision of facial skin care products and we should accept or reject according to the hypothesis. The research hypothesis would be tested with 0.05 level of significance. If the significant level is less than 0. 05, it means this hypothesis

supposed to be reject, unless, the significant level is more than 0.05, it means this hypothesis could be accepted.

The outputs of the program would be presented in the Chapter 4 - Research Analysis and Results.

CHAPTER 4
RESEARCH FINDINGS

According from the topic "Factors affecting decision making on purchasing pearl milk tea in Bangkok" This chapter will be presents the results of the analysis about the quantitative data collected as part this research. The findings of the research will be divided into:

Part 1: Personal Information
Part 2: Opinion of marketing mix of customer
Part 3: Consumer behavior to buy pearl milk tea
Part 4: Factor affecting customer's purchasing decision of pearl milk tea
Part 5: Hypotheses Testing and Summary Table

Part I: Personal Information

Table 4.1 Demographic characteristics of correspondents following by Gender

Gender	Frequency	Percentage
Male	188	47.0
Female	212	53.0
Total	**400**	**100.0**

From Table 4.1 showed that most of respondents gathered were done by women, with a total of 212 persons, making up 53.0 percent of the entire surveyed group and 188 individuals who responded were men, making up 47.0 percent.

Table 4.2 Demographic characteristics of correspondents following by Age

Age	Frequency	Percentage
Less than 20 years old	23	5.8
20-30 years old	160	40.0
31-40 years old	123	30.8
More than 40 year old	94	23.5
Total	**400**	**100.0**

Table 4.2 showed that the age of respondent is ranging from less than 20 to more than 40 year old. Most of respondent were between 20-30 years old, which account for 160 persons or 40.0 percent. There were 123 persons or 30.8 percent were between 31-40 years old, and 23 persons which less than 20 years old or 5.8 percent.

Table 4.3 Demographic characteristics of correspondents following by Occupation

Occupation	Frequency	Percentage
Private company	149	37.3
Government officer	38	9.5
Business Owner	66	16.5
Student	147	36.8
Total	**400**	**100.0**

Table 4.3 showed that private company was the largest group of respondents' occupation, which account for 149 persons or 37.3 percent, followed by student with 147 persons or 36.8 percent, business owner with 66 persons or 16.5 percent and government officer with 66 persons or 16.5 percent, respectively.

Table 4.4 Demographic characteristics of correspondents following by income per month (THB)

Individual income per month (THB)	Frequency	Percentage
Less than 10,000 THB	37	9.3
10,000-20,000 THB	267	66.8
20,001-30,000 THB	65	16.3
30,001-40,000 THB	15	3.8
More than 40,000 TH	16	4.0
Total	**400**	**100.0**

Table 4.4 showed that 267 persons or 66.8 percent who earned between 10,000-20,000 THB per month; 65 persons or 16.3 percent earned 20,001-30,000 THB; 37 persons or 9.3 percent earned less than 10,000 THB; 16 persons or 4 percent earned more than 40,000 THB and the remaining 15 persons or 3.8 percent earned 30,000- 40,000 THB per month, respectively.

Part II: Opinion of marketing mix of customer

Table 4.5 Frequency and percentage of the most types of milk tea

The most types of milk tea	Frequency	Percentage
Jasmine Tea	133	33.3
Chocolate Tea	107	26.8
Plum Tea	29	7.3
Lychee Tea	19	4.8
Apple Tea	33	8.3
Strawberry Tea	28	7.0
Coffee Tea	51	12.8
Total	**400**	**100.0**

The researcher collected data from 400 respondents. From the table 4.5 indicated that the most types of milk tea was Jasmine Tea which 133 persons or 33.3 percent; chocolate tea which 107 persons or 26.8 percent; coffee tea which 51 persons or 12.8 percent; apple tea which 33 persons or 8.3 percent; strawberry tea which 28 persons or 7 percent; and lychee tea which 19 persons or 4.8 persons, respectively.

Table 4.6 Frequency and percentage of topping

Topping	Frequency	Percentage
Pearl	124	31.0
Black Jelly	48	12.0
Jelly	82	20.5
Pudding	72	18.0
Fruit Salad	74	18.5
Total	**400**	**100.0**

Table 4.6 showed that there were 124 persons or 31 percent indicated that they would add a topping with pearl; 82 persons or 20.5 percent which jelly; 72 persons or 18 percent which pudding; 74 persons or 18.5 percent which fruit salad and 48 persons or 12 percent which black jelly; respectively.

Table 4.7 Frequency and percentage of sweet (sugar)

Level of sweet (sugar)	Frequency	Percentage
Less sugar	210	52.5
Normal	142	35.5
Sweet	48	12.0
Total	**400**	**100.0**

Table 4.7 showed the level of sweet, most of respondent at 210 persons or 52.5 percent choose to drink pearl milk tea at less sugar; 142 persons or 35.5 percent were normal sugar and 48 persons or 12.0 percent were choose sweet respectively.

Table 4.8 Frequency and percentage of price

Price / Cup	Frequency	Percentage
Less than 25 Baht	41	10.3
25 – 40 Baht	135	33.8
41 – 55 Baht	116	29.0
More than 55 Baht	108	27.0
Total	**400**	**100.0**

Table 4.8 showed the price of pearl milk tea per cup, most of respondents buy pearl milk tea at the price 25-40 Baht were 135 persons or 33.8 percent; 116 persons or 29.0 percent buy at the price 41-55 Baht; 108 persons or 27.0 percent buy at the price more than 55 Bath and 41 persons or 10.3 percent buy at the price less than 25 Bath respectively.

Table 4.9 Frequency and percentage of place

Place	Frequency	Percentage
Street road / Market fair	112	28.0
Convenience store or department store	90	22.5
Office building	111	27.8
Railway Station	87	21.8
Total	**400**	**100.0**

Table 4.9 shows that the 112 persons or 28.0 percent were most of respondents usually buy pearl milk tea from Street road / Market fair, followed by 111 persons or 27.8 percent were Office building and 90 persons or 22.5 persons were convenience

store or department store; 87 persons or 21.8 percent were last are Railway Station, respectively.

Table 4.10 Frequency and percentage of promotions

Promotions	Frequency	Percentage
Collected card	198	49.5
Discount member card	120	30.0
Co-promotions campaign	82	20.5
Total	**400**	**100.0**

Table 4.10 showed that 198 persons or 49.5 percent were most of respondents like a promotion as collected card, followed by 120 persons or 30.0 percent were Discount member card and the last are 82 persons or 20.5 percent were Co-promotions campaign, respectively.

Table 4.11 Frequency and percentage of factors that support to purchase

Factors that support to purchase	Frequency	Percentage
Logo design / Colorful	115	28.8
Decoration	220	55.0
Store layout	65	16.3
Total	**400**	**100.0**

Table 4.11 showed that 220 person or 55.0 percent were the most of respondents thought that Decoration are factors that support to purchase, followed by 115 persons or 28.8 percent were Logo design / Colorful and 65 persons or 16.3 percent were the last are Store layout, respectively.

Table 4.12 Frequency and percentage of the most media that take intention to buy

Media	Frequency	Percentage
Image	184	46.0
Audio	170	42.5
Video	46	11.5
Total	**400**	**100.0**

Table 4.12 showed that 184 persons or 46.0 percent were the most of respondents thought that Image can take intention to buy, followed by 170 persons or 42.5 percent were Audio and 46 persons or 11.5 percent were the last are Video, respectively.

Part III: Consumer behavior to buy pearl milk tea

Table 4.13 Frequency and percentage of objective of buying pearl milk tea

Objective of buying pearl milk tea	Frequency	Percentage
Reduce from sleepy	198	49.5
Reduce of stress	48	12.0
Using the internet	82	20.5
Personal reason	72	18.0
Total	**400**	**100.0**

Table 4.13 showed the objective of buying pearl milk tea, 198 persons or 49.5 persons were the most of respondents thought that pearl milk tea Reduce from sleepy, followed by 82 persons or 20.5 percent were Using the internet; 72 persons or 18.0 percent were personal reason; and the last were 48 person or 12.0 percent are Reduce of stress, respectively.

