

**BEHAVIORAL FACTORS AFFECTING THE CUSTOMER
DECISION TO CATURDAY CAT CAFÉ
IN RATCHATHEWI DISTRICT,
BANGKOK METROPOLITAN**



ATIPA SAWANGSRI

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE GRADUATE SCHOOL
STAMFORD INTERNATIONAL UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION
ACADEMIC YEAR 2014**

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**The Research has been approved by
Stamford International University
The Graduate School**

Title: Behavioral factors affecting the customer decision to Caturday Cat
Café in Ratchathewi district, Bangkok Metropolitan

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Abstract

Cat café is a type of coffee shop offering customer to enter this space to play with cats and sitting and drinking and hanging out. The market of cat café is growing in big cities including in Bangkok, in which Caturday Cat Café in Ratchathewi is one of the key players in the market. The main purposes of this research are to study how difference demographic affected to behavior of consumer of decision to choose Caturday Cat Café, to study how psychographic affected to behavior of consumer decision to Caturday Cat Café, and to study how marketing mix (7ps) mix affects to behavior of the decision to Caturday Cat Café in Bangkok.

The researcher conducted quantitative research through questionnaire survey with the sample size of 400. The data collection was made at Caturday Cat Café in Ratchathewi, Bangkok, in which the non-probability sampling method with the use of convenience sampling technique was applied. Meanwhile, the data analysis methods were descriptive analysis, one-way ANOVA, independent sample t-test, and Chi-Square test.

The finding of this research indicated that difference gender between male and female had affected toward kind of drinks ordered, age had affected towards kind of drinks ordered, education had affected to kind of eatable and frequency of visiting, occupation had affected to kind of drinks, kind of eatable ordered and criteria in selecting and monthly income had affected to kind of drink and kind of eatable. The result also revealed that the people who are a cat lover (like cat) had affected towards kind of drinks ordered and the respondent who owning cat had affected towards frequency of visiting Caturday Cat Café and kind of drink ordered. In addition, the finding proved that marketing mix factors on price had an impact to kinds of eatable items ordered. Place for convenience location had and impact toward money spending of consumer. Convenience location had an impact to criteria in selecting a Caturday Cat Café. Sales promotion had an impact toward criteria selecting a Caturday Cat Café. Friendly staff had an affected toward frequency of visiting and criteria in selecting; variety of cat had an impact toward people's money spending in Caturday Cat café per time and per person and variety of cat also had an impact to criteria in selecting Caturday Cat Café; attractive of cat had an impact toward frequency of visiting and criteria in selecting to Caturday Cat café. Meanwhile, speed of service had an affected toward kind of drink ordered. Marketing mix factors on physical evidence such as spacious environment had an affected to kind of eatable ordered and money spending. Enjoyable atmosphere and cleanliness had affected toward criteria in selecting to Caturday Cat Café.

Keywords: Cat café, Consumer decision,

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Coffee is one of the main beverages sold in drinking places worldwide. In Thai society, coffee shops have a significant role in Thai communities. It is a place for meeting friends, food and drinks, relax or a place where you can work/study. Coffee has become a trend in Thailand in recent years. Thailand is one of the countries that are successful in developing coffee and drinks chain shops. Coffee and drinks are well accepted by consumers in Thailand either prompting or sit in operation to increase investment.

From, the Kasikorn research of premium coffee: stellar trend for that café in 2003 show that since the bubble economy ended in 1997, premium coffee has been considered one of the most widely mentioned businesses among investors and consumers. Due to there are many supporting factors, especially the high growth in this business every year, and Thai consumer behavior that has displayed a readiness to pay higher prices for the genuine flavor of freshly brewed coffee. In the view of many, the cost of 80-100 Baht per cup is worth it in exchange for a sip of great flavored coffee in a friendly environment. In the past, there were only businessmen and tourists, but nowadays the office people and students have started to visit these premium coffee shops. In addition, the coffee business in Thailand is quite interesting because Thai people widely consume coffee. Therefore, good opportunities still remain in the cafe business, as the consumer behavior tends to view coffee as a fun drink, one that goes with entertainment as well as acting as a stimulant. There are two separated varieties of cafes, one being the overseas chain operations, such as Starbucks, Au Bon Pain, Gloria Jeans and UCC; the other is the local Thai franchise operation, such as Black Canyon, Banrai Cafe, Coffee World, Modern Coffee, and others. Some 60% of the market share belongs to overseas franchises, while 40% goes to local brands (Kasikorn Research Center,2003:online)

The good coffee and comfortable atmosphere are the asset of coffee shop business. However, cat cafés is also one of the more popular places in Thailand, Regional news reported that in the past 5 years cat cafes have become very popular in Asia. (International Business, 2014) Cat cafés are also becoming a trend in Bangkok. Responding to consumer needs, the rich aroma of brewing coffee, espresso and caramel macchiato, this coffee shops has more to offer: cats. Cat cafés are venues that offer customers quality time with friendly cats while serve drinks, bakery and relaxation. Thus the cafés are sort of like supervised pet rental stores. This unique business idea originated in Taipei, 1998 while the first Japanese cat café was opened in Osaka in 2004. In a mere 15 years, the concept has exploded across Asia and has even begun to sink its claws into Europe. (Julian, 2013) In Japan most proprietors do not allow pets in their apartments, thus renters have to find another way to spend time with their favorite animals. From the condition, cat café owners choose to present their customers with cats who are rare or have a pedigree (Nita, 2014), in order to motivate people to come to the cat café. In this year in Thailand have many condominium where growing in high that mean the people have the limit space and difficult to take care their pet, Cat café is the new choice as a pet rental for people who love cats. In 2012, Sentangsedtee magazine published that the interesting research from the seminar “open trillion treasure 4 legs marketing Hong meow market” Part of the topic state that pet market especially dogs and cats are able to grow even if there are economic crisis in Thailand but pet market is reverse and there are increase investment in pet market.

The total value of goods and services in pet market Thailand is growing and the growth rate of 3-30%. During the years 1995-2010, representing a growth of 5,000 million baht, in the year's 2010-2012 value growth of another 5,000 million baht, which spend just two years however, pet market still expect that will grow steadily. Furthermore, the behavior of consumers has to be concerned about mental and health of pets therefore pet market seems to occupy it.

According to the trends, cat cafés are getting more popular and this has an effect on the line of business of cat cafés. The consumer behavior is changing and cat cafes have many factors, which are different from a traditional coffee shop, like the product, which they offer, the price, place and the promotion. This research study

will show you that factors have an effect on the behavior of the consumers and why they decide to go to Caturday Cat Café in Ratchathewi, Bangkok. This study will show, with help from the guideline, how the entrepreneur can develop and invest in the cat café business and meet with the requirements effectively.

1.2 Research Objectives

- (1) To study how different demographics affect the behavior of consumers to make a decision to choose for Caturday Cat Café in Ratchathewi district, Bangkok
- (2) To study how the psychographics has an influence on the behavior of the consumer's decision to go to Caturday Cat Café in Ratchathewi district, Bangkok.
- (3) To study how marketing mix (7ps) has an effect on the behavior of the decision of the consumer to go to Caturday Cat Café in Bangkok.

1.3 Significances of the Research

- 1 The research revealed the factors affecting behavior of consumer decision to go to the Caturday Cat café.
- 2 The finding of this research is to know the factors of marketing mix and if these factors have affected the behavior of consumers in their decision to choose for Caturday Cat Café instead of another cat café or regular café.
- 3 The findings would be a guideline for the entrepreneur of the cat café and can use this research to apply in the entrepreneur's own operation and development.
- 4 The future researcher who will do the same topic of cat café and the research will be great for me as a researcher because I hope to improve my research skills which I can apply to conduct research before I run a business.

1.4 Scopes of the Research

1 Content

This research studies behavior of consumer to choose Caturday Cat Café and the factors compose of independent variable are demographic data (gender, age, education, occupation and monthly income), Psychographic data (preference of cats and owning cats) and Marketing mix (7ps), which are related to dependent variable: behavior of consumer choosing Caturday Cat Café.

2 Population and Sampling

The population of this study composes of people who went to Caturday Cat Café in Ratchathewi district, Bangkok. There were 400 participants in this research.

3 Period of Time

During 23th August 2014 until 27 October 2014, conduct this research during a period of two month

1.5 Limitations of Research

There are several limitations to this study, some of them are:

- (1) The sample is just focus on People who go to Caturday Cat Café in Ratchathewi, Bangkok only
- (2) The population is not various and cat café is the new trend, it is hard to find direct research to support and hard to generalize this study.
- (3) Limited of time

1.6 Conceptual Framework

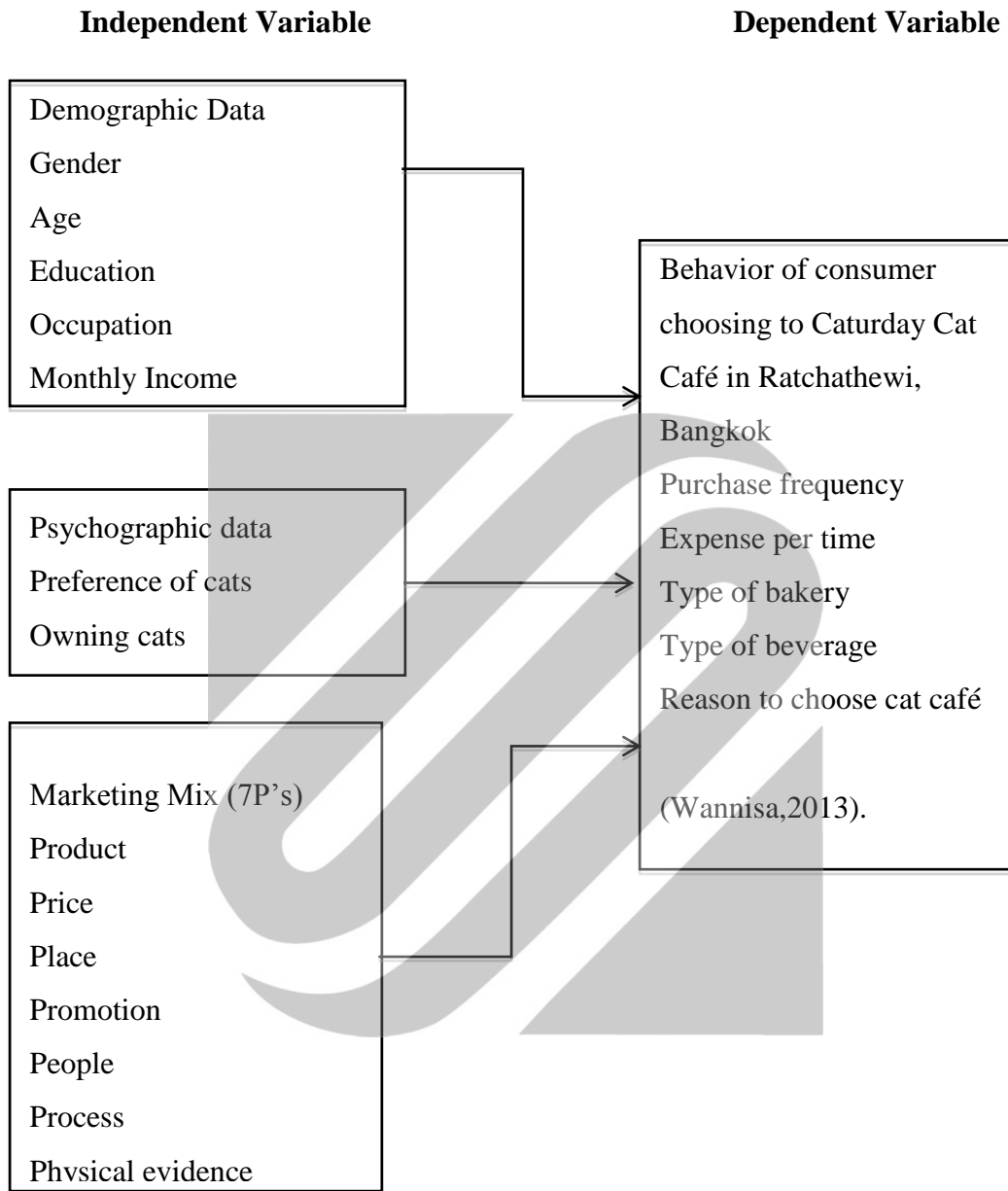


Figure1.1 Conceptual Framework

1.7 Hypotheses

1 Different demographic data affected the behavior of the decision to go Caturday Cat Café in Bangkok.

2 Different psychographic data affected the behavior of the decision to choose for Caturday Cat Café in Bangkok.

3 Different marketing mix has an affect to the behavior of the decision to visit the Caturday Cat Café in Bangkok

1.8 Benefit of the Research

(1) To know the difference of demographic affect behavior factor affecting the decision to go to Caturday Cat Café in Ratchathewi, Bangkok.

(2) To understand 7p's Marketing mix affect behavior factor affecting the decision to go to Caturday Cat Café in Ratchathewi, Bangkok.

(3) Benefit for the future research to do on the same topic and for future cat café entrepreneurs to use this study as a guideline to develop or run their business.

1.9 Definition of Terms

1. **Cat Café:** a place where people can hangout with friendly cats while serving beverage and bakery in a nice atmosphere.

2. **Behavior of The Decision:** The process of decision and act of people had affected buying and using product or services.

3. **Demographic Data:** the quantifiable statistics of a given population. Demographics are also used to identify the study of quantifiable subsets within a given population, which characterize that population at a specific point in time.

4. **Psychographic Data:** the study of personality, values, opinions, attitudes, interests, and lifestyles. Because this area of research focuses on interests, attitudes, and opinions

5. **Consumer Behavior:** the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

6. Marketing Mix (7ps): the factors that the company can control.

6.1 Product: Things are both tangible and intangible which offer the customer to satisfy customer's need and want.

6.2 Price: the amount of money expected that the owner set by considering the list price and discount price. Also the price can tell the company's position in the market.

6.3 Place: the location of the cat café. Which place is convenient for the customers access. Is the place representative for the target group?