Table 4.14 Frequency and percentage of frequency to purchase

Frequency to purchase	Frequency	Percentage
Cup a week	120	30.0
2-3 cups per week	109	27.3
4-6 cups per week	128	32.0
More than 6 cups per week	43	10.8
Total	**400**	**100.0**

Table 4.14 showed the frequency to purchase that there were 128 person or 32.0 percent indicated the most of respondents purchase 4-6 cups per week, followed by 120 persons or 30.0 percent buy Cup a week; 109 persons or 27.3 percent buy 2-3 cups per week; and the last are 43 persons or 10.8 percent buy more than 6 cups per week, respectively.

Table 4.15 Frequency and percentage of period time to purchase

Period time to purchase	Frequency	Percentage
Morning	59	14.8
Noon	13	3.3
Afternoon	161	40.3
Evening	167	41.8
Total	**400**	**100.0**

Table 4.15 showed the period time to purchase, most of them at 167 persons or 41.8 percent were indicated the most of respondents purchase pearl milk tea in the evening, followed by 161 persons or 40.3 percent purchase pearl milk tea in the afternoon; followed by 59 persons or 14.8 percent purchase pearl milk tea in the morning, and the last were 13 persons or 3.3 percent purchase pearl milk tea in the noon, respectively.

Table 4.16 Frequency and percentage of duration of the service at pearl milk tea shop

Duration of the service at pearl milk tea shop	Frequency	Percentage
Less than half an hour	2	0.5
1 Hours	170	42.5
2 Hour	67	16.8
More than 2 Hours	161	40.3
Total	**400**	**100.0**

Table 4.16 showed that there were 170 persons or 42.5 percent which the most of respondents that take time of the service at pearl milk tea shop for 1 Hour, followed by 161 person or 40.3 percent were take time of the service at pearl milk tea shop for more than 2 Hours; 67 persons or 16.8 percent were take time of the service at pearl milk tea shop for 2 hours, and 2 persons or 0.5 percent were take time of the service at pearl milk tea shop were less than half an hour, respectively

Table 4.17 Frequency and percentage of the most person influencing decision to buy

The most person influencing decision to buy	Frequency	Percentage
Themselves	23	5.8
Family	139	34.8
Friends	198	49.5
Staff	40	10.0
Total	**400**	**100.0**

Table 4.17 showed the most person that has influencing with the decision to buy pearl milk tea, there were 198 persons or 49.5 percent which the most of respondents thought that friends is the most person influencing decision to buy pearl milk tea, followed by 139 persons or 34.8 percent were family; 40 persons or 10.0 percent were staff at the shop and 23 persons or 5.8 percent were themselves, respectively.

Part IV: Factor affecting customer's purchasing decision of pearl milk tea

Table 4.18 Means and standard deviation of Factor affecting customer's purchasing
decision of pearl milk tea

Customer's purchasing decision of pearl milk tea	$\overline{X}$	SD	Level
Product	4.04	0.44	Agree
Price	4.03	0.45	Agree
Place	4.12	0.44	Agree
Promotion	3.88	0.45	Agree
Total	**4.02**	**0.31**	**Agree**

As shown in Table 4.18, the descriptive analysis found that the factor affecting customer's purchasing decision of pearl milk tea are at "agree" level which mean of 4.02 and standard deviation of 0.31. When considering each item, the results found that place are highest mean of 4.12 and standard deviation of 0.44, followed by product which mean of 4.04 and standard deviation of 0.44. Lastly, promotion which mean 3.88 and standard deviation0.45, respectively.

Table 4.19 Means and standard deviation of Product

Product	$\overline{X}$	SD	Level
Brand	3.88	0.71	Agree
Packaging	3.94	0.73	Agree
Test of pearl milk tea	4.09	0.63	Agree
Varity of product	4.20	0.64	Agree
Healthy of product	4.11	0.70	Agree
Total	**4.04**	**0.44**	**Agree**

As shown in Table 4.19, the descriptive analysis found that the product are at "agree" level which mean 4.04 and standard deviation of 0.44. When considering each item, the results found that variety of product are highest mean of 4.20 and standard deviation of 0.64, followed by healthy of product which mean 4.11 and standard deviation of 0.70. Lastly, brand which mean 3.88 and standard deviation of 0.71, respectively.

Table 4.20 Means and standard deviation of Price

Price	$\overline{X}$	SD	Level
Price are reasonable for the quality and quantity	4.10	0.61	Agree
Clear price tag	4.02	0.65	Agree
Standard of price	3.97	0.69	Agree
Total	**4.03**	**0.45**	**Agree**

As shown in Table 4.20, the descriptive analysis found that the price are at "agree" level which mean 4.03 and standard deviation of 0.45. When considering each item, the results found that Price are reasonable for the quality and quantity are highest mean of 4.10 and standard deviation 0.61, followed by clear price tag which mean 4.02 and standard deviation of 0.65, Lastly, standard of price which mean 3.97 and standard deviation of 0.69, respectively.

Table 4.21 Means and standard deviation of Place

Place	$\overline{X}$	SD	Level
Easy to access	4.16	0.59	Agree
Outstanding location	4.30	0.68	Agree
Exact location	3.89	0.65	Agree
Total	**4.12**	**0.44**	**Agree**

As shown in Table 4.21, the descriptive analysis found that the place are at "agree" level which mean 4.12 and standard deviation of 0.44. When considering each item, the results found that outstanding location are highest mean of 4.30 and standard deviation of 0.68, followed by easy to access which mean 4.16 and standard deviation of 0.59, lastly, exact location which mean 3.89 and standard deviation of 0.65, respectively

Table 4.22 Means and standard deviation of Promotion

Promotion	$\overline{X}$	SD	Level
Collecting card redemption	3.82	0.67	Agree
Discount member card	3.89	0.69	Agree
Co-promotions campaign	3.93	0.70	Agree
Total	**3.88**	**0.45**	**Agree**

As shown in Table 4.22, the descriptive analysis found that the promotion are at "agree" level which mean 3.88 and standard deviation of 0.45. When considering each item, the results found that co-promotions campaign are highest mean of 3.93 and standard deviation of 0.70; followed by discount member card which mean 3.89 and standard deviation of 0.69. Lastly, collecting card redemption which mean 3.82 and standard deviation of 0.67 respectively.

Part V: Hypotheses Testing

H1: Demographic factor which are gender, age, income, occupation that has influence with the purchasing decision

H1.1: Gender has influence with the purchasing decision

Table 4.23 Purchasing decision based on gender

Gender	frequency	$\overline{X}$	S.D	t	Sig
Product	188	4.05	0.44	.409	.682
	212	4.03	0.44		
Price	188	4.03	0.44	.080	.936
	212	4.03	0.46		
Place	188	4.15	0.44	1.307	.192
	212	4.09	0.44		
Promotion	188	3.90	0.44	.856	.392
	212	3.86	0.46		
purchasing decision	188	4.03	0.32	.945	.345
	212	4.00	0.31		

*Statistical significance at or below 0.05 level

As shown in Table 4.23 revealed that there were no significant difference in purchasing decision based on gender which statistical significance higher than 0.05.This means gender has no influence with the purchasing decision

H1.2: Age has influence with the purchasing decision

Table 4.24 Purchasing decision based on age

Age	Sum of Squares	df	Mean Square	F	Sig.
Product	2.747	3	.916	4.811	.003*
	75.371	396	.190		
	78.118	399			
Price	.597	3	.199	.986	.399
	79.932	396	.202		
	80.529	399			
Place	1.181	3	.394	2.037	.108
	76.551	396	.193		
	77.732	399			
Promotion	1.454	3	.485	2.386	.069
	80.403	396	.203		
	81.857	399			

*Statistical significance at or below 0.05 level

As shown in Table 4.24 revealed that there were significant difference in purchasing decision based on age as product, given the sig. value of 0.003 that less than 0.05. This means that age has influence with the purchasing decision about Product.

Table 4.25: Multiple Comparisons based on age with LSD method

Product	Less than 20 years old	20-30 years old	31-40 years old	More than 40 year old
Less than 20 years old	-	0.801	0.191	0.343
20-30 years old		-	0.045	0.034
31-40 years old			-	0.000*
More than 40 year old				-

*Statistical significance at or below 0.05 level

As shown in Table 4.25, LSD analysis in the multiple comparisons by age revealed that there were significant differences among 31-40 years old and more than 40 year old at the level of statistical significance (p <0.05).

H1.4: Occupation has influence with the purchasing decision

Table 4.26: Purchasing decision based on occupation

Occupation	Sum of Squares	df	Mean Square	F	Sig.
Product	1.854	3	0.618	3.209	.023*
	76.264	396	0.193		
	78.117	399			
Price	4.739	3	1.58	8.255	.000*
	75.789	396	0.191		
	80.529	399			
Place	0.659	3	0.22	1.128	.338
	77.074	396	0.195		
	77.732	399			
Promotion	0.205	3	0.068	0.331	.803
	81.652	396	0.206		
	81.857	399			

*Statistical significance at or below 0.05 level

As shown in Table 4.26 revealed that there were significant difference in purchasing decision based on occupation as product, given the sig. value 0.023 and p rice at sig. value 0.000 which less than 0.05.This means that income has influence with the Product and Price.

Table 4.27 Multiple Comparisons based on occupation with LSD method

Product	Private company	Governmen t officer	Business Owner	Student
Private company	-	0.720	0.146	0.052
Government officer			0.169	0.375
Business Owner				0.003*
Student				-

*Statistical significance at or below 0.05 level

As shown in Table 4.27, LSD analysis in the multiple comparisons by occupation revealed that there were significant differences among business owner and students at sig. value 0.003, that less than which the level of statistical significance (p <0.05).

Table 4.28 Multiple Comparisons based on occupation with LSD method

Price	Private company	Governmen t officer	Business Owner	Student
Private company	-	0.001*	0.444	0.001*
Government officer		-	0.000*	0.225
Business Owner			-	0.001*
Student				-

*Statistical significance at or below 0.05 level

As shown in Table 4.28, LSD analysis in the multiple comparisons by occupation revealed that there were significant differences among private company, government officer at sig. value 0.001 and 0.001, respectively. And government

office, business owner at sig. value 0.000; and business owner, student at sig. value 0.001 that less than which the level of statistical significance (p <0.05).

H1.3: Income has influence with the purchasing decision

Table 4.29 Purchasing decision based on income

Income	Sum of Squares	df	Mean Square	F	Sig.
Product	.752	4	.188	.960	.430
	77.366	395	.196		
	78.117	399			
Price	1.212	4	.303	1.509	.199
	79.317	395	.201		
	80.529	399			
Place	1.409	4	.352	1.822	.124
	76.324	395	.193		
	77.732	399			
Promotion	.567	4	.142	.688	.600
	81.290	395	.206		
	81.857	399			

*Statistical significance at or below 0.05 level

As shown in Table 4.29 revealed that there was no significant difference in purchasing decision based on income with statistical significance higher than 0.05.This means that income has no influence with the purchasing decision.

H2: Opinion of Marketing Mix of Customer has influence with the purchasing decision

H2.1: The most types of milk tea to purchase has influence with the purchasing decision

Table 4.30 Purchasing decision based on the most types of milk tea to purchase

	Sum of Squares	df	Mean Square	F	Sig.
Product	2.439	6	.406	2.111	.051
	75.679	393	.193		
	78.117	399			
Price	.847	6	.141	.696	.653
	79.682	393	.203		
	80.529	399			
Place	1.757	6	.293	1.515	.172
	75.975	393	.193		
	77.732	399			
Promotion	.468	6	.078	.376	.894
	81.389	393	.207		
	81.857	399			

*Statistical significance at or below 0.05 level

As shown in Table 4.30 revealed that there was no significant difference in purchasing decision based on the most types of milk tea to purchase with sig. of product were 0.51; sig. of price were 0.653; sig of place were 0.172 and sig. of promotion were 0.894. That mean statistical significance higher than 0.05.This means that the most types of milk tea to purchase has no influence with the purchasing decision.

H2.2: The topping always adding has influence with the purchasing decision

Table 4.31 Purchasing decision based on the topping always adding

	Sum of Squares	df	Mean Square	F	Sig.
Product	1.442	4	.361	1.858	.117
	76.675	395	.194		
	78.118	399			
Price	3.315	4	.829	4.240	.002*
	77.214	395	.195		
	80.529	399			
Place	.988	4	.247	1.272	.280
	76.744	395	.194		
	77.732	399			
Promotion	.547	4	.137	.664	.617
	81.310	395	.206		
	81.857	399			

*Statistical significance at or below 0.05 level

As shown in Table 4.31 revealed that there were significant difference in Price(Sig.= .002) based on the topping always adding with statistical significance less than 0.05.This means that the topping always adding has influence with Price.

Table 4.32 Multiple Comparisons based on the topping always adding with LSD method

Price	Pearl	Black Jelly	Jelly	Pudding	Fruit Salad
Pearl	-	0.005*	0.010*	0.490	0.762
Black Jelly		-	0.540	0.002*	0.020*
Jelly			-	0.004	0.045
Pudding				-	0.375
Fruit Salad					-

*Statistical significance at or below 0.05 level

As shown in Table 4.32, LSD analysis in the multiple comparisons by the topping always adding revealed that there were significant differences among Pearl Jelly and Black Jelly, Black Jelly Pudding and Fruit Salad at the level of statistical significance (p <0.05).

H2.3: The level of sugar has influence with the purchasing decision

Table 4.33 Purchasing decision based on the level of sugar

	Sum of Squares	df	Mean Square	F	Sig.
Product	2.900	2	1.450	7.654	.001*
	75.217	397	.189		
	78.117	399			
Price	.542	2	.271	1.345	.262
	79.987	397	.201		
	80.529	399			
Place	1.035	2	.517	2.678	.070
	76.698	397	.193		
	77.732	399			
Promotion	.208	2	.104	.506	.603
	81.649	397	.206		
	81.857	399			

*Statistical significance at or below 0.05 level

As shown in Table 4.33 revealed that there were significant difference in Product at sig. value 0.001 based on the level of sugar with statistical significance less than 0.05.This means that the level of sugar has influence with Product.

Table 4.34 Multiple Comparisons based on the level of sugar with LSD method

Product	Less sugar	Normal	Sweet
Less sugar	-	0.000*	0.098
Normal		-	0.355
Sweet			-

*Statistical significance at or below 0.05 level

As shown in Table 4.34, LSD analysis in the multiple comparisons by the level of sugar revealed that there were significant differences among Less sugar and Normal at the level of statistical significance (p <0.05).

H2.4: The cost to pay has influence with the purchasing decision

Table 4.35 Purchasing decision based on the cost to pay

	Sum of Squares	df	Mean Square	F	Sig.
Product	6.200	3	2.067	11.380	.000*
	71.917	396	.182		
	78.118	399			
Price	2.525	3	.842	4.274	.005*
	78.003	396	.197		
	80.529	399			
Place	2.212	3	.737	3.867	.010*
	75.520	396	.191		
	77.732	399			
Promotion	1.669	3	.556	2.748	.043*
	80.188	396	.202		
	81.857	399			

*Statistical significance at or below 0.05 level

As shown in Table 4.35 revealed that there were significant difference in Product(Sig.= .000) Price(Sig.= .005) Place(Sig.= .010) Promotion(Sig.= .043) based

on the cost to pay with statistical significance less than 0.05.This means that the cost to pay has influence with Product, Price, Place, Promotion.

Table 4.36 Multiple Comparisons based on the cost to pay with LSD method

Product	Less than 25 Baht	25 – 40 Baht	41 – 55 Baht	More than 55 Baht
Less than 25 Baht	-	0.056	0.052	0.196
25 – 40 Baht		-	0.000*	0.420
41 – 55 Baht			-	0.000*
More than 55 Baht				-

*Statistical significance at or below 0.05 level

As shown in Table 4.36, LSD analysis in the multiple comparisons by the cost to pay revealed that there were significant differences among 25 – 40 Baht and 41 – 55 Baht at sig. value 0.000 and cost to pay among 41 – 55 Baht and more than 55 Baht at sig. value 0.000 at the level of statistical significance (p <0.05).