6.4 Promotion: The method of communication to provide the information to the customer such as advertisement, sales promotion and public relation.

6.5 Process: the operating service system delivery to customer.

6.6 People: all of the people in the cat café who play a part in service and have an influence on the customer perception.

6.7 Physical Evidence: The environment in the cat café including the equipment, cats and any components that facilitate the service performance.

CHAPTER 2

LITERATURE REVIEWS

In this chapter compose of the theories and other related information which the researcher has been studying before study on topic Behavioral factors affecting the customer decision to Caturday Cat Café in Ratchathewi district, Bangkok. The relevant information had component that consist of following topics:

- 2.1 Café market in Thailand
- 2.2 Cat café in Bangkok
- 2.3 Caturday Cat café
- 2.4 Consumer decision-making process
- 2.5 Consumer behavior
- 2.6 Maslow's Hierarchy of Needs
- 2.7 Marketing Mix
- 2.8 Other related research

2.1 Café Market in Thailand

Coffee Shops in Thailand by Mintel Global Market claims both multiple and independent coffee shops are rapid growth throughout the country within the last decade. Coffee shops are defined as outlets where coffee accounts for a sizeable part of sales with quite a restricted, mainly packaged, food offer and small amounts if any. In some countries it therefore includes outlets such as bakery shops and bars. Thailand's coffee market are intend to continually and accelerative grow in the nearly future for at least five years period. It should be noted that the business regarding roasted coffee parlors has its roots in Thailand for a period of time, but it has just become popular in 2010. The growth rate of the business is still continuing to increase by 10%. The growth rate can be seen from various customer groups. From the past, the main group for the business was limited only to the businessmen and travelers. But presently the target group is expanding to office people as well as students. The business regarding coffee lounge in Thailand is very interesting as it lights up many opportunities that are centered on the idea of drinking coffee for entertainment and

lifestyle. Chain coffee house in Thailand tend to attract a wealthier clients: Westerners, Japanese, Chinese, and Korean tourists, workers and students living a chic lifestyle on the back of daddy's salary or a student loan. The average Thai tends to grab a road coffee for half the price, twice the size and no doubt with twice the sugar. (Pongsiri, 2013)

2.2 Cat Café in Bangkok

Cat café is one of a group of coffee shops business. The theme of cat café is the coffee shop whose attraction with cats and offer the beverage like coffee, tea or juice including some bakery and eatable: food and snack. Customer can enter this space to play the cats and siting and drinking and hang out. The first cat café is opened in Taipei, Taiwan in 1998, It not attractive only the local but the japan the country cat lover interested in cat café also then the first cat café in japan is opened in 2004 in Osaka, now there are at least 39 cat café in Tokyo and many countries have cat café and popular. (Jame, 2014). Thailand have cat café in Bangkok, Northern and Southern. In Thailand have many condominium where growing in high that mean the people have the limit space and difficult to take care their pet, Cat café is the new choice as a pet rental for people who love cats. In 2012, Sentangsedtee magazine published that the interesting research from the seminar "open trillion treasure 4 legs marketing Hong meow market" Part of the topic state that pet market especially dogs and cats are able to grow even if there are economic crisis in Thailand but pet market is reverse and there are increase investment in pet market. The total value of goods and services in pet market Thailand is growing and the growth rate of 3-30%. During the years 1995-2010, representing a growth of 5,000 million baht, in the year's 2010-2012 value growth of another 5,000 million baht, which spend just two years however, pet market still expect that will grow steadily. Furthermore, the behavior of consumers has to be concerned about mental and health of pets therefore pet market seems to occupy it. In Bangkok has about eight and has trends to increase. In 2014, Edt guide published that there are nine cat cafe in Bangkok as following:

- 1) Cataholic café is the coffee shop for cat lover in casual atmosphere decorated in white tone and friendly service. Cataholic café is located in 2nd floor Ozono plaza Petchaburi road.

2) Purr cat café club, club for cat lover is the cute café in front of the Purr salon the customer can bring their own cat for grooming, the café zone have eatable menu and drinks. Purr cat cafe club is in Sukhvit53.

3) Charming Cats café and pet shop is in Ladprao road. Beside cafe there are pet products for customer to shop.

4) Makura cat café at Srinakharinwirot51.

5) Chico Interior Product & Café is decorated like home and serve variety menu, it focus on traditional Japanese food there is also cat toys for sale as well.

6) Karamaew cat café is on Jan road Sathon.

7) Kitty cat café with delicious bakery and drinks for cat lover like sit at home, the chairs has height and Japanese style surrounded by the lovely cats. Kitty cat café is located in Town in Town.

8) Caturday Cat café is the comfort atmosphere with pretty furniture, where is near Ratchataewi BTS station. Each cat café has different atmosphere, price and regulation.

Cat café have strict rules, the customer to keep the cats in good health for example to make sure the cats are not disturbed too much as the cats don't like getting their tails pulled by small children and sometime they just want to be alone for a snooze. Some places are strict about handling the cats and the relevant hygiene however if you're a cat lover, then just being around the cats while you're having an ice-cold drink on a rather hot day will give you all the comfort that you need (Voicu, 2014).

2.3 Caturday Cat Café in Bangkok

Caturday Cat café is located in Ratchathewi, Bangkok, 10 meters walking from the sky train station. Caturday Cat Café. The café is opened on Tuesday to Sunday (closed only Monday) at 12.00-21.30 for weekday and weekend at 11.00-21.30. Caturday Cat Café has 40 cats and also has celebrity cats his name is Catshup. The customers go there and want to see the Catchup. Caturday cat café make sure that people will meet the friendly cats, inside the café; roughly 20 cats are allowed out to roam at the time, leaving ample space for their human counterparts to sit, relax and eat. The menu at Caturday Cat Café has a variety of choices, present in a photo album

and offering the range of sweet, drinks, and main meal. The cats are surrounding you whether up and down and all a round, some cats will walk on the catwalk, which hangs from the ceiling, some will be sleeping and many will be waiting for someone to pay with. Saturday cat café have the basket, which contain the toys and accessories for the customer to play with cats.

2.4 Consumer Making Decision Process

The consumer decision-making is a complex process with involves all the stages from problem recognition to post purchase activities. All the consumers have their own needs in daily lives and these needs make different decisions. These decisions can be complex depending on the consumer's opinion about a particular product, evaluating and comparing, selecting and purchasing among the different types of product. (John, 2013). There is a general agreement between many researchers and academics that consumer-purchasing theory involves a number of different stages. Depending on the different factors and findings, numerous researchers and academics developed their own theories and models over the past years. However, according to Tyagi and Kumar in 2004. The consumer purchasing theory, which states that, it involves the stages of search and purchase of product or service and the process of evaluation the product or service in the post-purchase product. In 1983, Cox and al propose Five stage Model introductory that is considered to be one of the most general model of consumer decision making process and it involves five various stages are These stages are: recognition of need or problem, information search, comparing the alternatives, purchase and post-purchase evaluation. This simple model clearly illustrates and explains how the consumers make a purchasing decision.

In addition, Blackwell and al (2006) found that focus on the argument why This model is more precise and clear compare to the other model is that because this model's core focuses on motivational factors, which help the user to understand the reasons behind the purchasing decision easier. The stage of consumer buying decision as follow:

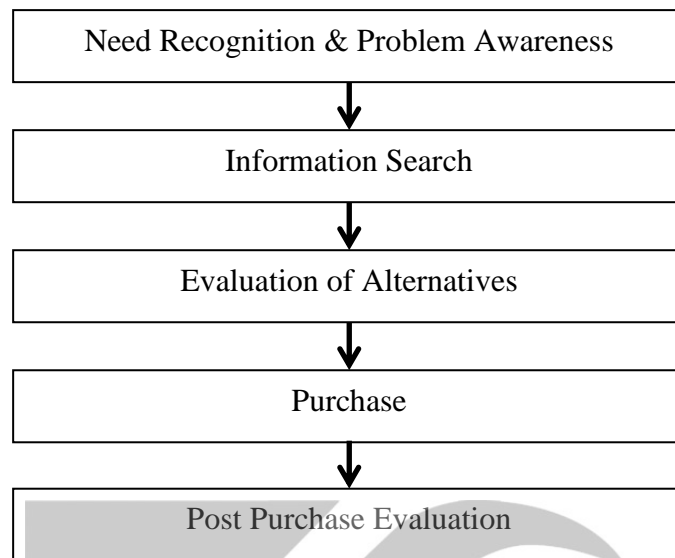


Figure2.1 Consumer Making Decision Process

Source: Engel, Blackwell and Kollat (1968)

The factors influencing are the choice of product, which were purchased by consumer. The model showed the Consumer buying decision process and the stages that lead the shopper to purchase a new product. The explanation is each stage as follow:

1. Need Recognition & Problem Recognition

This stage is the first and the most important in the buying process, The recognition happen when there is a lag between the customer's actual situation and the ideal and desire one. The recognition of a need by a consumer can be caused in different ways. Different classifications are used:

- Internal stimuli (physiological need felt by the individual as hunger or thirst)) which opposes the external stimuli such as exposure to an advertisement.
- Classification by type of needs:
 1. Functional need is the need that related to a feature or specific functions of the product or happens to be the answer to a functional problem.
 2. Social need is the need comes from a desire for integration and belongingness in the social environment or for social recognition.

3. Need for change is the need has its origin in a desire from the consumer to change.

- The Maslow's hierarchy of needs: Developed by the eponymous psychologist, this is one the best known and widely used classifications and representations for hierarchy of needs. It specifies that an individual is "guided" by certain needs that he wants to achieve before seeking to focus on the following ones:

1. Physiological needs
2. Safety needs
3. Need of love and belonging
4. Need of esteem (for oneself and from the others)
5. Need of self-actualization

2. Information Search

The consumer seek information in order to solve the problem, they will search more or less depending on the complexity of the choices. Then the consumer will seek to make their opinion to guide the choices and decision-making process with:

- Internal information: It comes from previous experiences they had with a product or brand and the opinion that they may have of the brand.

Internal information is sufficient for the purchasing of everyday products that the consumer knows – including Fast-Moving Consumer Goods (FMCG) or Consumer Packaged Goods (CPG). But when it comes to a major purchase with a level of uncertainty or stronger involvement and the consumer does not have enough information, they must turns to another source:

- External information: This is information on a product or brand received from and obtained by friends or family, by reviews from other consumers or from the press. Not to mention, of course, official business sources such as advertising or a seller's speech. During the decision-making process and the Consumer Buying Decision Process, the consumer will pay more attention to internal information and the information from friends, family or other consumers. It will be judged more "Objective" than these from advertising, a seller's speech or a commercial brochure

of the product.

3. Alternative Evaluation

The consumer can evaluate the different alternatives that offer to them, evaluate the most suitable to customer needs and choose the one they think it's best for them. In order to do so, they will evaluate their attributes on two aspects, the objective characteristics (such as the features and functionality of the product) but also subjective (perception and perceived value of the brand by the consumer or its reputation). Each consumer does not attribute the same importance to each attribute for decision and Consumer Buying Decision Process. And it varies from one shopper to another. The consumer will then use the information previously collected and his perception or image of a brand to establish a set of evaluation criteria, desirable or wanted features, classify the different products available and evaluate which alternative has the most chance to satisfy. The higher the level of involvement of the consumer and the importance of the purchase are stronger, the higher the number of solutions the consumer will consider will be important. On the opposite, the number of considered solutions will be much smaller for an everyday product or a regular purchase.

4. Purchase Decision

When the information search and evaluation process is over, the consumer makes the purchasing decision and this stage is considered to be the most important stage throughout the whole process. In this stage, the consumer makes decision to make a final purchase as they have already reviewed all the alternatives and came to a final decision point. Purchased further can be classified into three different types: planned purchase, partially purchase and impulse purchase (Kacen & Lee, 2002). Hoyer and Macinnis (2004) stating that there are many factors that can affect the purchasing process. For example, the desired product may not be available at the stock. In this case the purchase process is delayed and consumer may consider buying the product through online stores rather than visiting traditional physical stores. According to Wiedmann and al. (2007) department store sales assistants play in integral role in terms of impacting consumer purchase decision in a positive way from a business point of view. At the same time Wiedmann et al. (2007) warn that this

impact must not be done in a pushy manner, in which case it can prove to be counter-productive.

5. Post Purchase Evaluation

This is the final stage many companies tend to ignore this stage because this takes place after the transaction has been done. However, this stage can be the most important one as it directly affects the future decision making processes by the consumer for the same product. Therefore this stage reflects the consumer's experience of purchasing a product or service. This prospective is supported by Ofir (2005) mentioning that the consumer decision making process is a repetitive action and a good experience is vital in reducing the uncertainty when the decision to purchase the same product or service is considered the next time. The opinions of peers, friends and family regarding the purchases made is specified as one of the most important factors affecting the outcome of post-purchase evaluation by Perrey, Spillecke, & Armstrong (2011). This point is more expanded by Trehan and Trehan (2011), according to whom peer opinions regarding product evaluations tend to impact customer level of satisfaction regardless of their level of objectivity. Brink and Berndt (2009) focus on the importance of the post-purchase evaluation stage. The consumer may either get satisfaction or dissatisfaction depending on the evaluation of the purchase and comparison of their own expectations. The outcome forms the experience of the customer and it this experience is believed to have a direct impact on the next decision of the consumer to purchase the same product from the same seller. In conclusion, if the consumer is satisfied with the purchase it is likely that the purchase may be repeated while if they have a negative experience from the purchase it is unlikely that the consumer may make the decision to buy the same product from the same seller or even may not buy the product at all.

2.5 Consumer Behavior

Philip Kotler, Kevin Lane Keller (2012) consumer behavior is the study of how customer individual, group or organizations choose to buy of goods, services ideas or experiences to satisfy their needs and wants.

Anilkumar & Joseph, (2013) consumer behavior blends with diverse discipline such as Psychology, Sociology, learning theories, Gestalt & Field theories, Cognitive theories and motivational theories. It attempts to understand the process of making decision customer. It also tries to analyze influences on the customer from groups such as family, friends and society.