Table 4.37 Multiple Comparisons based on the cost to pay with LSD method

Price	Less than 25 Baht	25 – 40 Baht	41 – 55 Baht	More than 55 Baht
Less than 25 Baht	-	0.023*	0.938	0.206
25 – 40 Baht		-	0.001*	0.179
41 – 55 Baht			-	0.066
More than 55 Baht				-

*Statistical significance at or below 0.05 level

As shown in Table 4.37, LSD analysis in the multiple comparisons by the cost to pay revealed that there were significant differences among less than 25 Baht and 25 – 40 Baht at sig. value 0.023; cost to pay among 25 – 40 Baht and 41 – 55 Baht at sig. value 0.001 are at the level of statistical significance (p <0.05).

Table 4.38 Multiple Comparisons based on the cost to pay with LSD method

Place	Less than 25 Baht	25 – 40 Baht	41 – 55 Baht	More than 55 Baht
Less than 25 Baht	-	0.843	0.047*	0.196
25 – 40 Baht		-	0.002*	0.035*
41 – 55 Baht			-	0.350
More than 55 Baht				-

*Statistical significance at or below 0.05 level

As shown in Table 4.38, LSD analysis in the multiple comparisons by the cost to pay revealed that there were significant differences among Less than 25 Baht and 41 – 55 Baht at sig. value 0.047; cost to pay among 25 – 40 Baht and 41 – 55 Baht at sig. value 0.002 and cost to pay among 25 – 40 Baht with more than 55 Baht at sig. value 0.035 at the level of statistical significance (p <0.05).

Table 4.39 Multiple Comparisons based on the cost to pay with LSD method

Promotion	Less than 25 Baht	25 – 40 Baht	41 – 55 Baht	More than 55 Baht
Less than 25 Baht	-	0.226	0.017*	0.484
25 – 40 Baht		-	0.083	0.497
41 – 55 Baht			-	0.022*
More than 55 Baht				-

*Statistical significance at or below 0.05 level

As shown in Table 4.39, LSD analysis in the multiple comparisons by the cost to pay revealed that there were significant differences among less than 25 Baht and 41 – 55 Baht at sig. value 0.017; and 41 – 55 Baht with more than 55 Baht at sig. value 0.022 at the level of statistical significance (p <0.05).

H2.5: Place usually buy pearl milk tea has influence with the purchasing decision

Table 4.40 Purchasing decision based on the place usually buys pearl milk tea

	Sum of Squares	df	Mean Square	F	Sig.
Product	6.021	3	2.007	11.023	.000*
	72.097	396	.182		
	78.117	399			
Price	4.530	3	1.510	7.867	.000*
	75.999	396	.192		
	80.529	399			
Place	10.118	3	3.373	19.754	.000*
	67.614	396	.171		
	77.732	399			
Promotion	7.003	3	2.334	12.350	.000*
	74.853	396	.189		
	81.857	399			

*Statistical significance at or below 0.05 level

As shown in Table 4.40 revealed that there were significant difference in Product at sig. value 0.000, price at sig. value 0.000, place at sig. value 0.000 and promotion at sig. value 0.000 based on the frequency to purchase with statistical significance less than 0.05.This means that the usually buy pearl milk tea has influence with Product, Price, Place, Promotion.

Table 4.41 Multiple Comparisons based on the usually buy pearl milk tea with LSD
method

Product	Street road / Market fair	Convenience store or department store	Office building	Railway Station
Street road / Market fair	-	0.277	0.000*	0.576
Convenience store or department store		-	0.000*	0.120
Office building			-	0.000*
Railway Station				-

*Statistical significance at or below 0.05 level

As shown in Table 4.41, LSD analysis in the multiple comparisons by the cost
to pay revealed that there were significant differences among Street road / Market fair
and Office building, Convenience store or department store and Office building with
Office building and Railway Station at the level of statistical significance (p <0.05).

Table 4.42 Multiple Comparisons based on the usually buy pearl milk tea with LSD
method

Price	Street road / Market fair	Convenience store or department store	Office building	Railway Station
Street road / Market fair	-	0.946	0.000*	0.705
Convenience store or department store		-	0.000*	0.767
Office building			-	0.000*
Railway Station				-

*Statistical significance at or below 0.05 level

As shown in Table 4.42, LSD analysis in the multiple comparisons by the cost to pay revealed that there were significant differences among Street road and Office building, Convenience store or department store and Office building with Office building and Railway Station at the level of statistical significance (p <0.05).

Table 4.43 Multiple Comparisons based on the usually buy pearl milk tea with LSD method

Place	Street road / Market fair	Convenience store or department store	Office building	Railway Station
Street road / Market fair	-	0.787	0.000*	0.935
Convenience store or department store		-	0.000*	0.860
Office building			-	0.000*
Railway Station				-

*Statistical significance at or below 0.05 level

As shown in Table 4.43, LSD analysis in the multiple comparisons by the cost to pay revealed that there were significant differences among Street road and Office building, Convenience store or department store and Office building with Office building and Railway Station at the level of statistical significance (p <0.05).

Table 4.44 Multiple Comparisons based on the usually buy pearl milk tea with LSD method

Promotion	Street road / Market fair	Convenience store / department store	Office building	Railway Station
Street road / Market fair	-	0.189	0.000*	0.773
Convenience store or department store		-	0.000*	0.131
Office building			-	0.000*
Railway Station				-

*Statistical significance at or below 0.05 level

As shown in Table 4.44, LSD analysis in the multiple comparisons by the cost to pay revealed that there were significant differences among Street road and Office building, Convenience store or department store and Office building with Office building and Railway Station at the level of statistical significance (p <0.05).

H2.6: The promotions has influence with the purchasing decision

Table 4.45 Purchasing decision based on the promotions

	Sum of Squares	df	Mean Square	F	Sig.
Product	1.316	2	.658	3.401	.034*
	76.802	397	.193		
	78.118	399			
Price	1.396	2	.698	3.501	.031*
	79.133	397	.199		
	80.529	399			
Place	.535	2	.268	1.376	.254
	77.197	397	.194		
	77.732	399			
Promotion	.157	2	.079	.382	.683
	81.699	397	.206		
	81.857	399			

*Statistical significance at or below 0.05 level

As shown in Table 45 revealed that there were significant difference in Product by sig. value 0.034 and Price at sig. value 0.031 based on the promotions with

statistical significance less than 0.05.This means that the promotions has influence with Product and Price.

Table 4.46 Multiple Comparisons based on the promotions with LSD method

Product	Collected card	Discount member card	Co-promotions campaign
Collected card	-	0.612	0.010*
Discount member card		-	0.051
Co-promotions campaign			-

*Statistical significance at or below 0.05 level

As shown in Table 4.46, LSD analysis in the multiple comparisons by the cost to pay revealed that there were significant differences among collected card and co-promotions campaign at sig. value 0.01 at the level of statistical significance (p <0.05).

Table 4.47 Multiple Comparisons based on the promotions with LSD method

Price	Collected card	Discount member card	Co-promotions campaign
Collected card	-	0.332	0.009*
Discount member card		-	0.102
Co-promotions campaign			-

*Statistical significance at or below 0.05 level

As shown in Table 4.47, LSD analysis in the multiple comparisons by the cost to pay revealed that there were significant differences among collected card and co-

promotions campaign at sig. value 0.009 at the level of statistical significance (p <0.05).

H2.7: The factors that support to purchase has influence with the purchasing decision

Table 4.48 Purchasing decision based on the factors that support to purchase

	Sum of Squares	df	Mean Square	F	Sig.
Product	4.247	2	2.123	11.411	.000*
	73.871	397	.186		
	78.118	399			
Price	2.871	2	1.436	7.340	.001*
	77.657	397	.196		
	80.529	399			
Place	2.640	2	1.320	6.979	.001*
	75.092	397	.189		
	77.732	399			
Promotion	1.931	2	.966	4.797	.009*
	79.925	397	.201		
	81.857	399			

*Statistical significance at or below 0.05 level

As shown in Table 4.48 revealed that there were significant difference in purchasing decision of product at sig. value 0.000, price at sig. value 0.001, place at sig. value 0.001 and promotion at sig. value 0.009 based on the factors that support to

purchase with statistical significance less than 0.05.This means that the factors that support to purchase has influence with Product, Price, Place, Promotion.

Table 4.49 Multiple Comparisons Promotion based on the promotions with LSD Method

Product	Logo design / Colorful	Decoration	Store layout
Logo design / Colorful	-	0.043*	0.006*
Decoration		-	0.000*
Store layout			-

*Statistical significance at or below 0.05 level

As shown in Table 4.49, LSD analysis in the multiple comparisons by the factors that support to purchase revealed that there were significant differences among logo design / colorful Decoration and Store layout at sig. value 0.043 and 0.006, respectively. And decoration and store layout at sig. value 0.000 at the level of statistical significance (p <0.05).

Table 4.50 Multiple Comparisons based on the promotions with LSD method

Price	Logo design / Colorful	Decoration	Store layout
Logo design / Colorful	-	0.100	0.000*
Decoration		-	0.004*
Store layout			-

*Statistical significance at or below 0.05 level

As shown in Table 4.50, LSD analysis in the multiple comparisons by the factors that support to purchase revealed that there were significant differences among logo design / colorful and store layout at sig. value 0.000. And decoration and store layout at sig. value 0.004 at the level of statistical significance (p <0.05).

Table 4.51 Multiple Comparisons based on the promotions with LSD method

Place	Logo design / Colorful	Decoration	Store layout
Logo design / Colorful	-	0.092	0.000*
Decoration		-	0.007*
Store layout			-

*Statistical significance at or below 0.05 level

As shown in Table 4.51, LSD analysis in the multiple comparisons by the factors that support to purchase revealed that there were significant differences among logo design / colorful and store layout at sig. values 0.000; decoration and store layout at sig. value 0.007 at the level of statistical significance (p <0.05).

Table 4.52 Multiple Comparisons based on the promotions with LSD method

Promotion	Logo design / Colorful	Decoration	Store layout
Logo design / Colorful	-	0.223	0.002*
Decoration		-	0.017*
Store layout			-

*Statistical significance at or below 0.05 level

As shown in Table 4.52, LSD analysis in the multiple comparisons by the factors that support to purchase revealed that there were significant differences among logo design / colorful and store layout at sig. value 0.002; decoration and store layout at sig value 0.017 at the level of statistical significance (p <0.05).

H2.8: The most media take intention to purchase has influence with the purchasing decision

Table 4.53 Purchasing decision based on the most media take intention to purchase

	Sum of Squares	df	Mean Square	F	Sig.
Product	4.861	2	2.431	13.172	.000*
	73.256	397	.185		
	78.118	399			
Price	5.073	2	2.537	13.346	.000*
	75.456	397	.190		
	80.529	399			
Place	1.790	2	.895	4.678	.010*
	75.942	397	.191		
	77.732	399			
Promotion	5.097	2	2.548	13.180	.000*
	76.760	397	.193		
	81.857	399			

*Statistical significance at or below 0.05 level

As shown in Table 4.53 that there were significant difference in Product of sig. value 0.000, price at sig value 0.000, place at sig. value 0.010, and promotion at sig. value 0.000) based on the most media take intention to purchase with statistical significance less than 0.05.This means that the most media take intention to purchase has influence with Product, Price, Place, Promotion.

Table 4.54 Multiple Comparisons based on the most media take intention to purchase with LSD method

Product	Image	Audio	Video
Image	-	0.070	0.000*
Audio		-	0.000*
Video			-

*Statistical significance at or below 0.05 level

As shown in Table 4.54, LSD analysis in the multiple comparisons by the factors that support to purchase revealed that there were significant differences among Image and Video, Audio and Video at the level of statistical significance (p <0.05).

Table 4.55 Multiple Comparisons based on the most media take intention to purchase with LSD method

Price	Image	Audio	Video
Image	-	0.016	0.000*
Audio		-	0.001*
Video			-

*Statistical significance at or below 0.05 level

As shown in Table 4.55, LSD analysis in the multiple comparisons by the factors that support to purchase revealed that there were significant differences among Image and Video, Audio and Video at the level of statistical significance (p <0.05).

Table 4.56 Multiple Comparisons based on the most media take intention to purchase with LSD method

Place	Image	Audio	Video
Image	-	0.208	0.003*
Audio		-	0.028*
Video			-

*Statistical significance at or below 0.05 level

As shown in Table 4.56, LSD analysis in the multiple comparisons by the factors that support to purchase revealed that there were significant differences among Image and Video, Audio and Video at the level of statistical significance (p <0.05).

Table 4.57 Multiple Comparisons Promotion based on the most media take intention to purchase with LSD method

Promotion	Image	Audio	Video
Image	-	0.955	0.000*
Audio		-	0.000*
Video			-

*Statistical significance at or below 0.05 level

As shown in Table 4.57, LSD analysis in the multiple comparisons by the factors that support to purchase revealed that there were significant differences among Image and Video, Audio and Video at the level of statistical significance (p <0.05).

H3: Consumer behavior has influence the purchasing decision toward pearl milk tea

H3.1: The objective of buying has influence the purchasing decision toward pearl milk tea

Table 4.58 Purchasing decision based on the objective of buying

	Sum of Squares	df	Mean Square	F	Sig.
Product	1.316	3	.439	2.262	.081
	76.802	396	.194		
	78.118	399			
Price	3.297	3	1.099	5.635	.001*
	77.232	396	.195		
	80.529	399			
Place	.558	3	.186	.954	.415
	77.175	396	.195		
	77.732	399			
Promotion	.528	3	.176	.856	.464
	81.329	396	.205		
	81.857	399			

*Statistical significance at or below 0.05 level

As shown in Table 57, revealed that there was significant difference in Price at sig. value 0.001 based on the objective of buying which less than 0.05.This means that the objective of buying has influence with Price.

Table 4.59 Multiple Comparisons based on the objective of buying with LSD method

Price	Reduce from sleepy	Reduce of stress	Using the internet	Personal reason
Reduce from sleepy	-	0.004*	0.008*	0.387
Reduce of stress		-	0.539	0.002*
Using the internet			-	0.004*
Personal reason				-

*Statistical significance at or below 0.05 level

As shown in Table 4.59, LSD analysis in the multiple comparisons by the factors that support to purchase revealed that there were significant differences among Reduce from sleepy Reduce of stress and Using the internet, Reduce of stress and Personal reason with Using the internet and Personal reason Image and Video, Audio and Video at the level of statistical significance (p <0.05).

H3.2: The approximately to purchase has influence the purchasing decision toward pearl milk tea

Table 4.60 Purchasing decision based on the approximately to purchase

	Sum of Squares	df	Mean Square	F	Sig.
Product	1.464	3	.488	2.521	.058
	76.654	396	.194		
	78.117	399			
Price	.231	3	.077	.380	.768
	80.298	396	.203		
	80.529	399			
Place	.511	3	.170	.873	.455
	77.222	396	.195		
	77.732	399			
Promotion	.094	3	.031	.152	.928
	81.762	396	.206		
	81.857	399			

*Statistical significance at or below 0.05 level

As shown in Table 4.60 revealed that there were no significant difference in Price(Sig.=.001) based on the approximately to purchase with statistical significance higher than 0.05.This means that the approximately to purchase has no influence with purchasing decision.

H3.3: The period of time to purchase has influence the purchasing decision toward pearl milk tea

Table 4.61 Purchasing decision based on the period of time to purchase

	Sum of Squares	df	Mean Square	F	Sig.
Product	.738	3	.246	1.260	.288
	77.379	396	.195		
	78.118	399			
Price	.159	3	.053	.262	.853
	80.370	396	.203		
	80.529	399			
Place	.942	3	.314	1.619	.184
	76.791	396	.194		
	77.732	399			
Promotion	2.747	3	.916	4.584	.004*
	79.109	396	.200		
	81.857	399			

*Statistical significance at or below 0.05 level

As shown in Table 4.61, revealed that there were significant difference in Promotion (Sig.= .004) based on the period of time to purchase which less than 0.05.This means that the period of time to purchase has influence with Promotion.