In 1991, J. Scott Armstrong's study showed that customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behavior is difficult to predict, even for experts in the field. Relationship marketing is an influential asset for customer behavior analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalization, customization and one-to-one marketing. Social functions can be categorized into social choice and welfare functions.

There are four major factors that influence consumer buyer behavior. Buying behavior is the decision processes and acts of people involved in buying and using products. A consumer's behavior is influenced by four major factors:

- 1) Cultural
- 2) Social
- 3) Personal
- 4) Psychological.

These factors cause consumers to develop product and brand preferences, Although many of these factor cannot be directly controlled by marketers, understanding of their impact is essential as marketing mix strategies can be developed to appeal to the preference of the target market. When purchasing any product, a consumer goes through a decision process, This process consist of up to five stages:

- Stage1: problem recognition
- Stage2: information search
- Stage3: evolution of alternatives
- Stage4: purchase decision
- Stage5: post purchase behavior.

The length of this decision process will vary. A consumer may not act in isolation in the purchase, but rather may be influenced by any of several people in various roles. The number of people involved in the buying decision increases with the level of involvement and complexity of the buying decision behavior. Consumer's buyer behavior and the resulting purchase decision are strongly influenced by cultural, social, personal and psychological characteristics. An understanding of the influence of these factors is essential for marketers in order to develop suitable marketing mixes to appeal to the target customer.

1. Cultural factors include a consumer's culture, subculture and social class, these factors are often inherent in our values and decision processes.

2. Social factors included groups (reference groups, aspirational groups and member groups), family, roles and status. This explains the outside influences of others on our purchase decision either directly or indirectly.

3. Personal factors include such variables as age and lifecycle stage, occupation, economic circumstances, lifestyle (activities, interests, opinion and demographics), personality and self-concept. These may explain why our preferences often change as our situation changes.

4. Psychological factors affecting our purchase decision include motivation (Maslow's hierarchy of needs), perception, learning, beliefs and attitudes.

Other people often influence a consumer's purchase decision. The marketer needs to know which people are involved in the buying decision and what role each person plays, so that marketing strategies can also be aimed at these people. (Kotler and al, 1994)

2.6 Maslow's Hierarchy of Needs

In 1943, Abraham Maslow showed a theory of human motivation after that Maslow extended his idea to observations of human's innate curiosity. His theory is closely many theories of human developmental psychology. Maslow's theory consisted of two parts: 1) The classification of human needs and 2) Consideration of how the classes are relate to each other. The classes of needs by Maslow as follows:

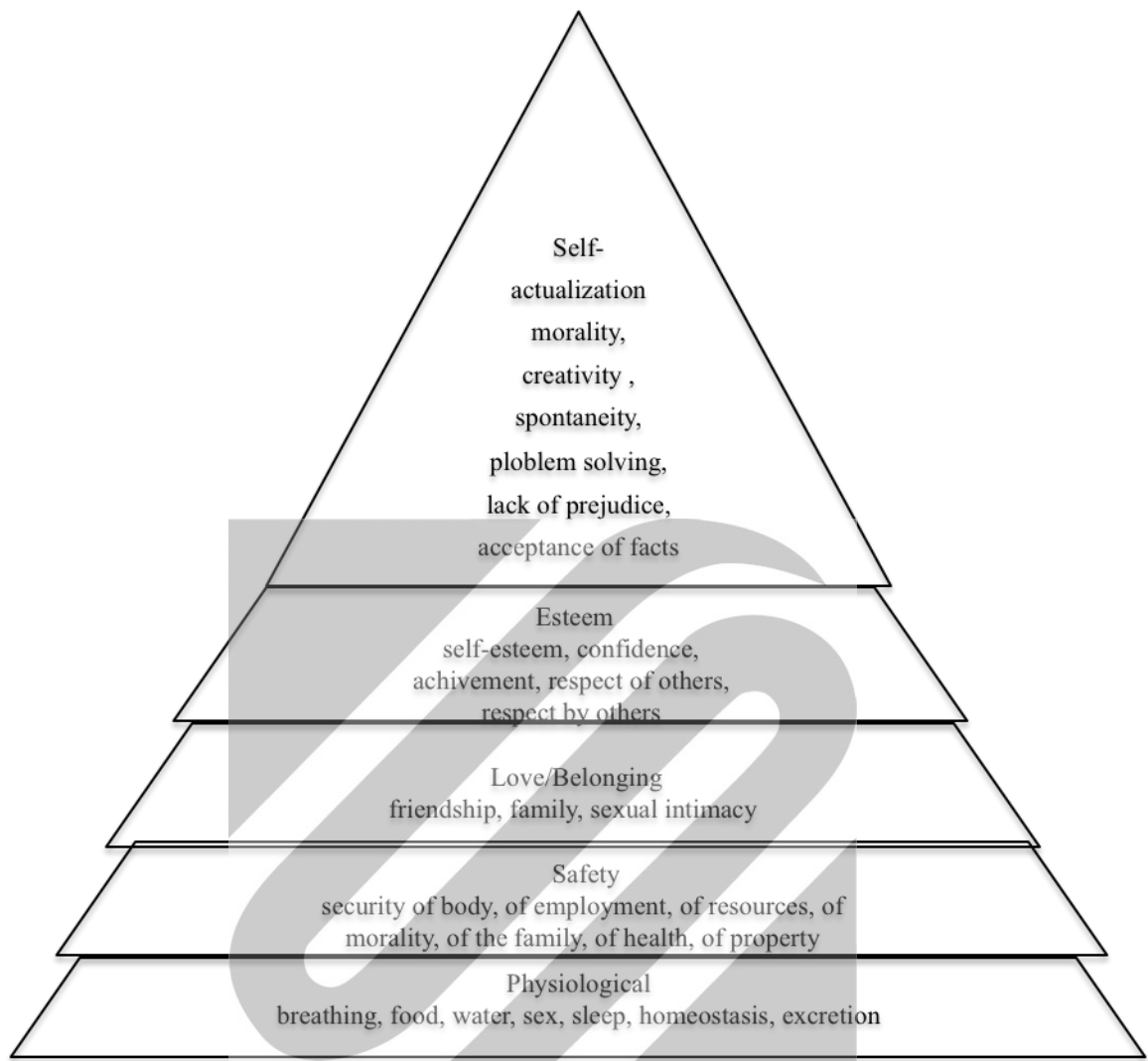


Figure 2.2 Maslow's Hierarchy of Need
Source: Abraham Maslow, 1943: online

The human mind and brain are complex and have parallel processes running at the same time, thus many different motivations from various levels of Maslow's hierarchy can occur at the same time. Maslow showed clearly about these levels and their satisfaction in terms such as "relative general:, and primarily". Instead of starting that the individual focuses on a certain need at any given time, Maslow stated that a certain need "dominates" the human organism. Hence, Maslow acknowledged the likelihood that the different levels of motivation could occur at anytime in the human mind. But he focused on identifying the basic types of motivation and the order in which they should be met.

Physiological Needs

The needs that are usually taken as the starting point for information theory are the so-called physiological drives. Physiological Needs are those required to sustain life, such as air, water, food, sleep according to this theory, if these fundamental needs are not satisfied, then one will surely be motivated to satisfy the needs basic to basic to existence.

Safety Needs

Safety needs are about putting a roof over our heads and keeping us from harm. If we are rich, strong and powerful, or have good friends, we can make ourselves safe. When the physiological needs are largely taken care of, this second layer of needs comes into play. You will become increasingly interested in finding safe circumstances, stability, and protection. Safety and security needs include: Personal security, financial security, health and safety net against accident/illness and their adverse impact.

Love and Belonging Needs

The third level of human needs is interpersonal and involves feeling of belongingness. Beginning to feel the need for friends, a sweetheart, children, affectionate relationships in general, even a sense of community. One thing that must be stressed at this point that love

Esteem Needs

Everyone have a need to feel respected including to self-esteem and self-respect. Esteem present the typical human desire to be accepted by others. Maslow noted two versions of esteem needs: a lower version and a higher version, the lower version of esteem is the need for respect from others. This may included a need for status, recognition, fame, prestige, and attention. The higher version manifests itself as the need for self-respect. For example, the person may have need for strength, competence, mastery, self-confidence, independence and freedom. After a person feels that they belong, the urge to attain a degree of importance emerge. Esteem needs can be categorize as external motivators and internal motivators.

Internally motivating esteem needs are those such as self-esteem, accomplishment, and self respect. External esteem needs are those such as reputation and recognition.

Self-Actualization

Self-actualization is the summit of Maslow's motivation theory. It is about the quest of reaching one's full potential as a person. Unlike lower needs, this need is never fully satisfied as one grows psychologically there are always new opportunities to continue to grow. Self-actualized people tend to have motivators such as: truth, justice, wisdom, and meaning. Self-actualized people have frequent occurrences of peak experiences, which are energized moments of profound happiness and harmony. According to Maslow, only a small percentage of the population reaches the level of self-actualization.

2.7 Marketing Mix

“The marketing mix is the set of controllable tactical marketing tools product, price, place, and promotion – that the firm blends to produce the response it wants in the target market” (Kotler and Armstrong, 2010)

The marketing mix is one of the most famous marketing terms. The marketing mix is the tool or operational part of a marketing plan. The marketing mix is called the 4Ps and the 7Ps. The 4Ps are Price, place, product and promotion. The 7Ps in the services marketing mix includes the additional of process, people and physical evidence. (Friesner, 2014)

Simply the marketing is a tool used by business and Marketer to help determine a product or brand offering. The 4P's have been associated with the Marketing mix since their creation by E. Jerome McCarthy in 1960 later Maula & Qurneh (2012) adding three more elements, which explain as a following

The marketing mix 7P's:

Product: The product should fit the task consumer want it for, it should work and it should be what the consumers are expecting to get.

Place: The product should be available from where the target consumer finds it easiest to shop. This may be high street, mail order or the more current option via e-commerce or online shop.

Price: The product should always be seen as representing good value for money. This does not necessarily mean it should be cheapest available but one of the main idea of the marketing concept is customer are usually happy to pay a little more for something that work really well for them. However higher prices may increase short term profitability, but, in the long term, it may lead to lower sales and profit. (Jemmakeen, 2014)

Promotion: Promotion is defined as sales promotion, advertising, personal selling, public relation and direct marketing. It helps to make potential customers aware of the many choices available regarding products and services (Jemmakeen, 2014)

People: According to Muala & Qurneh (2012) people refer to the service employees who produce and deliver the service. It has long been a fact that many services involve personal interactions between customers and the site's employees and they strongly influence the customer's perception of service quality.

Process: In 2012, Muala&Qurneh,s study showed that process is generally defined as the implementation of action and function that increases value for products with low cost and high advantage to customer and is more important for service than for goods.

Physical Evidence: Muala & Qurneh (2012) revealed that this factor refers to the environment in the service and any tangible goods that facilitate the performance and communication of the service are delivered. This is great importance because the customer normally judges the quality of the service provided through Physical Evidence. In addition, physical evidence also refers to the environment in the services production such as surrounding can affect the impression perceived by the customer about service quality.

2.8 Other Related Research

Chanaya (2008) study factors affecting the customer's decision of selecting Coffee shop in Bangkok, the purpose of the study were to determine the decision of customers and marketing factor, to compare the customer the customer's decision, classified by specific factor, to study the relationship between marketing factors and purchase decision and to study the relationship between specific factor and marketing

factor. Based upon the finding, it was concluded that in analyzing decision process, the evidence showed that mean of decision in overall were at high level. The aspects could be ranked, from highest to high; taste, type of coffee, brand and discount. In analyzing marketing factors affecting the customer's Decision of selecting coffee shops overall were at highest level. However, when taking each aspect into consideration, it was obvious that the price was at the highest level. Product and distribution was at the highest level. Marketing promotion was at moderate level. The factors affecting the customer's decision of selecting coffee shop in Bangkok was found that sex had not different reasons of decision of selecting coffee shops, their decision on personal factors; age, level of education, occupations and incomes had not different reason. In analyze the factors affecting the customer's decision of selecting coffee shops, the evidence showed that the marketing factors such as product, place and marketing promotion the price is not important factor reasons of decision because more customer had the most incomes, they have interested in quality product, line distribution and marketing promotion.

Pailin (2013) study consumers 'behavior on fresh coffee consumption in Bangkok, the purpose of the study are to investigate the general information and consumer's Behavior towards the service of coffee shops, to study the factors influenced consumer's choices of the service of the coffee shop and to develop the service of coffee shops according to former consumer's demand and satisfaction. The result showed that the frequency of consumers coming to the shop was uncertain and the reason they came to the coffee shops was to meet friends. They focus on the atmosphere and the design of the shop, both inside and outside the most, followed by the polite service and shop's publicity respectively.

Nutchanart (2005) has studied the behavior of people who use the services of modern coffee shops in the Bangkok Metropolitan Ares and studied the effect of the marketing mix on behavior of the people. The sample is 400 people who work in the Bangkok Metropolitan area and who drink fresh coffee at modern coffee shops. The instrument is a questionnaire with accuracy of 0.95. The data was done by descriptive statistics such as percentage, the mean, the standard deviation and deducing statistics in order to test the hypothesis such as the Pearson Chi-square table, the -direction of variation fluctuation analysis and the pair average comparison. This

study found that most of people who enjoy drinking coffee are aged 21-40 years and have a good education and good jobs, people who drink coffee usually choose to drink in the morning which is caused by the preference for the flavor. The sample group ranked the element of marketing mix including the products, the prices and the distribution highly. As for marketing, it was ranked at the middle level with a level of importance of 005 with accuracy of 95 percent.

Fonthong & Kittipan (2013) studied the motivation of consumers to take a service from amazon coffee shop a PTT gas station in Bangkok. The finding show that most of samples are female; are in age range between 41-50 years they are an governor have monthly income in range between 10,001-20,000 baht; graduated in level of bachelor's degree, got married, have coffee drinking behavior because coffee can help to make unsleeping, drink coffee two cups a day, pay less than fifty baht for a cup, prefer to drink coffee at coffee shop, visit with two persons and can change coffee brand mainly caused of pricing. They focus on various factors of marketing mix, including display of price list, convenient buying, advertising on various types of media, and variety of coffee and other products. Also, they focus on staff in providing the services.

Emily (2013) Black dog coffeehouse family, community and coffee, the match family is a close-nit group of entrepreneurs with a strong history of building successful family business, the family own several businesses in the Lenexa area. Black Dog is a coffeehouse in progress, and so far the progress seems positive and fascinating. The Matsches are learning as they go, stepping behind the bar for barista training and continuing their education in the fickle world of specialty coffee, but it's obvious they've got a great start and a bright future. Black Dog is surrounded by Kansas City for long time that is established a culture in the part of metro. Many people have the loyalty to Black Dog. Black Dog having been either frequent customer or former employee and while the Matches are completely remodeling and refocusing Black Dog by changing to community feel. Black dog is the lay out a stage has been added with a conference room for class and events, and the bar has been redesigned to more attractive customer experience. Before, the counter totally hid the coffee machine and the customer would disappear for 6-7 feet before appearing on the

other side. Now the bar is open interaction and new pour over area at the end of the bar. Crating the space for a focus on interaction over coffee. People go crazy with bread it is perfect combination with coffee and tea. Black Dog focused on the live music with additional stage and more selectivity when choosing musicians. Coffee education classes are planned and night game are hold every other week. The owner biggest focus is to have the most friendly, comfortable place to hang out. Carol Matsch said "Great coffee, great food, and a lot of fun to come to."

Piquet (2014) discussed several necessary factors required for opening of coffee shops and informs that it is important to be successful in today's market. Topics discussed include best way to remain profitable in coffee business is to have quality products, preparation is a key factor for opening of shops and numerous resources offered by an organization Specialty Coffee Association of America (SCAA) and CoffeeFest to schools such as American Barista and Coffee School in Portland, England. There are only small handfuls that will have all the necessary factors to open multiple coffee shops or live in the heavily populated, coffee centric cities. These factors are important because its gives a basis for the strategies necessary to be successful in today's market. The best way to remain and profitable is to have quality as your differentiator, with out it, you will the same as competitors. And luck and location will only sustain until a competitor with a better product moves in a cross the street. It is the most significant way to establish your place in the market without resorting to gimmick or fad. Preparation is the key for starting the coffee shop. Without preparation, the owner may be failed and preparation takes time. Today, there are numerous resources to get you prepared, from classes offer by coffee or barista school, take time to visit, observe and enjoy coffee sops in your local area, region and abroad. Understanding both coffee and business at a professional level will be essential for the success. Quality is built on a foundation of high standard that you believe in rather than a set of standards you merely practice. Understanding the importance of positioning is an essential tool for building the business.

Sphinxy (2011) Relaxation and cats- How cats reduce stress in humans reveal that having cat as a pet can work wonders for reducing a person's stress levels. There's nothing like the slow, gentle action of stroking a cat on you lap and listening

to it purring in appreciative response, to claim the mind and reduce the blood pressure and it can provide friendship and comfort for people who live on their own, particularly when they are elderly or infirm and rarely able to go out. According to the research, the relationship with the cat may also provide with a lot more than mere pleasure, it can also have enormously calming and relaxing effect. The effect of owning a pet can be so remarkable that it can actually help to reduce a person's blood pressure. Beneficial companion: Establishing a relationship with a cat can be valuable step in a person's ability to express their feelings again after a serious illness, which can be beneficial in patient's recuperative process, Many elderly people and those who are mentally ill can be lonely in which case a cat can provide them with much needed companionship and will probably do a great deal to cheer them up. Cats help in Beating depression: Elderly or unwell who go out rarely and seldom talk to other people may find that they become withdrawn, This can eventually lead on to severe depression, A cat can help such individual come out of themselves again be responding to another living being and can help them rediscover some of the hitherto forgotten joy of life. Some people find that their cats help them relax and settle down for the night without having to resort to sleeping pill, and this is obviously a much better solution to an age-old problem. Owning a cat can also be good for mental health, for those people who are deeply scarred by human relations, a cat can give affectionate companionship without the complexity and contradictions of human bonds. A cat may even come to encourage such people to try again with human relationship. For those cat owner who work at home, a cat can be a very convenient stress beater. All the wonderful ways pets can help people live healthier, happier lives. While the most pet owner are clear about the immediate joys that come with sharing their lives with companion animalism many remain unaware of physical and mental health benefits that can also accompany the pleasure of playing with or snuggling up to furry friend, It's only recently that studied have begun to scientifically explore the benefits of human-animal bond, The American heart Associations has linked the ownership of pets. Studied have also found that:

- Pet owner are less likely to suffer from depression than those without pet.

- People with pet have lower blood pressure in stressful situations than those without pets
- Playing with a pet can elevate levels of serotonin and dopamine, which calm relax
- Pet owner have low triglyceride and cholesterol levels (indicators of heart disease) than those without pets.
- Heart attack patients with pets survive longer than those without
- Pet owner over age 65 make 30 percent fewer visits to their doctors those with out pets.
- While people with dogs often experience the greatest health benefits, a pet doesn't necessarily have to be a dog or a cat. Even watching fish in an aquarium can help reduce muscle tension and lower pulse rate. (Appel, Tucker, & Delta Society, 2003)

One of the reasons for these therapeutic effects is that most pets fulfill the basic human need to touch. Even hardened criminals in prison have shown long-term changes in their behavior after interacting with pets, many of them experiencing mutual affection for the first time. Stroking, holding, cuddling, or otherwise touching a loving animal can rapidly calm and soothe us when we're stressed. The companionship of a pet can also ease loneliness, and some pets are a great stimulus for healthy exercise, which can substantially boost mood.

Adopting healthy lifestyle changes can play an important role in easing symptoms of depression, stress, bipolar disorder, PTSD, and anxiety. Caring for a pet can help with those healthy lifestyle changes by: Increasing exercise, providing companionship, helping meet new people, reducing anxiety, adding structure and routine your day and providing sensory stress relief.

The key to aging well is to effectively handle life's major changes, such as retirement, the loss of loved ones, and the physical changed of aging. Pet can play an important role in healthy aging by:

- Helping to find meaning and joy in life, as the age, people will lose things that previously occupied their time and gave your life purpose. Caring for a pet

can bring pleasure and help boost your morale and optimism. Taking care of an animal can also provide a sense of self-worth. Choosing to adopt an animal from a shelter, especially an older dog or cat, can add to the sense of fulfillment, knowing that you've provided a home to a pet that may otherwise have been euthanized.

- **Staying connected.** Maintaining a social network isn't always easy, as you grow older. Retirement, illness, death, and moves can take away close friends and family members. And making new friends can get harder. Dogs especially are a great way for seniors to spark up conversations and meet new people.

- **Boosting vitality.** You can overcome many of the physical challenges associated with aging by taking good care of yourself. Pets encourage playfulness, laughter, and exercise, which can help boost your immune system and increase your energy.

Not only children who grow up with pets have less risk of allergies and asthma, many also learn responsibility, compassion, and empathy from having pets. Unlike parents, pets are never critical and don't give orders. They always love and their mere presence at home can help provide a sense of security in children. Having an ever present dog or cat, for example, can help ease separation anxiety in children when mom and dad aren't around. Studies have also shown that pets can help calm hyperactive or overly aggressive kids. Of course, both the pet and the child need to be trained to behave appropriately with each other. Children and adults alike can benefit from playing with pets, which can be both a source of calmness and relaxation, as well as a source of stimulation for the brain and body. Playing with a pet can even be a doorway to learning for a child. It can stimulate a child's imagination and curiosity. The rewards of training a dog to perform a new trick, for example, can teach kids the importance of perseverance. Caring for a furry friend can also offer another benefit to a child.

While people who have pets tend to be happier, more independent, and feel more secure than those without pets, it's important to select the type of pet that is best for you. You'll benefit most from having a pet whose needs are compatible with your lifestyle and physical capabilities. Finding a pet meet the need and lifestyle. There are many lifestyle considerations that influence people's choice in a pet as the following,

- Little outdoor activity if most of your time is spent at home; consider pets that would be happy to stay with you in that environment. You may enjoy playing with or cuddling a cat or a bunny; taking leisurely walks with an older dog; watching fish or reptiles; or talking or singing along with a bird.

- High activity level if you're more active and enjoy daily activities outside of your home, especially walking or running, an energetic dog might be right for you. Canine companions thrive on outdoor exercise, keeping you on the move.

- Small children and the elderly families with small children or elderly living in their homes should consider the size and energy level of a pet. Puppies and kittens are usually very active, but delicate creatures that must be handled with care. Large or rambunctious dogs could accidentally harm or knock over a small child or adult who is unsteady on his or her feet.

- Other animals in household consider the ongoing happiness and ability to adjust of the pets you already have. While your cat or a dog might love to have an animal friend to play with, a pet that has had exclusive access to your attentions may resent sharing you.

- Home environment if a neat, tidy home, free of animal hair, occasional muddy footprints and "accidents" is important, then a free-roaming dog or long haired cat may not be the best choice. You may want to choose pets that are confined to their quarters, such as fish, birds, hamsters, or reptiles.

- Landscaping concerns with certain pets, your landscaping will suffer. Many dogs will be tempted to dig holes in your lawn, and dog urine can leave yellow patches some say unaltered females cause the most damage.

- Time commitment finally, and perhaps most importantly, keep in mind that you'll be making a commitment that will last the lifetime of the pet perhaps 10, 15, or 20 years with a dog or cat; as many as 30 years or more with a bird. You can, of course, consider adopting an older dog or cat from a shelter or rescue group and provide a deserving animal with a loving home for its senior years. (Laurence&Jeanne,2014)

This study was conducted in term of behavioral factors affecting the decision to Caturday Cat Café in Ratchathewi District, Bangkok. The factors consist of general

demographic and marketing mix (7ps) factors. The literature review began with café market in Thailand followed by cat café and Saturday Cat Café including to theoretical which relate to the topic like consumer decision making process, consumer behavior, Maslow's Hierarchy of need, Marketing mix (7ps): product, prices, place, promotion, people, process and physical evidence. Furthermore, other related research which about cat health, cat benefit and cat relaxation. In the next chapter, The methodological approach will be described and it will present the research design, data collection analysis procedure that be the most suitable for addressing the formulate research question.



CHAPTER 3

RESEARCH METHODOLOGY

This chapter explains the research method, which is used for “ Behavior factors affecting the customer decision to go to Caturday Cat café in Ratchathewi District, Bangkok”. The objective of this study is to determine the factor that affected the behavior of customer decision to choose for Caturday Cat Café. This study used descriptive statistic and inferential statistics research methods. Descriptive statistics are used in this part of the research to describe general characteristics of respondents. Inferential statistics are used to test relationship between each variable. The tool for collecting the data is questionnaire. This research is consisting three parts, which are the demographic data part, consumer behavior part and the marketing mix part. 400 questionnaires have been collected.

3.1 Population and Sampling

In order to determine the factor that affected the customer decision to choose for Caturday Cat Café, this study used descriptive statistic and analytical statistic research methods. Descriptive statistics (Meaning, Percent standardize) are used in the first part of the research in order to find the characteristic of samplings. Analytical statistics are used to test, which factors (demographic factor and marketing mix) have an effect on the decision of the consumer to choose for Caturday Cat Café.

The source of secondary data comes from textbook, journal, Internet and previous research studies on the related topics. The primary data will be collected by questionnaires. The questionnaire is divided in to three parts, which are demographic data, consumer behavior (how people like cat, purchasing frequency, type of order and the reason to go to a cat café) and the marketing mix which analyses the attributes of people who go to a cat café.

The population of this research was people who selecting Caturday Cat Café in Ratchathewi district, Bangkok. This research was focusing to study customer who had experience on that area. The subject will be selected by using non-probability

sampling by using convenience sampling of consumer at Caturday Cat Café in Ratchathewi district, Bangkok. Because the researcher does not have the information about the total number of consumers who go Caturday Cat Café the researcher used the sample size formula for the unknown number population to specify the sample sized for this study.

The following sample size formula for infinite population is used to arrive at a representative number of respondents (Godden, 2004):

$$ss = \frac{z^2 \times p(1 - p)}{m^2}$$

Where: SS= Sample Size for infinite population

Z = Z value (e.g. 1.96 for 95% confidence level)

P = population proportion (expressed as decimal) (assumed to be 0.5 (50%) since this would provide the maximum sample size).

M = Margin of Error at 5% (0.05)

From the infinite population formula calculating, the researcher expects at 95% confident or 5% error for this research study and 50% population proportion. Therefore, the sample size of this research must be 384 sample size, however to make the research more liable and the purpose of this independent study the sample size of this research was minimize to 400 participants in total (Wantana, 2013).

3.2 Research Instrument

The research instrument of behavior factors affecting decision to Caturday Cat Café in Ratchathewi District, Bangkok conducted by the questionnaires, which consists of 2 versions of the questionnaire, one in Thai and the other in English (because the Caturday Cat Café is visited by many expats and tourists.), is obtained by asking 400 respondents information about consumer behavior and the importance of the marketing mix and the relationship between the customer decision to choose for visiting Caturday Cat café. The questionnaires were categorized into three parts as the follow:

Part 1: Question of demographic data that consist of gender, age, education, occupation and monthly income. All the questions in this part are closed end questions.

Part 2: Question of psychographic data of Caturday Cat café in Bangkok, which are developed by using closed-end question design and chosen multiple choice, single and multiple answers.

Part 3: Question of consumer behavior of decision to choose for Caturday Cat café in Bangkok, which are developed by using closed-end question design and chosen multiple choice, single and multiple answers.

Part 4: Question of marketing mix factor of cat café such as product taste, variety of drink and eatable, price, location, promotion, variety of cat, attractive of cat, service, spacious environment, enjoyable atmosphere and cleanliness of the café. The questionnaire was developed by using rating scale question level. The Likert Scaling technique, which is measured by applying 5 levels.