Table 4.62 Multiple Comparisons based on the period of time to purchase with LSD method

Promotion	Reduce from sleepy	Reduce of stress	Using the internet	Personal reason
Reduce from sleepy	-	0.048*	0.068	0.974
Reduce of stress		-	0.002*	0.034*
Using the internet			-	0.014*
Personal reason				-

*Statistical significance at or below 0.05 level

As shown in Table 4.62, LSD analysis in the multiple comparisons by the factors that support to purchase revealed that there were significant differences among Reduce from sleepy and Reduce of stress, Reduce of stress Using the internet and Personal reason with Using the internet and Personal reason at the level of statistical significance (p <0.05).

H3.4: The duration of the service has influence the purchasing decision toward pearl milk tea.

Table 4.63 Purchasing decision based on the duration of the service

	Sum of Squares	df	Mean Square	F	Sig.
Product	3.745	3	1.248	6.646	.000*
	74.373	396	.188		
	78.117	399			
Price	2.430	3	.810	4.107	.007*
	78.099	396	.197		
	80.529	399			
Place	2.993	3	.998	5.286	.001*
	74.739	396	.189		
	77.732	399			
Promotion	5.251	3	1.750	9.048	.000*
	76.606	396	.193		
	81.857	399			

*Statistical significance at or below 0.05 level

As shown in Table 4.63, revealed that there were significant difference in purchasing decision (Sig.= .000) and Product(Sig.= .000) Price(Sig.= .007) Place(Sig.= .001) Promotion(Sig.= .000) based on the duration of the service which less than 0.05.This means that the duration of the service has influence with Product, Price, Place, Promotion.

Table 4.64 Multiple Comparisons based on the period of time to purchase with LSD method

Product	Less than half an hour	2 Hours	1 Hour	More than 2 Hours
Less than half an hour	-	0.432	0.131	0.102*
2 Hours		-	0.000*	0.000*
1 Hour			-	0.405
More than 2 Hours				-

*Statistical significance at or below 0.05 level

As shown in Table 4.64, LSD analysis in the multiple comparisons by the factors that support to purchase revealed that there were significant differences among Less than half an hour and More than 2 Hours, 2 Hours1 Hour and More than 2 Hours at the level of statistical significance (p <0.05).

Table 4.65 Multiple Comparisons based on the period of time to purchase with LSD method

Price	Less than half an hour	2 Hours	1 Hour	More than 2 Hours
Less than half an hour	-	0.002*	0.001*	0.001*
2 Hours		-	0.953	0.366
1 Hour			-	0.264
More than 2 Hours				-

*Statistical significance at or below 0.05 level

As shown in Table 4.65, LSD analysis in the multiple comparisons by the factors that support to purchase revealed that there were significant differences among Less than half an hour 2 Hours 1 Hour and More than 2 Hours at the level of statistical significance (p <0.05).

Table 4.66 Multiple Comparisons based on the period of time to purchase with LSD method

Place	Less than half an hour	2 Hours	1 Hour	More than 2 Hours
Less than half an hour	-	0.836	0.676	0.551
2 Hours		-	0.002*	0.000*
1 Hour			-	0.252
More than 2 Hours				-

*Statistical significance at or below 0.05 level

As shown in Table 4.66, LSD analysis in the multiple comparisons by the factors that support to purchase revealed that there were significant differences among 2 Hours 1 Hour and More than 2 Hours at the level of statistical significance (p <0.05).

Table 4.67 Multiple Comparisons based on the period of time to purchase with LSD method

Promotions	Less than half an hour	2 Hours	1 Hour	More than 2 Hours
Less than half an hour	-	0.020*	0.008*	0.002*
2 Hours		-	0.112	0.000*
1 Hour			-	0.002*
More than 2 Hours				-

*Statistical significance at or below 0.05 level

As shown in Table 4.67, LSD analysis in the multiple comparisons by the factors that support to purchase revealed that there were significant differences among Less than half an hour2 Hours1 Hour and More than 2 Hours, 2 Hours and More than 2 Hours with 1 Hour and More than 2 Hours at the level of statistical significance (p <0.05).

H3.5: The most person influencing decision to purchase has influence the purchasing decision toward pearl milk tea

Table 4.68 Purchasing decision based on the most person influencing decision to purchase

	Sum of Squares	df	Mean Square	F	Sig.
Product	.901	3	.300	1.541	.203
	77.216	396	.195		
	78.118	399			
Price	.152	3	.051	.249	.862
	80.377	396	.203		
	80.529	399			
Place	.609	3	.203	1.042	.374
	77.123	396	.195		
	77.732	399			
Promotion	.277	3	.092	.448	.719
	81.580	396	.206		
	81.857	399			

*Statistical significance at or below 0.05 level

As shown in Table 4.68, revealed that there were no significant difference in Price(Sig.= .001) based on the most person influencing decision to purchase with statistical significance higher than 0.05.This means that the most person influencing decision to purchase has no influence with purchasing decision.

CHAPTER 5
SUMMARY, CONCLUSION & RECOMMENDATION

This chapter provides a critical examination of the statistical findings and in the previous chapter. The analyses and explanations provided are based on a review of relevant literature as well as the researcher's own analytic skills and interpretation of the findings. Additionally, any limitations to this work, and suggestions for future research efforts as well as the implications of this research for future research efforts will be discussed and divided into:

Part 1: Finding from the result
Part 2: Results of Hypotheses Testing
Part 3: Discussions
Part 4: Recommendations for Further Application
Part 5: Recommendations for Future Research

Part 1: Finding from the result

1. The Personal Information from the results show that the most of respondents are Female aged 20-30 years old, are Private company and have Individual income per month for 10,000-20,000 THB.

2. The Perception of marketing from the results show that the most of respondents buy Jasmine Tea, always adding Pearl with milk tea with Less sugar. Pay for 25 – 40 Baht and usually buy pearl milk tea from Street road / Market fair. The most of respondents like Collected card and thought that Decoration are factors that support to purchase through the Image that take intention to buy.

3. The Behavior intention to buy pearl milk tea from the results show that the most of respondents buy pearl milk tea for Reduce from the sleepy so they purchase 4-6 cups per week in the Evening. The duration of the service at pearl milk tea shop for 1 Hour and thought that Friends is the most person influencing decision to buy.

4. The Factor affecting customer's purchasing decision of pearl milk tea from the results show that the Factor affecting customer's purchasing decision of pearl milk

tea are at "agree" level. When considering each item, the results found that Place are highest mean, followed by Product. Lastly, Promotion, respectively.

4.1 Product found that the Product are at "agree" level. When considering each item, the results found that Varity of product are highest mean, followed by Healthy of product. Lastly, Brand, respectively.

4.2 Price found that the Price are at "agree" level. When considering each item, the results found that Price are reasonable for the quality and quantity are highest mean, followed by Clear price tag. Lastly, Standard of price, respectively.

4.3 Place found that the Place are at "agree" level. When considering each item, the results found that Outstanding location are highest mean, followed by Easy to access. Lastly, Exact location, respectively.

4.4 Promotion found that the Promotion are at "agree" level. When considering each item, the results found that Co-promotions campaign are highest mean, followed by Discount member card. Lastly, Collecting card redemption, respectively.

Part 2: Results of Hypotheses Testing

H1: Demographic factor which are gender, age, income, occupation that has influence with the purchasing decision

H1.1: gender has influence with the purchasing decision revealed that there were no significant difference in purchasing decision based on gender with statistical significance higher than 0.05.This means that gender has no influence with the purchasing decision.

H1.2: age has influence with the purchasing decision revealed that there were significant difference in purchasing decision as Product based on age with statistical significance less than 0.05.This means that age has influence with the purchasing decision on Product.

H1.3: occupation has influence with the purchasing decision revealed that there were significant difference in purchasing decision as Product and Price based on occupation with statistical significance less than 0.05.This means that occupation has influence with the Product and Price.

H1.4: income has influence with the purchasing decision revealed that there were no significant difference in purchasing decision based on income with statistical significance higher than 0.05.This means that income has no influence with the purchasing decision.

H2: Opinion of Marketing Mix of Customer has influence with the purchasing decision

H2.1: The most types of milk tea to purchase has influence with the purchasing decision revealed that there were no significant difference in purchasing decision based on the most types of milk tea to purchase with statistical significance higher than 0.05.This means that the most types of milk tea to purchase has no influence with the purchasing decision.

H2.2: The topping always adding has influence with the purchasing decision revealed that there were significant difference in Price based on the topping always adding with statistical significance less than 0.05.This means that the topping always adding has influence with Price.