3.3 Validity

In science and statistics, validity is the extent to which a concept, conclusion or measurement is well founded and corresponds accurately to the real world. The validity of a measurement tool is considered to be the degree to which the tool measurement what is claims to measure. The first measurement of this research was to measure the reliability of the questionnaire so as to ensure the questionnaire was reliable before giving it to the respondents. Cronbach's alpha was used to measure the reliability of the questionnaire. The appropriate size of pilot group depends on testing method and size could range from 20 to 100 subjects. However, in pretest, data electing process do not need to be statistical.

The scale evaluation of reliability testing by using internal consistency was tested to find out the reliable alpha, 40 set of questionnaire were used to measure reliability in this part. The reliability of the instrument was accessed by calculation of Cronbach's alpha. If the score exceeds a value of 0.7 that data consider being reliable Denzin and Lincoln (2000). The result of Cronbach's Coefficient Alpha is 0.873, it mean this questionnaire have reliability and can use to collect data from sample.

3.4 Data collection method

Primary data: The data in the research was conducted from 21 October 2014 until 26 October 2014. The researcher aimed to have 400 filled out questionnaire in total. The sample size of the infinite population and sample elements were selected being based on convenience through the questionnaire. For this research the target population were people who go to the cat café in Bangkok, A total of 400 copies of the questionnaire were distributed to respondent at Caturday Cat café in Bangkok.

Secondary data: The secondary data was gathered from textbooks, journals, Internet articles, related independent studies and various theses, which are related to research about coffee shops and information about cat topics.

3.5 Data Analysis

After gathering 400 questionnaires the data enquired has been analyzed and interpreted by using “Data Analysis Program”.

The data analysis in this research was classified as follow:

Part1 Demographic data

Used to analyze general information of the respondents by using Percentage analysis.

Part2 psychographic data

This part is focused on the opinion of people towards cats and was processed upon the percentage interpretation of the questions regarding consumer behaviors of Caturday Cat Café.

Part3 Consumer behavior

This part focused on the consumer behavior and was processed upon the percentage interpretation of the questions regarding consumer behaviors of Caturday Cat Café.

Part4 Marketing mix factor

Mean and standard deviation were applied to describe the important level of each factor, which relates to the offered products (Taste and quality, variety of drinks, food and bakery), price, place (convenience location), promotion, people

(Staff, cats), process (Service) and physical evidence (Atmosphere or surrounding and cleanliness).

The level of average Score was classified by using the interval rage. The class of the interval rage was compute from following formula:

$$\text{Class interval} = \frac{\text{Highest value} - \text{Lowest value}}{\text{number of class}}$$

$$= \frac{5-1}{5}$$

$$= 0.8$$

From the above calculation, 0.8 was used to separate score into five levels of importance. Each level of the average score was describe as follows:

Table 3.1 Class of Interval

Average Score	Level of Importance
1.0-1.80	Very low
1.81-2.60	Low
2.61-3.40	Moderate
3.41-4.20	High
4.21-5.0	Very high

The score in each questionnaire had consequences by determining which rage of scores (Niputta, 2013). The result will show the importance of each factor affected to the customer decision to choose for Caturday Cat Café.

Part 5 Hypothesis testing by ANOVA and Chi-square analysis method.

3.6 Statistic Analysis Presentation

1) Descriptive statistic

- Frequency and percentage use to analyze demographic data, psychographic data and consumer behavior data.
- Mean and standard deviation use to analyze marketing mix factor.

2) Inferential Analysis

- One way Anova use to test demographic, psychographic to behavior to consumer decision
- Chi-Square use to test marketing mix factor to behavior of consumer decision

3) Likert Scaling Technique

Table 3.2 Likert Scaling Technique

Score	Level of Importance
1 scale Point	Not Important
2 Scale Points	Less Important
3 Scale Points	Moderate Important
4 Scale Points	High Important
5 Scale Points	Most Important

4) Result of Cronbach's coefficient Alpha

Table 3.3 Result of Cronbach's Coefficient Alpha

Cronbach's Alpha	N of item
.873	13

CHAPTER 4

RESEARCH FINDINGS

4.1 Descriptive Statistics of Finding

From the data collection of 400 samples, all respondents had ever visited Saturday Cat Café at Ratchathewi, Bangkok. Of which, the data comprised 317 female respondents or 79.3% and 83 male respondents or 20.8%. Most of respondents at 206 persons or 51.5% were less than 20 years old; 122 persons or 30.5% were between 20-25 years old; 36 persons or 9% were between 26-30 years old; 18 persons or 4.5% were between 31-35 years old; 10 persons or 2.5% were between 36-40 years old; and 8 persons or 2% were above 40 years old. Classifying by respondents' education level, most of them at 162 persons or 40.5% whose education level were under high school; 156 persons or 39% whose education level was in Bachelor's degree; 49 persons or 12.3% whose education level was in diploma; and another 33 persons or 8.3% whose education level was in Master's degree. Most of respondents' monthly incomes were less than 10,000 baht, consisting of 225 respondents or 56.3%. Meanwhile, 88 respondents or 22% earned 10,001-20,000 baht monthly; 33 respondents or 8.3% earned 20,001-30,000 baht monthly; 21 respondents or 5.3% earned 30,001-40,000 baht monthly; 9 respondents or 2.3% earned 40,001-50,000 baht monthly; and 24 respondents or 6% earned more than 50,000 baht monthly. There were 274 respondents or 68.5% were student; 23 respondents or 5.8% were government/state enterprise employee; 71 respondents or 17.8% were corporate employee; 29 respondents or 7.2% were business owner; 1 respondent or 0.3% was housewife; and 2 respondents or 0.5% were other occupations.

Table 4.1 Descriptive Results of Demographic Information (N=400)

Demographic Variable	Frequency (n)	Percentage (%)
Gender:		
Male	83	20.8
Female	317	79.3
Age:		
Less than 20 years old	206	51.5
20-25 years old	122	30.5
26-30 years old	36	9.0
31-35 years old	18	4.5
36-40 years old	10	2.5
above 40 years old	8	2.0
Education:		
Under high school	162	40.5
Diploma	49	12.3
Bachelor's Degree	156	39.0
Master's Degree	33	8.3
Income:		
< 10000 Baht	225	56.3
10001 - 20000 Baht	88	22.0
20001 - 30000 Baht	33	8.3
30001 - 40000 Baht	21	5.3
40001 - 50000 Baht	9	2.3
> 50000 Baht	24	6.0

Table 4.1 Descriptive Results of Demographic Information (N=400) (Cont.)

Demographic Variable	Frequency (n)	Percentage (%)
Occupation:		
Student	274	68.5
Government/state enterprise employee	23	5.8
Corporate Employee	71	17.8
Business owner	1	.3
Housewife	2	.5
Others		

From 400 respondents who had ever visited Caturday Cat Café, most of them at 351 or 87.8% indicated that they liked a cat; 16 persons or 4% neither liked nor disliked a cat; and 33 persons or 8.3% disliked a cat. There were 141 respondents or 35.3% who owned a cat. Of which, 88 respondents or 22% owned both caged and non-caged cat, and 53 respondents or 13.3% who owned caged cats. Meanwhile, 259 respondents or 64.7% did not own a cat. Of which, 62 respondents or 15.5% planned to adopt a cat soon; 137 respondents or 34.3% did not allow to have one; and another 60 respondents or 15% did not want a cat at the moment.

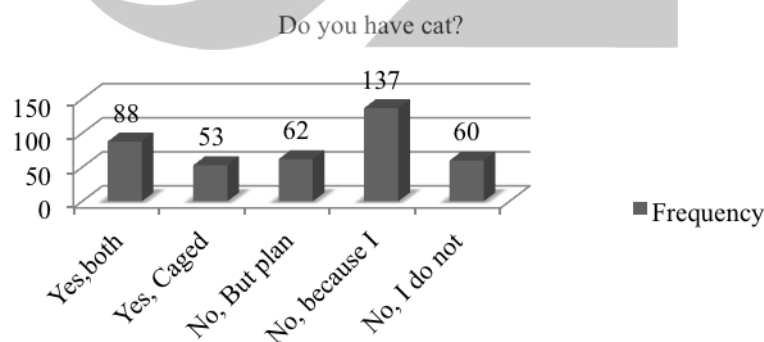


Figure 4.1 Owing cats

Most respondents at 209 persons or 52.3% were the first time customer who had never been the cat café before; 166 respondents or 41.5% went to the cat café once a month; 15 respondents or 3.8% went to the cat café once a week; 8 respondents or 2% went to the cat café 2-4 times a week; and only 2 respondents or

0.5% went to the cat café everyday. There were 160 respondents or 40% pointed out that they would go to a cat café that has free roaming cats for parting to play and relax. Of which, 56 persons or 14% would go more than 3 times a week, while 104 persons or 26% would go once a week. There were 199 persons or 49.8% might check it out once but won't go regularly. There were 41 persons or 10.3% would not go to a cat café that has free roaming cats for parting to play and relax. Of which, 14 persons or 3.5% pointed out that they were allergic to a cat, and another 27 persons or 6.8% had no interest. The most favorite drinks they ordered at the cat café were milk (36.3%), followed by tea (27.5%), coffee (21.8%), and juice (14.5%), respectively. The most favorite eatable items they ordered at the cat café were bakery (61.8%), followed by snack (23.3%), and foods (15%), respectively. Most respondents at 198 persons or 49.5% indicated that they spent about 200-300 baht per person a time; 131 persons or 32.8% spent about 301-400 baht per person a time; 50 persons or 12.5% spent about 401-500 baht per person a time; and another 21 persons or 5.3% spent more than 500 baht per person a time. Respondents at 198 persons or 49.5% knew the cat café from review in various sources, 150 persons or 37.5% knew from social media sites such as Facebook, Instagram, and Twitter, 127 persons or 31.8% knew from WOM, and 32 persons or 8% knew from other media.

Table 4.2 Descriptive Results of Media (N=400)

Media	Frequency (n)	Percentage (%)
WOM	127	31.8
Review	198	49.5
Social media	150	37.5
Others	32	8.0

From the respondents' perspective, the most important factor for choosing the cat café were variety of cat (51.5%), ambience/experience (17%), taste of foods and beverages (15.3%), people/service (11%), and value for money (5.3%), respectively.

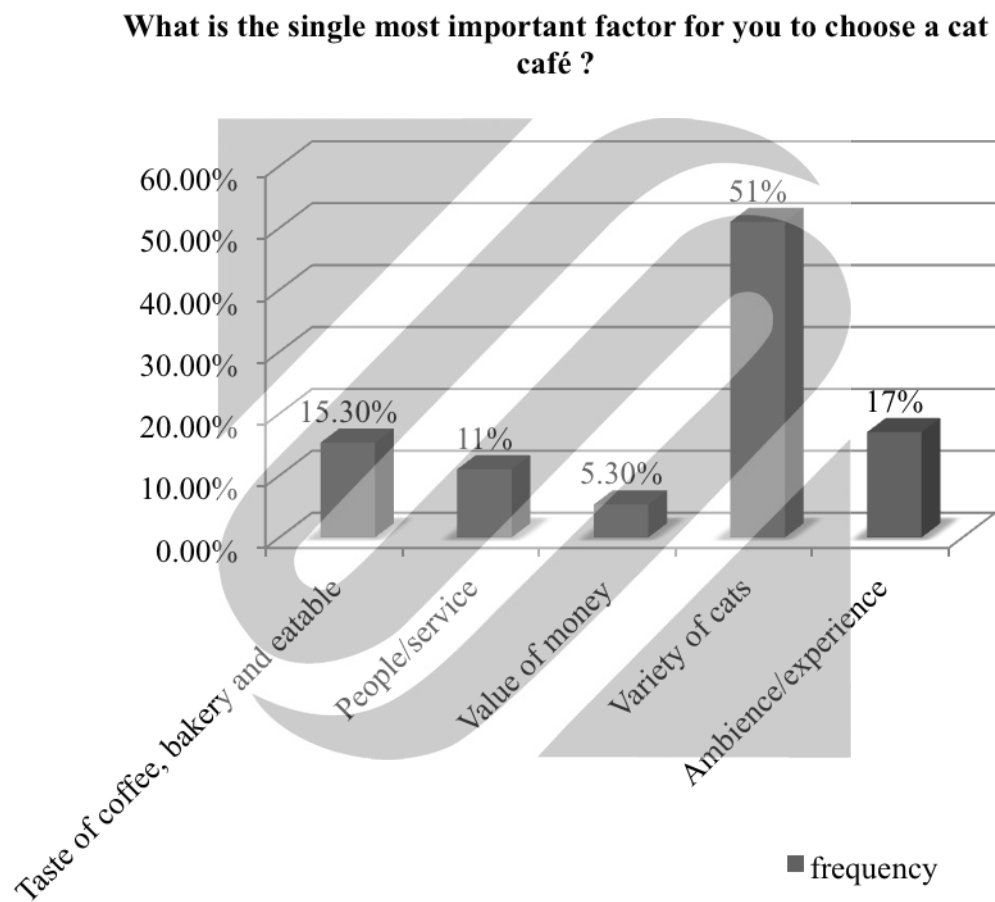


Figure 4.2 The Most Important Factor in Choosing the Cat Cafe

The respondents were asked to rate the level of important for each element of 7Ps, which are product, price, place, promotion, people, process, and physical evidence. The scale is ranging from 1= not important, ..., to 5 = most important, in which the descriptive results of each variable are demonstrated in the table 4.3 below.

Table 4.3 Descriptive Results of 7Ps (N=400)

Component of 7Ps	Mean	Std. Deviation	Level of Importance
Product			
Taste and quality of foods and drinks	3.66	.819	High
Variety of drinks	3.54	.776	High
Variety of bakery and eatable	3.53	.812	High
Price			
	3.65	.834	High
	3.89	.779	Moderate
Place (convenience location)			
Promotion (Sales Promotion)			
	3.38	.929	High
People			
Friendly staff	3.98	.867	High
Variety of cats	4.08	.890	High
Attractive of cats	4.00	.925	High
Process (Speed of Service)			
	3.79	.857	High
Physical Evidence			
Spacious Environment	3.89	.822	High
Enjoyable atmosphere	4.05	.839	High
Cleanliness of the cafe	4.34	.823	Very high

4.2 Inferential Statistics

4.2.1. Difference demographic data affected to behavior of the decision to Caturday Cat Café in Bangkok.

A) Gender

Table 4.4 Demographic data of Gender

	Gender	Group Statistics			
		N	Mean	Std. Deviation	Std. Error Mean
How many times do you go to the cat cafe?	Male	83	1.55	.720	.079
	Female	317	1.57	.706	.040
What kind of drink?	Male	83	2.11	1.048	.115
	Female	317	2.52	.953	.054
What kind of eatable?	Male	83	1.69	.854	.094
	Female	317	1.60	.835	.047
How much do you paid in cat cafe per time?	Male	83	1.78	.884	.097
	Female	317	1.72	.871	.049
What is the single most important factor for you to choose a cat cafe?	Male	83	3.46	1.281	.141
	Female	317	3.44	1.324	.074

Table 4.4 Demographic data of Gender (Cont.)

		Independent Samples Test				
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2- tailed)
How many times do you go to the cat cafe?	Equal variances assumed	.021	.884	-.228	398	.820
	Equal variances not assumed			-.225	126.408	.822
What kind of drink?	Equal variances assumed	.961	.327	-3.433	398	.001
	Equal variances not assumed			-3.248	119.927	.002
What kind of eatable?	Equal variances assumed	.335	.563	.875	398	.382
	Equal variances not assumed			.863	126.096	.390
How much do you paid in cat cafe per time?	Equal variances assumed	.343	.559	.564	398	.573
	Equal variances not assumed			.559	126.814	.577
What is the single most important factor for you to choose a cat cafe?	Equal variances assumed	.158	.691	.139	398	.890
	Equal variances not assumed			.141	131.596	.888

Table 4.4 Demographic data of Gender (Cont.)

		Independent Samples Test			
		t-test for Equality of Means			
		Mean	Std. Error	95% Confidence	
		Difference	Difference	Interval of the	
				Lower	Upper
How many times do you go to the cat cafe?	Equal variances assumed	-.020	.087	-.192	.152
	Equal variances not assumed	-.020	.088	-.195	.155
What kind of drink?	Equal variances assumed	-.412	.120	-.648	-.176
	Equal variances not assumed	-.412	.127	-.663	-.161
What kind of eatable?	Equal variances assumed	.091	.103	-.113	.294
	Equal variances not assumed	.091	.105	-.117	.298
How much do you paid in cat cafe per time?	Equal variances assumed	.061	.108	-.151	.272
	Equal variances not assumed	.061	.109	-.154	.276

Table 4.4 Demographic data of Gender (Cont.)

		Independent Samples Test			
		t-test for Equality of Means			
		Mean	Std. Error	95% Confidence	
		Difference	Difference	Interval of the	
				Lower	Upper
What is the single most important factor for you to choose a cat cafe?	Equal variances assumed	.023	.162	-.296	.341
	Equal variances not assumed	.023	.159	-.292	.337

From the testing, the results from the table of independent sample test indicates that there is no impact of gender towards frequency of visiting, kind of eatable items ordered, and money spending, and criteria in selecting a cat café, given the p-value of more than 0.05. Meanwhile, the results from the table of independent sample test also indicates that there is significant impact of gender towards kind of drinks ordered between male and female, given the p-value of less than 0.05.

B) Age

Table 4.5 Demographic data of Age

		ANOVA				
		Sum of	df	Mean	F	Sig.
		Squares		Square		
How many times do you go to the cat cafe?	Between Groups	3.451	5	.690	1.383	.229
	Within Groups	196.589	394	.499		
	Total	200.040	399			

Table 4.5 Demographic data of Age (Cont.)

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
What kind of drink?	Between Groups	16.353	5	3.271	3.464	.004*
	Within Groups	371.957	394	.944		
	Total	388.310	399			
What kind of eatable?	Between Groups	6.058	5	1.212	1.738	.125
	Within Groups	274.652	394	.697		
	Total	280.710	399			
How much do you paid in cat cafe per time?	Between Groups	1.628	5	.326	.425	.832
	Within Groups	302.282	394	.767		
	Total	303.910	399			
What is the single most important factor for you to choose a cat cafe?	Between Groups	11.342	5	2.268	1.320	.255
	Within Groups	677.218	394	1.719		
	Total	688.560	399			

*Significant at or below 0.05 level

From the testing, the results from the table of one-way ANOVA indicates that there is no impact of age towards frequency of visiting, kind of eatable items ordered, money spending, and criteria in selecting a cat café, given the p-value of more than 0.05. Meanwhile, the results from the table of one-way ANOVA also indicate that there is significant impact of age towards kind of drinks ordered, given the p-value of less than 0.05.

C) Education

Table 4.6 Demographic data of Education

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
How many times do you go to the cat cafe?	Between Groups	3.911	3	1.304	2.632	.050
	Within Groups	196.129	396	.495		
	Total	200.040	399			
What kind of drink?	Between Groups	6.035	3	2.012	2.084	.102
	Within Groups	382.275	396	.965		
	Total	388.310	399			
What kind of eatable?	Between Groups	9.834	3	3.278	4.792	.003*
	Within Groups	270.876	396	.684		
	Total	280.710	399			
How much do you paid in cat cafe per time?	Between Groups	2.689	3	.896	1.179	.318
	Within Groups	301.221	396	.761		
	Total	303.910	399			
What is the single most important factor for you to choose a cat cafe?	Between Groups	3.061	3	1.020	.589	.622
	Within Groups	685.499	396	1.731		
	Total	688.560	399			

*Significant at or below 0.05 level

From the testing, the results from the table of one-way ANOVA indicates that there is no impact of education towards kind of drinks ordered, money spending, and criteria in selecting a cat café, given the p-value of more than 0.05. Meanwhile, the results from the table of one-way ANOVA also indicates that there is significant impact of education towards frequency of visiting, and kind of eatable items ordered given the p-value of less than 0.05.

D) Occupation

Table 4.7 Demographic data of Occupation

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
How many times do you go to the cat cafe?	Between Groups	.851	5	.170	.337	.891
	Within Groups	199.189	394	.506		
	Total	200.040	399			
What kind of drink?	Between Groups	12.020	5	2.404	2.517	.029
	Within Groups	376.290	394	.955		
	Total	388.310	399			
What kind of eatable?	Between Groups	8.132	5	1.626	2.351	.040
	Within Groups	272.578	394	.692		
	Total	280.710	399			
How much do you paid in cat cafe per time?	Between Groups	7.319	5	1.464	1.945	.086
	Within Groups	296.591	394	.753		
	Total	303.910	399			
What is the single most important factor for you to choose a cat cafe?	Between Groups	28.226	5	5.645	3.368	.005*
	Within Groups	660.334	394	1.676		
	Total	688.560	399			

* Significant at or below 0.05 level

From the testing, the results from the table of one-way ANOVA indicates that there is no impact of occupation towards frequency of visiting, and money spending, given the p-value of more than 0.05. Meanwhile, the results from the table of one-way ANOVA also indicates that there is significant impact of occupation towards kind of drinks ordered, kind of eatable items ordered, and criteria in selecting a cat

café, given the p-value of less than 0.05



E) Monthly Income

Table 4.8 Demographic data of Monthly Income

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
How many times do you go to the cat cafe?	Between Groups	1.225	5	.245	.486	.787
	Within Groups	198.815	394	.505		
	Total	200.040	399			
What kind of drink?	Between Groups	16.169	5	3.234	3.424	.005*
	Within Groups	372.141	394	.945		
	Total	388.310	399			
What kind of eatable?	Between Groups	9.245	5	1.849	2.684	.021
	Within Groups	271.465	394	.689		
	Total	280.710	399			
How much do you paid in cat cafe per time?	Between Groups	2.182	5	.436	.570	.723
	Within Groups	301.728	394	.766		
	Total	303.910	399			
What is the single most important factor for you to choose a cat cafe?	Between Groups	10.134	5	2.027	1.177	.320
	Within Groups	678.426	394	1.722		
	Total	688.560	399			

*Significant at or below 0.05 level

From the testing, the results from the table of one-way ANOVA indicates that there is no impact of monthly income towards frequency of visiting, money spending, and criteria in selecting a cat café, given the p-value of more than 0.05. Meanwhile, the results from the table of one-way ANOVA also indicates that there is significant impact of monthly towards kind of drinks ordered and kind of eatable items ordered, given the p-value of less than 0.05.

4.2.2. Difference psychographic data affected to behavior of the decision to Caturday Cat Café in Bangkok.

A) Do you Like Cat?

Table 4.9 Psychographic data of do you like cat?

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
How many times do you go to the cat cafe?	Between Groups	.298	2	.149	.296	.744
	Within Groups	199.742	397	.503		
	Total	200.040	399			
What kind of drink?	Between Groups	15.052	2	7.526	8.005	.000*
	Within Groups	373.258	397	.940		
	Total	388.310	399			
What kind of eatable?	Between Groups	1.390	2	.695	.988	.373
	Within Groups	279.320	397	.704		
	Total	280.710	399			
How much do you paid in cat cafe per time?	Between Groups	.276	2	.138	.180	.835
	Within Groups	303.634	397	.765		
	Total	303.910	399			

Table 4.9 Psychographic data of do you like cat? (Cont.)

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
What is the single most important factor for you to choose a cat cafe?	Between Groups	3.553	2	1.777	1.030	.358
	Within Groups	685.007	397	1.725		
	Total	688.560	399			

* Significant at or below 0.05 level

From the testing, the results from the table of one-way ANOVA indicates that there is no impact of cat lover towards frequency of visiting, kind of eatable items ordered, money spending, and criteria in selecting a cat café, given the p-value of more than 0.05. Meanwhile, the results from the table of one-way ANOVA also indicates that there is significant impact of cat lover towards kind of drinks ordered, given the p-value of less than 0.05.

B) Do you have a cat?

Table 4.10 Psychographic data of do you have a cat?

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
How many times do you go to the cat cafe?	Between Groups	6.282	4	1.570	3.201	.013*
	Within Groups	193.758	395	.491		
	Total	200.040	399			

Table 4.10 Psychographic data of do you have a cat? (Cont.)

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
What kind of drink?	Between Groups	9.564	4	2.391	2.494	.043*
	Within Groups	378.746	395	.959		
	Total	388.310	399			
What kind of eatable?	Between Groups	2.144	4	.536	.760	.552
	Within Groups	278.566	395	.705		
	Total	280.710	399			
How much do you paid in cat cafe per time?	Between Groups	3.683	4	.921	1.211	.305
	Within Groups	300.227	395	.760		
	Total	303.910	399			
What is the single most important factor for you to choose a cat cafe?	Between Groups	6.316	4	1.579	.914	.456
	Within Groups	682.244	395	1.727		
	Total	688.560	399			

*Significant at or below 0.05 level

From the testing, the results from the table of one-way ANOVA indicates that there is no impact of cat owning towards kind of eatable items ordered, money spending, and criteria in selecting a cat café, given the p-value of more than 0.05. Meanwhile, the results from the table of one-way ANOVA also indicates that there is significant impact of cat owning towards frequency of visiting, and kind of drinks ordered, given the p-value of less than 0.05.

4.2.3 Difference marketing mix affects to behavior of the decision to Saturday Cat Café in Bangkok. .

1) Taste and Quality of drinks and foods

1.1) Frequency of Visiting

Table 4.11 Taste and Quality of drinks and foods to Frequency of Visiting

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	48.304 ^a	16	.000*
Likelihood Ratio	31.182	16	.013
Linear-by-Linear Association	.205	1	.650
N of Valid Cases	397		

*Significant at or below 0.05 level

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .03.

From the testing, the results from the table of Chi-Square tests indicates that there is an impact of taste and quality of drinks and foods toward frequency of visiting, given the p-value of less than 0.05.

1.2) Kinds of drinks ordered

Table 4.12 Taste and Quality of drinks and foods to Kinds of drinks ordered

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.968 ^a	12	.532
Likelihood Ratio	11.552	12	.482
Linear-by-Linear Association	.120	1	.729
N of Valid Cases	397		

a. 6 cells (30.0%) have expected count less than 5. The minimum expected count is .73.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of taste and quality of drinks and foods towards kind of drinks ordered, given the p-value of more than 0.05

1.3) Kinds of Eatable Items ordered

Table 4.13 Taste and Quality of drinks and foods to Kinds of Eatable Items ordered

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.167 ^a	8	.253
Likelihood Ratio	13.809	8	.087
Linear-by-Linear Association	.991	1	.320
N of Valid Cases	397		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .76.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of taste and quality of drinks and foods towards kind of eatable ordered, given the p-value of more than 0.05.

1.4) Money Spending

Table 4.14 Taste and Quality of drinks and foods to Money Spending

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.136 ^a	12	.085
Likelihood Ratio	19.938	12	.068
Linear-by-Linear Association	1.662	1	.197
N of Valid Cases	397		

a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .26.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of taste and quality of drinks and foods towards money spending, given the p-value of more than 0.05.

1.5) Criteria in Selecting

Table 4.15 Taste and Quality of drinks and foods to Criteria in selecting

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.287 ^a	16	.367
Likelihood Ratio	16.073	16	.448
Linear-by-Linear Association	.001	1	.975
N of Valid Cases	397		

a. 10 cells (40.0%) have expected count less than 5. The minimum expected count is .25.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of taste and quality of drinks and foods towards criteria in selecting the cat cafe, given the p-value of more than 0.05.

2) Variety of Drink

2.1) Frequency of Visiting

Table 4.16 Variety of Drinks to Frequency of Visiting

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.101 ^a	16	.053
Likelihood Ratio	22.161	16	.138
Linear-by-Linear Association	8.954	1	.003
N of Valid Cases	397		

a. 5 cells (60.0%) have expected count less than 5. The minimum expected count is .02.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of Variety of Drink toward frequency of visiting, given the p-value of more than 0.05.