H2.3: The level of sugar has influence with the purchasing decision revealed that there were significant difference in Product based on the level of sugar with statistical significance less than 0.05.This means that the level of sugar has influence with Product.

H2.4: The cost to pay has influence with the purchasing decision revealed that there were significant difference in purchasing decision and Product , Price, Place, Promotion based on the cost to pay with statistical significance less than 0.05.This means that the cost to pay has influence with Product, Price, Place, Promotion.

H2.5: Place usually buy has influence with the purchasing decision revealed that there were significant difference in purchasing decision in Product , Price, Place, Promotion based on place usually buy with statistical significance less than 0.05.This means that place usually buy has influence with Product, Price, Place, Promotion.

H2.6: The promotions has influence with the purchasing decision revealed that there were significant difference in Product and Price based on the promotions with statistical significance less than 0.05.This means that the promotions has influence with Product and Price.

H2.7: The factors that support to purchase has influence with the purchasing decision revealed that there were significant difference in purchasing decision about Product , Price, Place, Promotion based on the factors that support to purchase with statistical significance less than 0.05.This means that the factors that support to purchase has influence with Product, Price, Place, Promotion.

H2.8: The most media take intention to purchase has influence with the purchasing decision revealed that there were significant difference in Product, Price, Place, Promotion based on the most media take intention to purchase with statistical significance less than 0.05.This means that the most media take intention to purchase has influence with purchasing decision and Product, Price, Place, Promotion.

H3: Consumer behaviour has influence the purchasing decision toward pearl milk tea

H3.1: The objective of buying has influence the purchasing decision toward pearl milk tea revealed that there were significant difference in Price (Sig.= .001) based on the objective of buying with statistical significance less than 0.05.This means that the objective of buying has influence with Price.

H3.2: The approximately to purchase has influence the purchasing decision toward pearl milk tea revealed that there were no significant difference in Price (Sig.= .001) based on the approximately to purchase with statistical significance higher than 0.05.This means that the approximately to purchase has no influence with purchasing decision.

H3.3: The period of time to purchase has influence the purchasing decision toward pearl milk tea revealed that there were significant difference in Promotion (Sig.= .004) based on the period of time to purchase with statistical significance less than 0.05.This means that the period of time to purchase has influence with Promotion.

H3.4: The duration of the service has influence the purchasing decision toward pearl milk tea revealed that there were significant difference in Product (Sig.= .000) Price (Sig.= .007) Place (Sig.= .001) Promotion (Sig.= .000) based on the duration of the service with statistical significance less than 0.05.This means that the duration of the service has influence with Product, Price, Place, Promotion.

H3.5: The most person influencing decision to purchase toward pearl milk tea revealed that there were no significant difference in Price (Sig.= .001) based on the most person influencing decision to purchase with statistical significance higher than 0.05.This means that the most person influencing decision to purchase has no influence with purchasing decision.

Part 3: Discussions

H1: Demographic factor such as age and income has influence with the purchasing decision that "Agree" with Niorn Singhirunroung (2555) has studied "Consumer behavior and preference of consumer behavior toward coffee shop decoration at AmphoeMuang Nakhonratchasima" found that the difference demographic factors has influencing with difference satisfaction of consumers. And "Agree" with Nattanant Viboolnukoon (2555) has studied about "Perception of integrated marketing communications of Starbuck coffee" found that most of demographic are influencing the perception of the integrated marketing communication of Starbuck coffee. So demographic (gender, age, occupation, income) are influencing with the perception of the integrated.

H2: Opinion of Marketing Mix of Customer such as The topping always adding, The level of sugar, The cost to pay, The frequency to purchase, The promotions, The factors that support to purchase and The most media take intention to purchase that "Agree" with Manij (2005) has research about the "Purchasing behavior on Ready Coffee Can in Bangkok Metropolitan" found that The marketing mix theory found that Product is very important factors for a good taste and reasonable price. The distribution channel is though the convenient store, supermarkets in the small shop. And the promotion is through television advertising that is very important and strong association with buying behavior theory. And "Agree" with Natta Pralpnsup (2010)

has been studied "Behavior and factors influencing consumer's decision making on entering life insurance through commercial bank in Muang Nakornpathom province" found that The service market mix and attitude have influenced with the consumers' decision making on entering the life insurance through commercial banks in Muang, Nakornpathom Province.

H3: Consumer behaviour such as The objective of buying, The approximately to purchase, The period of time to purchase, The duration of the service and The most person influencing decision to purchase has influence the purchasing decision toward pearl milk tea that "Agree" with Wuttipong Krobbuaban(2553) has been researching about "Mix factors of marketing that influencing the consumer behavior about herbal tea, Jiaogulan in Amphoe Mueang, Chaiyaphum district, Chaiyaphum" found that The consumers have a difference factors and difference opinion about marketing mixes are influencing with the consumer behavior to buy herbal tea, Jiaogulan. Significantly Statistical level of .05. And "Agree" with Fonthong Tinpungnga (2555) has studies about "Customer motivation toward Amazon café in the gas station in Bangkok" found that Factors of marketing mixes are not related with the motivation of consumer toward Amazon Café' in the gas station in Bangkok, Significantly a Statistical level of 0.05. Also consistent with Varunee Panhun (2551) has been studies about "Consumer behavior toward coffee in department store at Pathumthani" found that The factors of marketing that affecting consuming of coffee are Price, image, service, place, product, and marketing.

Part 4: Recommendations for Further Application

The overall purchasing decision toward pearl milk tea, the relevant should take new idea to upgrade the consumers' satisfaction and their attitude about this product pearl milk tea. For developing consumers' overall perception of pearl milk tea the relevant would take to extend their flavor to identify innovative distribution channel. Create more campaign, more promotional activities to extend brand image. The consumers have perceived that the pearl milk tea relevant is not available so pearl milk tea should set-up vending machine and use other shopping store to make it available to the consumer. The consumer have perceived that the pearl milk tea do not

have different flavor so pearl milk tea vendor must add a different type of flavor as consumer like. The consumers have also perceived that the coffee is status-full so pearl milk tea vendor should take initiative to increase its status. They can improve about new package, create new system; most importantly need intensive promotional activities indicating that tea is an important part of our history and tradition consumers have perceived that the pearl milk tea vendor has no any good tea shop or tea house like as coffee house, so pearl milk tea vendor should setup aristocratic, and traditional and very attractive tea house. Ready tea should be available in every where near the hand of consumer. Smell and taste of tea should be increased. On the other hand pearl milk tea vendor should maintain and improve their quality to satisfy their customers.

Part 5: Recommendations for Future Research

The limitations of the study in the limitation is the scope of the sample. It is concentrated in a particular pearl milk tea vendor, so it should be replicated with samples from other beverage vendor, because like in soft drink habit and other beverage like Coffee, Smoothie will not be the same, as in those beverage is more available than pearl milk tea. Another limitation is attributes, it may be varied in other pearl milk tea, for example in developing or underdeveloped cost is one the main things for purchasing decision whether they will drink pearl milk tea. There are some future directions that should be considered. First, why the company are not interested to serve pearl milk tea through vending machine, second if the company start to serve pearl milk tea in vending machine whether consumer will consume or not, or what are the expectation of consumers?

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APPENDIX A

SURVEY QUESTIONAIRE

Stamford University
Factors Affecting Decision Making On Purchasing Pearl Milk Tea In Bangkok

Explanation

1. Purpose of this research are study the factors affecting decision making on purchasing pearl milk tea in Bangkok and compare the factors that affect the choice of consume decision toward pearl milk tea.

2. Questionnaires are divided into 4 parts are following:

Part 1 Personal Information

Part 2 Perception of marketing

Part 3 behavior intention to buy pearl milk tea

Part 4 Factor affecting customer's purchasing decision of pearl milk tea

Researcher would like to thank you for all participants for your valuable time and cooperation in this questionnaire.

Siriat Saesieo

Master of Business Administration

Stamford University

Instruction: Please tick a box.