2.2) Kinds of drinks ordered

Table 4.17 Variety of Drinks to Kinds of drinks ordered

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.423 ^a	12	.751
Likelihood Ratio	8.464	12	.748
Linear-by-Linear Association	.450	1	.502
N of Valid Cases	397		

a. 6 cells (30.0%) have expected count less than 5. The minimum expected count is .58.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of Variety of Drink towards kind of drinks ordered, given the p-value of more than 0.05.

2.3) Kinds of Eatable Items ordered

Table 4.18 Variety of Drinks to Kinds of Eatable Items ordered

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.965 ^a	8	.204
Likelihood Ratio	12.476	8	.131
Linear-by-Linear Association	2.408	1	.121
N of Valid Cases	397		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .60.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of Variety of Drink towards kind of eatable ordered, given the p-value of more than 0.05.

2.4) Money Spending

Table 4.19 Variety of Drinks to Money Spending

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.900 ^a	12	.153
Likelihood Ratio	16.937	12	.152
Linear-by-Linear Association	1.664	1	.197
N of Valid Cases	397		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .21.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of Variety of Drink towards money spending, given the p-value of more than 0.05.

2.5) Criteria in Selecting

Table 4.20 Variety of Drinks to Criteria in Selecting

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.570 ^a	16	.078
Likelihood Ratio	26.213	16	.051
Linear-by-Linear Association	.521	1	.470
N of Valid Cases	397		

a. 12 cells (48.0%) have expected count less than 5. The minimum expected count is .20.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of Variety of Drink towards criteria in selecting the cat cafe, given the p-value of more than 0.05.

3) Variety of bakery and eatable items

3.1) Frequency of Visiting

Table 4.21 Variety of bakery and eatable items to Frequency of Visiting

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.221 ^a	16	.136
Likelihood Ratio	18.164	16	.314
Linear-by-Linear Association	2.221	1	.136
N of Valid Cases	397		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .03.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of variety of bakery and eatable items toward frequency of visiting, given the p-value of more than 0.05.

3.2) Kinds of drinks ordered

Table 4.22 Variety of bakery and eatable items to Kinds of drinks ordered

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.251 ^a	12	.035*
Likelihood Ratio	24.319	12	.018
Linear-by-Linear Association	2.761	1	.097
N of Valid Cases	397		

*Significant at or below 0.05 level

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is .88.

From the testing, the results from the table of Chi-Square tests indicates that there is an impact of variety of bakery and eatable items towards kind of drinks ordered, given the p-value of less than 0.05.

3.3) Kinds of Eatable Items ordered

Table 4.23 Variety of bakery and eatable items to Kinds of Eatable Items ordered

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.752 ^a	8	.458
Likelihood Ratio	7.929	8	.440
Linear-by-Linear Association	.047	1	.829
N of Valid Cases	397		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is .91.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of variety of bakery and eatable items towards kind of eatable ordered, given the p-value of more than 0.05.

3.4) Money Spending

Table 4.24 Variety of bakery and eatable items to Money Spending

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.859 ^a	12	.092
Likelihood Ratio	19.231	12	.083
Linear-by-Linear Association	.290	1	.590
N of Valid Cases	397		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .32.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of variety of bakery and eatable items towards money spending, given the p-value of more than 0.05.

3.5) Criteria in Selecting

Table 4.25 Variety of bakery and eatable items to criteria in selecting

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.800 ^a	16	.279
Likelihood Ratio	20.147	16	.214
Linear-by-Linear Association	.011	1	.916
N of Valid Cases	397		

a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .30.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of variety of bakery and eatable items towards criteria in selecting the cat cafe, given the p-value of more than 0.05.

4) Price

4.1) Frequency of Visiting

Table 4.26 Price to Frequency of Visiting

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.349 ^a	12	.105
Likelihood Ratio	11.491	12	.487
Linear-by-Linear Association	2.507	1	.113
N of Valid Cases	395		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .06.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of price toward frequency of visiting, given the p-value of more than 0.05

4.2) Kinds of drinks ordered

Table 4.27 Price to Kinds of drinks ordered

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.029 ^a	12	.367
Likelihood Ratio	13.704	12	.320
Linear-by-Linear Association	4.971	1	.026
N of Valid Cases	395		

a. 6 cells (30.0%) have expected count less than 5. The minimum expected count is .43.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of price towards kind of drinks ordered, given the p-value of more than 0.05.

4.3) Kinds of Eatable Items ordered

Table 4.28 Price to Kinds of Eatable Items ordered

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.449 ^a	8	.009*
Likelihood Ratio	21.110	8	.007
Linear-by-Linear Association	.494	1	.482
N of Valid Cases	395		

*Significant at or below 0.05 level

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is .46.

From the testing, the results from the table of Chi-Square tests indicates that there is an impact of price towards kind of eatable ordered, given the p-value of less than 0.05

4.4) Money Spending

Table 4.29 Price to Money Spending

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.986 ^a	12	.051
Likelihood Ratio	23.386	12	.025
Linear-by-Linear Association	2.912	1	.088
N of Valid Cases	395		

a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .16.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of price towards money spending, given the p-value of more than 0.05.

4.5) Criteria in Selecting

Table 4.30 Price to Criteria in Selecting

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.655 ^a	16	.698
Likelihood Ratio	10.671	16	.829
Linear-by-Linear Association	.005	1	.942
N of Valid Cases	395		

a. 10 cells (40.0%) have expected count less than 5. The minimum expected count is .15.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of price towards criteria in selecting the cat cafe, given the p-value of more than 0.05.

5) Convenience location

5.1) Frequency of Visiting

Table 4.31 Convenience location to Frequency of Visiting

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.228 ^a	16	.257
Likelihood Ratio	18.739	16	.282
Linear-by-Linear Association	2.228	1	.136
N of Valid Cases	397		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .01.

From the testing, the results from the table of Chi-Square tests indicate that there is no impact of convenience location toward frequency of visiting, given the p-value of more than 0.05

5.2) Kinds of drinks ordered

Table 4.32 Convenience location to Kinds of drinks ordered

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.677 ^a	12	.322
Likelihood Ratio	14.867	12	.249
Linear-by-Linear Association	.087	1	.768
N of Valid Cases	397		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .29.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of convenience location towards kind of drinks ordered, given the p-value of more than 0.05.

5.3) Kinds of Eatable Items ordered

Table 4.33 Convenience location to Kinds of Eatable Items ordered

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.043 ^a	8	.429
Likelihood Ratio	8.585	8	.379
Linear-by-Linear Association	3.293	1	.070
N of Valid Cases	397		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .30.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of convenience location towards kind of eatable ordered, given the p-value of more than 0.05.

5.4) Money Spending

Table 4.34 Convenience location to Money Spending

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.005 ^a	12	.020*
Likelihood Ratio	25.033	12	.015
Linear-by-Linear Association	4.097	1	.043
N of Valid Cases	397		

*Significant at or below 0.05 level

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .11.

From the testing, the results from the table of Chi-Square tests indicates that there is an impact of convenience location towards money spending, given the p-value of less than 0.05.

5.5) Criteria in Selecting

Table 4.35 Convenience location to Criteria in Selecting

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.506 ^a	16	.002*
Likelihood Ratio	32.577	16	.008
Linear-by-Linear Association	1.023	1	.312
N of Valid Cases	397		

*Significant at or below 0.05 level

a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .10.

From the testing, the results from the table of Chi-Square tests indicates that there is an impact of convenience location towards criteria in selecting the cat cafe, given the p-value of less than 0.05.

6) Sales promotion

6.1) Frequency of Visiting

Table 4.36 Sales promotion to Frequency of Visiting

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.318 ^a	16	.789
Likelihood Ratio	14.433	16	.566
Linear-by-Linear Association	.571	1	.450
N of Valid Cases	397		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .06.

From the testing, the results from the table of Chi-Square tests indicate that there is no impact of sales promotion toward frequency of visiting, given the p-value of more than 0.05.

6.2) Kinds of drinks ordered

Table 4.37 Sales promotion to Kinds of drinks ordered

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.603 ^a	12	.399
Likelihood Ratio	13.486	12	.335
Linear-by-Linear Association	1.800	1	.180
N of Valid Cases	397		

a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is 1.75.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of sales promotion towards kind of drinks ordered, given the p-value of more than 0.05.

6.3) Kinds of Eatable Items ordered

Table 4.38 Sales promotion to Kinds of Eatable Items ordered

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.062 ^a	8	.852
Likelihood Ratio	4.154	8	.843
Linear-by-Linear Association	1.414	1	.234
N of Valid Cases	397		

a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 1.81.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of sales promotion towards kind of eatable ordered, given the p-value of more than 0.05.

6.4) Money Spending

Table 4.39 promotion to Money Spending

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.023 ^a	12	.050
Likelihood Ratio	20.959	12	.051
Linear-by-Linear Association	.186	1	.666
N of Valid Cases	397		

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is .63

From the testing, the results from the table of Chi-Square tests indicates that there is an impact of sales promotion towards money spending, given the p-value of not more than 0.05.

6.5) Criteria in Selecting

Table 4.40 Sales promotion to Criteria in Selecting

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.346 ^a	16	.038*
Likelihood Ratio	29.482	16	.021
Linear-by-Linear Association	1.970	1	.160
N of Valid Cases	397		

*Significant at or below 0.05 level

a. 7 cells (28.0%) have expected count less than 5. The minimum expected count is .60.

From the testing, the results from the table of Chi-Square tests indicates that there is an impact of sales promotion towards criteria in selecting the cat cafe, given the p-value of less than 0.05.

7) **Friendly staff**

7.1) **Frequency of Visiting**

Table 4.41 Friendly staff to Frequency of Visiting

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	66.793 ^a	16	.000*
Likelihood Ratio	41.628	16	.000
Linear-by-Linear Association	6.424	1	.011
N of Valid Cases	396		

*Significant at or below 0.05 level

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .02.

From the testing, the results from the table of Chi-Square tests indicates that there is an impact of friendly staff toward frequency of visiting, given the p-value of less than 0.05.

7.2) **Kinds of drinks ordered**

Table 4.42 Friendly staff to Kinds of drinks ordered

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.952 ^a	12	.450
Likelihood Ratio	13.205	12	.354
Linear-by-Linear Association	.125	1	.724
N of Valid Cases	396		

a. 6 cells (30.0%) have expected count less than 5. The minimum expected count is .44.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of friendly staff towards kind of drinks ordered, given the p-value of more than 0.05.

7.3) Kinds of Eatable Items ordered

Table 4.43 Friendly staff to Kinds of Eatable Items ordered

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.208 ^a	8	.055
Likelihood Ratio	14.645	8	.066
Linear-by-Linear Association	.026	1	.873
N of Valid Cases	396		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .45.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of friendly staff towards kind of eatable ordered, given the p-value of more than 0.05.

7.4) Money Spending

Table 4.44 Friendly staff to Money Spending

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.850 ^a	12	.053
Likelihood Ratio	21.859	12	.039
Linear-by-Linear Association	1.293	1	.255
N of Valid Cases	396		

a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .16.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of friendly staff towards money spending, given the p-value of more than 0.05.

7.5) Criteria in Selecting

Table 4.45 Friendly staff to Criteria in Selecting

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.933 ^a	16	.001*
Likelihood Ratio	40.694	16	.001
Linear-by-Linear Association	7.683	1	.006
N of Valid Cases	396		

*Significant at or below 0.05 level

a. 10 cells (40.0%) have expected count less than 5. The minimum expected count is .15.

From the testing, the results from the table of Chi-Square tests indicates that there is an impact of friendly staff towards criteria in selecting the cat cafe, given the p-value of less than 0.05.

8) Variety of cats

8.1) Frequency of Visiting

Table 4.46 Variety of cats to Frequency of Visiting

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.307 ^a	16	.790
Likelihood Ratio	10.912	16	.815
Linear-by-Linear Association	1.190	1	.275
N of Valid Cases	396		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .03.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of variety of cats toward frequency of visiting, given the p-value of more than 0.05.

8.2) Kinds of drinks ordered

Table 4.47 Variety of cats to Kinds of drinks ordered

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.228 ^a	12	.428
Likelihood Ratio	15.016	12	.241
Linear-by-Linear Association	.001	1	.972
N of Valid Cases	396		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .73.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of variety of cats towards kind of drinks ordered, given the p-value of more than 0.05.

8.3) Kinds of Eatable Items ordered

Table 4.48 Variety of cats to Kinds of Eatable Items ordered

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.509 ^a	8	.096
Likelihood Ratio	13.862	8	.085
Linear-by-Linear Association	.666	1	.414
N of Valid Cases	396		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .76.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of variety of cats towards kind of eatable ordered, given the p-value of more than 0.05.

8.4) Money Spending

Table 4.49 Variety of cats to Money Spending

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.444 ^a	12	.044*
Likelihood Ratio	24.067	12	.020
Linear-by-Linear Association	2.095	1	.148
N of Valid Cases	396		

*Significant at or below 0.05 level

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .27.

From the testing, the results from the table of Chi-Square tests indicates that there is an impact of variety of cats towards money spending, given the p-value of less than 0.05.

8.5) Criteria in Selecting

Table 4.50 Variety of cats to Criteria in Selecting

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.020 ^a	16	.007*
Likelihood Ratio	32.033	16	.010
Linear-by-Linear Association	2.288	1	.130
N of Valid Cases	396		

*Significant at or below 0.05 level

a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .25.

From the testing, the results from the table of Chi-Square tests indicates that there is an impact of variety of cats towards criteria in selecting the cat cafe, given the p-value of less than 0.05.

9) **Attractive of cats**

9.1) **Frequency of Visiting**

Table 4.51 Attractive of cats to Frequency of Visiting

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.610 ^a	16	.035*
Likelihood Ratio	17.393	16	.361
Linear-by-Linear Association	.788	1	.375
N of Valid Cases	395		

*Significant at or below 0.05 level

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .03.

From the testing, the results from the table of Chi-Square tests indicates that there is an impact of attractive of cats toward frequency of visiting, given the p-value of less than 0.05.

9.2) **Kinds of drinks ordered**

Table 4.52 Attractive of cats to Kinds of drinks ordered

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.591 ^a	12	.328
Likelihood Ratio	16.023	12	.190
Linear-by-Linear Association	.933	1	.334
N of Valid Cases	395		

a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .73.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of attractive of cats towards kind of drinks ordered, given the p-value of more than 0.05.