Part 1 Personal Information

1. Gender

    ☐ Male

    ☐ Female

2. Age

    ☐ Less than 20 years old

    ☐ 20-30 years old

    ☐ 31-40 years old

    ☐ More than 40 year old

3. Occupation

    ☐ Private company

    ☐ Government officer

    ☐ Business Owner

    ☐ Student

    ☐ Other, please specific………..

4. Individual income per month (THB)

    ☐ Less than 10,000 THB

    ☐ 10,000-20,000 THB

    ☐ 20,001-30,000 THB

    ☐ 30,001-40,000 THB

    ☐ More than 40,000 THB

Instruction: Please tick a box.

Part 2 Opinion of Marketing Mix of Customer

1. What types of milk tea do you buy the most?

☐ Jasmine Tea

☐ Chocolate Tea

☐ Plum Tea

☐ Lychee Tea

☐ Apple Tea

☐ Strawberry Tea

☐ Coffee Tea

2. Which topping do you always adding with milk tea?

☐ Pearl

☐ Black Jelly

☐ Jelly

☐ Pudding

☐ Fruit Salad

3. Normally, level of sweet (sugar) do you like?

☐ Less sugar

☐ Normal

☐ Sweet

4. How much do you pay pearl milk tea per cup?

☐ Less than 25 Baht

☐ 25 – 40 Baht

☐ 41 – 55 Baht

☐ More than 55 Baht

5. Where do you usually buy pearl milk tea?

☐ Street road / Market fair

☐ Convenience store or department store

☐ Office building

☐ Railway Station

6. Which promotions do you like the most?

☐ Collected card

☐ Discount member card

☐ Co-promotions campaign

7. Which factors that support you to purchase pearl milk tea ?

☐ Logo design / Colorful

☐ Decoration

☐ Store layout

8. Which the most media that take your intention to buy pearl milk tea?

☐ Image

☐ Audio

☐ Video

Part 3 Consumer behavior to buy pearl milk tea

1. The objective of buying pearl milk tea ?

☐ Reduce from sleepy

☐ Reduce of stress

☐ Using the internet

☐ Personal reason

2. Approximately, how often do you purchase pearl milk tea per week (Cups) ?

☐ Cup a week

☐ 2-3 cups per week

☐ 4-6 cups per week

☐ More than 6 cups per week

3. What time do you usually purchase pearl milk tea?

☐ Morning

☐ Noon

☐ Afternoon

☐ Evening

4. Duration of the service at pearl milk tea shop?

☐ Less than half an hour   ☐ 2 Hours

☐ 1 Hour   ☐ More than 2 Hours

5. Who is a person that has the most influencing decision to buy pearl milk tea ?

☐ Yourself ☐ Friend

☐ Family ☐ Staff

Part 4 Factor affecting customer's purchasing decision of pearl milk tea

Please indicate your level of perception with the following scale; Rating scale of 1 – 5 with statement where 1 = strongly disagree, 2 = slightly disagree, 3 = neither agree nor disagree, 4 = slightly agree, 5 = strongly disagree

Factor affecting customer's purchasing decision of pearl milk tea		Level of Priority Most ⟶ Less				
		5	4	3	2	1
1	**Product**					
1.1	Brand					
1.2	Packaging					
1.3	Test of pearl milk tea					
1.4	Varity of product					
1.5	Healthy of product					
2	**Price**					
2.1	Price are reasonable for the quality and quantity					
2.2	Clear price tag					
2.3	Standard of price					
3	**Place**					
3.1	Easy to access					
3.2	Outstanding location					
3.3	Exact location					

Factor affecting customer's purchasing decision of pearl milk tea	Level of Priority Most → Less				
	5	4	3	2	1
4 **Promotion**					
4.1 Collecting card redemption					
4.2 Discount member card					
4.3 Co-promotions campaign					

……………….Thank you ………………..

APPENDIX B

INDEX OF ITEM OBJECTIVE CONGRUENCE (IOC)

Index Of Item Objective Congruence (IOC)

Question	Specialists					
	1	2	3	4	5	IOC
Part 2						
What types of milk tea do you buy the most?	1	1	1	1	1	1
Which topping do you always adding with milk tea?	1	1	1	1	1	1
Normally, level of sweet (sugar) do you like?	0	1	1	1	1	0.8
How much do you pay pearl milk tea per cup?	1	1	1	1	1	1
Where do you usually buy pearl milk tea?	1	1	1	1	1	1
Which promotions do you like the most?	1	1	1	0	1	0.8
Which factors that support you to purchase pearl milk tea ?	0	1	1	1	0	0.6
Which the most media that take your intention to buy pearl milk tea?	1	1	1	1	0	0.8
Part 3						
The objective of buying pearl milk tea ?	0	1	1	1	1	0.8
Approximately, how often do you purchase pearl milk tea per week (Cups)?	1	1	1	1	0	0.8
What time do you usually purchase pearl milk tea?	1	1	0	1	1	0.8
Who is a person that has the most influencing decision to buy pearl milk tea ?	0	1	1	0	1	0.6
Duration of the service at pearl milk tea shop?	0	1	1	1	1	0.8
Part 4						
Brand	1	1	1	1	1	1
Packaging	1	1	1	1	1	1
Test of pearl milk tea	1	1	1	1	1	1
Varity of product	1	1	1	1	1	1
Healthy of product	0	1	1	1	1	0.8
Price are reasonable for the quality and quantity	1	0	1	0	1	0.6
Clear price tag	0	1	1	1	1	0.8
Standard of price	0	0	0	0	1	0.2
Easy to access	1	1	1	1	1	1
Outstanding location	1	1	0	1	0	0.6
Exact location	1	1	1	1	1	1
Collecting card redemption	1	1	1	1	1	1
Discount member card	1	0	1	1	1	0.8
Co-promotions campaign	0	1	0	0	1	0.4
Total						0.7097

APPENDIX C

LIST OF EXPERTS

LIST OF EXPERTS

NAME	POSITION
1. Dr. David Chiu	Consult, Graduate School Assumption University Bangna Campus
2. Ajarn Chupitchaya Pramoolpon	Tea Professor, Fundamental academy of coffee and tea, Fact Shop
3. K. Paichit Chiraruengkul	Manager of P&P pearl milk tea
4. K. Phutikul Pinyavat	Owner of I-chi cha pearl milk Shop
5. K. Somchai Charoentangwong	Owner Oc Chamichi pearl milk tea shop

APPENDIX D

SUMMARY TABLE

Summary Table

Hypothesis	Variable	Analysis Method	Result	LSD Variable
Demographic	Gender	T - test	No influence	
	Age	F - test	Influence	Product (Sig 0.003)
	Occupation	F - test	Influence	Product (Sig 0.023), Price (Sig 0.000)
	Income	F - test	No Influence	
Hypothesis	**Variable**	**Analysis Method**	**Result**	**LSD Variable**
Marketing Mix	Type of milk tea	F - test	No influence	
	Topping	F - test	Influence	Price (Sig 0.002)
	Level of sugar	F - test	Influence	Product (Sig 0.001)
	Cost to pay	F - test	Influence	Product (Sig 0.000), Price (Sig 0.005), Place (Sig 0.010), Promotion (0.043)
	Place	F - test	Influence	Product (Sig 0.000), Price (0.000), Place (0.000), Promotion (0.000)
	Promotion	F - test	Influence	Product (Sig 0.034), Price (Sig0.031)
	Factor support to purchase	F - test	Influence	Product (Sig 0.000), Price (sig 0.001), Place (Sig 0.001), Promotion (Sig 0.009)

Hypothesis	Variable	Analysis Method	Result	LSD Variable
	Media	F - test	Influence	Product (Sig 0.000), Price (Sig 0.000), Place (Sig 0.010), Promotion (0.000)
Consumer Behavior	Objective of Buying	F - test	Influence	Price (Sig 0.001)
	How many cup	F - test	No influence	
	Period of time	F - test	Influence	Promotion (Sig 0.004)
	Duration of service	F - test	Influence	Product (Sig 0.000), Price (Sig 0.007), Place (Sig 0.001), Promotion (Sig 0.000)
	Most person influencing	F - test	No influence	

BIOGRAPHY

NAME	Ms. Sirirat Saesieo
DATE OF BIRTH	13 August 1988
EDUCATIONS	
2015	Master of Business Administration Stamford University
2007	Bachelor Degree Assumption University
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