9.3) Kinds of Eatable Items ordered

Table 4.53 Attractive of cats to Kinds of Eatable Items ordered

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.146 ^a	8	.330
Likelihood Ratio	8.636	8	.374
Linear-by-Linear Association	1.469	1	.226
N of Valid Cases	395		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .76.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of attractive of cats towards kind of eatable ordered, given the p-value of more than 0.05.

9.4) Money Spending

Table 4.54 Attractive of cats to Money Spending

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.369 ^a	12	.343
Likelihood Ratio	15.974	12	.192
Linear-by-Linear Association	.683	1	.409
N of Valid Cases	395		

a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .27.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of attractive of cats towards money spending, given the p-value of more than 0.05.

9.5) Criteria in Selecting

Table 4.55 Attractive of cats to Criteria in Selecting

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.618 ^a	16	.003*
Likelihood Ratio	30.057	16	.018
Linear-by-Linear Association	5.777	1	.016
N of Valid Cases	395		

*Significant at or below 0.05 level

a. 10 cells (40.0%) have expected count less than 5. The minimum expected count is .25.

From the testing, the results from the table of Chi-Square tests indicates that there is an impact of attractive of cats towards criteria in selecting the cat cafe, given the p-value of less than 0.05

10) Speed of service

10.1) Frequency of Visiting

Table 4.56 Speed of service to Frequency of Visiting

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.410 ^a	16	.844
Likelihood Ratio	11.523	16	.776
Linear-by-Linear Association	1.145	1	.285
N of Valid Cases	396		

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .01.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of speed of service toward frequency of visiting, given the p-value of more than 0.05.

10.2) Kinds of drinks ordered

Table 4.57 Speed of service to Kinds of drinks ordered

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.077 ^a	12	.014*
Likelihood Ratio	24.346	12	.018
Linear-by-Linear Association	4.130	1	.042
N of Valid Cases	396		

*Significant at or below 0.05 level

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is .29.

From the testing, the results from the table of Chi-Square tests indicates that there is an impact of speed of service towards kind of drinks ordered, given the p-value of less than 0.05.

10.3) Kinds of Eatable Items ordered

Table 4.58 Speed of service to Kinds of Eatable Items ordered

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.477 ^a	8	.070
Likelihood Ratio	15.887	8	.044
Linear-by-Linear Association	1.631	1	.201
N of Valid Cases	396		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is .30.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of speed of service towards kind of eatable ordered, given the p-value of more than 0.05.

10.4) Money Spending

Table 4.59 Speed of service to Money Spending

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.306 ^a	12	.107
Likelihood Ratio	20.082	12	.066
Linear-by-Linear Association	.002	1	.963
N of Valid Cases	396		

a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .11.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of speed of service towards money spending, given the p-value of more than 0.05.

10.5) Criteria in Selecting

Table 4.60 Speed of service to Criteria in Selecting

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.115 ^a	16	.263
Likelihood Ratio	21.513	16	.160
Linear-by-Linear Association	1.255	1	.263
N of Valid Cases	396		

a. 10 cells (40.0%) have expected count less than 5. The minimum expected count is .10.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of speed of service towards criteria in selecting the cat cafe, given the p-value of more than 0.05.

11) Spacious environment

11.1) Frequency of Visiting

Table 4.61 Spacious environment to Frequency of Visiting

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.303 ^a	16	.106
Likelihood Ratio	25.968	16	.054
Linear-by-Linear Association	3.242	1	.072
N of Valid Cases	396		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .02.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of spacious environment toward frequency of visiting, given the p-value of more than 0.05.

11.2) Kinds of drinks ordered

Table 4.62 Spacious environment to Kinds of drinks ordered

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.142 ^a	12	.774
Likelihood Ratio	9.290	12	.678
Linear-by-Linear Association	.309	1	.578
N of Valid Cases	396		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .44.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of spacious environment towards kind of drinks ordered, given the p-value of more than 0.05.

11.3) Kinds of Eatable Items ordered

Table 4.63 Spacious environment to Kinds of Eatable Items ordered

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.410 ^a	8	.009*
Likelihood Ratio	19.106	8	.014
Linear-by-Linear Association	1.704	1	.192
N of Valid Cases	396		

*Significant at or below 0.05 level

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .45.

From the testing, the results from the table of Chi-Square tests indicates that there is an impact of spacious environment towards kind of eatable ordered, given the p-value of less than 0.05.

11.4) Money Spending

Table 4.64 Spacious environment to Money Spending

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.050 ^a	12	.027*
Likelihood Ratio	23.225	12	.026
Linear-by-Linear Association	.041	1	.840
N of Valid Cases	396		

*Significant at or below 0.05 level

a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .16.

From the testing, the results from the table of Chi-Square tests indicates that there is an impact of spacious environment towards money spending, given the p-value of less than 0.05.

11.5) Criteria in Selecting

Table 4.65 Spacious environment to Criteria in Selecting

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)

Pearson Chi-Square	17.234 ^a	16	.371
Likelihood Ratio	19.794	16	.230
Linear-by-Linear Association	1.954	1	.162
N of Valid Cases	396		

a. 10 cells (40.0%) have expected count less than 5. The minimum expected count is .15.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of spacious environment towards criteria in selecting the cat cafe, given the p-value of more than 0.05.

12) Enjoyable atmosphere

12.1) Frequency of Visiting

Table 4.66 Enjoyable atmosphere to Frequency of Visiting

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.723 ^a	16	.121
Likelihood Ratio	20.706	16	.190
Linear-by-Linear Association	.862	1	.353
N of Valid Cases	396		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .01.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of enjoyable atmosphere toward frequency of visiting, given the p-value of more than 0.05.

12.2) Kinds of drinks ordered

Table 4.67 Enjoyable atmosphere to Kinds of drinks ordered

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.051 ^a	12	.114
Likelihood Ratio	18.787	12	.094
Linear-by-Linear Association	1.931	1	.165
N of Valid Cases	396		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .29.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of enjoyable atmosphere towards kind of drinks ordered, given the p-value of more than 0.05.

12.3) Kinds of Eatable Items ordered

Table 4.68 Enjoyable atmosphere to Kinds of Eatable Items ordered

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.298 ^a	8	.185
Likelihood Ratio	11.447	8	.178
Linear-by-Linear Association	1.469	1	.226
N of Valid Cases	396		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .30.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of enjoyable atmosphere towards kind of eatable ordered, given the p-value of more than 0.05.

12.4 Money Spending

Table 4.69 Enjoyable atmosphere to Money Spending

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.357 ^a	12	.080
Likelihood Ratio	20.076	12	.066
Linear-by-Linear Association	1.308	1	.253
N of Valid Cases	396		

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .11.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of enjoyable atmosphere towards money spending, given the p-value of more than 0.05

12.5) Criteria in Selecting

Table 4.70 Enjoyable atmosphere to Criteria in Selecting

	Chi-Square Tests		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	43.787 ^a	16	.000*
Likelihood Ratio	40.894	16	.001
Linear-by-Linear Association	6.019	1	.014
N of Valid Cases	396		

*Significant at or below 0.05 level

a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .10.

From the testing, the results from the table of Chi-Square tests indicates that there is an impact of enjoyable atmosphere towards criteria in selecting the cat cafe, given the p-value of less than 0.05

13) Cleanliness of the cafe

13.1) Frequency of Visiting

Table 4.71 Cleanliness of the café to Frequency of Visiting

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.342 ^a	16	.132
Likelihood Ratio	19.393	16	.249
Linear-by-Linear Association	2.050	1	.152
N of Valid Cases	396		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .01.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of cleanliness of the cafe toward frequency of visiting, given the p-value of more than 0.05.

13.2) Kinds of drinks ordered

Table 4.72 Cleanliness of the café to Kinds of drinks ordered

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.646 ^a	12	.097
Likelihood Ratio	20.681	12	.055
Linear-by-Linear Association	.361	1	.548
N of Valid Cases	396		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .29.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of cleanliness of the cafe towards kind of drinks ordered, given the p-value of more than 0.05.

13.3) Kinds of Eatable Items ordered

Table 4.73 Cleanliness of the café to Kinds of Eatable Items ordered

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.554 ^a	8	.381
Likelihood Ratio	8.133	8	.421
Linear-by-Linear Association	3.014	1	.083
N of Valid Cases	396		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .30.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of cleanliness of the cafe towards kind of eatable ordered, given the p-value of more than 0.05.

13.4) Money Spending

Table 4.74 Cleanliness of the café to Money Spending

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.526 ^a	12	.077
Likelihood Ratio	24.451	12	.018
Linear-by-Linear Association	4.329	1	.037
N of Valid Cases	396		

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .11.

From the testing, the results from the table of Chi-Square tests indicates that there is no impact of cleanliness of the cafe towards money spending, given the p-value of more than 0.05.

13.5) Criteria in Selecting

Table 4.75 Cleanliness of the café to Criteria in Selecting

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	52.854 ^a	16	.000*
Likelihood Ratio	47.409	16	.000
Linear-by-Linear Association	10.566	1	.001
N of Valid Cases	396		

*Significant at or below 0.05 level

a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .10.

From the testing, the results from the table of Chi-Square tests indicates that there is an impact of cleanliness of the cafe towards criteria in selecting the cat cafe, given the p-value of less than 0.05.

Table 4.76 Summary of Hypothesis Testing Result

Hypothesis	Conclusion
1. Difference demographic data affected to behavior of the decision to Caturday Cat Café in Bangkok	
<ul style="list-style-type: none"> Difference gender between male and female had affected toward kind of drinks ordered, age had affected towards kind of drinks ordered, education had affected to kind of eatable and frequency of visiting, occupation had affected to kind of drinks, kind of eatable ordered and criteria in selecting, monthly income had affected to kind of drink and kind of eatable, given the p-value of less than 0.05. 	Accepted

Table 4.76 Summary of Hypothesis Testing Result (Cont.)

Hypothesis	Conclusion
<p>2. Different psychographic data affected to behavior of the decision to Caturday Cat Café in Bangkok, The people who are a cat lover (like cat) had affected towards kind of drinks ordered and the respondent who owning cat had affected towards frequency of visiting Caturday Cat Café and kind of drink ordered, given the p-value of less than 0.05</p>	Accepted
<p>3. Difference marketing mix affects to behavior of the decision to Caturday Cat Café in Bangkok</p> <ul style="list-style-type: none"><li data-bbox="328 1088 1189 1346">• Marketing mix factor on product: Taste and quality of drinks and foods had an impact toward frequency of vising and variety of bakery and eatable items had an impact toward kind of drink ordered, given the p-value of less than 0.05<li data-bbox="328 1384 1189 1496">• Marketing mix factors on price had an impact to kinds of eatable items ordered, given the p-value of less than 0.05<li data-bbox="328 1534 1189 1787">• Marketing mix factors on Place for convenience location had and impact toward money spending of consumer and criteria in selecting a Caturday Cat Café, given the p-value of less than 0.05<li data-bbox="328 1825 1189 2011">• Marketing mix factors on sales promotion had an impact toward criteria selecting a Caturday Cat Café. ,given the p-value of less than 0.05	Accepted

Table 4.76 Summary of Hypothesis Testing Result (Cont.)

Hypothesis	Conclusion
<ul style="list-style-type: none">Marketing mix factors on people Friendly staff had an affected toward frequency of visiting and criteria in selecting to Caturday Cat Café Variety of cat had an impact toward people's money spending in Caturday Cat café per time and per person and criteria in selecting Caturday Cat Café Attractive of cat had an impact toward frequency of visiting and criteria in selecting to Caturday Cat café, given the p-value of less than 0.05	Accepted
<ul style="list-style-type: none">Marketing mix factors on process: Speed of service had an affected toward kind of drink ordered. , given the p-value of less than 0.05	
<ul style="list-style-type: none">Marketing mix factors on physical evidence, spacious environment had an affected to kind of eatable ordered and money spending. Enjoyable atmosphere and cleanliness had affected toward criteria in selecting to Caturday Cat Café, given the p-value of less than 0.05	

CHAPTER 5

CONCLUSIONS, DISCUSSIONS AND RECOMENDATIONS

5.1 Conclusions

The finding indicated that the most consumers of cat cafe were female whose age of less than 20 years old. Most of them were having education in high school level with monthly income of less than 10,000 baht. They did not have their own cat and went to a cat café that has a free roaming cats for play and relax. The most favorite drinks that the customers ordered at the cat café were milk and eatable were bakery. Most of them spent about 200-300 baht per person per time and they knew the Cat café from review in various sources like blog, social media, article, news and magazine, in which the most important factors for choosing the cat café were variety of cat. Also, they put more emphasize on the cleanliness, taste and quality of food and drink, variety of drinks, variety of bakery and eatable, price, convenience location, friendly staff, variety of cats and attractive of cats, speed of service, as well as promotion respectively.

The result of the hypothesis testing indicated that difference gender between male and female had affected toward kind of drinks ordered, age had affected towards kind of drinks ordered, education had affected to kind of eatable and frequency of visiting, occupation had affected to kind of drinks, kind of eatable ordered and criteria in selecting and monthly income had affected to kind of drink and kind of eatable. The result also revealed that the people who are a cat lover (like cat) had affected towards kind of drinks ordered and the respondent who owning cat had affected towards frequency of visiting Caturday Cat Café and kind of drink ordered.

In addition, the finding proved that marketing mix factors on price had an impact to kinds of eatable items ordered. Marketing mix factors on place for convenience location had and impact toward money spending of consumer. Convenience location had an impact to criteria in selecting a Caturday Cat Café. Marketing mix factors on sales promotion had an impact toward criteria selecting a Caturday Cat Café. Marketing mix factors on people involving with friendly staff had

an affected toward frequency of visiting and criteria in selecting to Caturday Cat Café; variety of cat had an impact toward people's money spending in Caturday Cat café per time and per person and variety of cat also had an impact to criteria in selecting Caturday Cat Café; attractive of cat had an impact toward frequency of visiting and criteria in selecting to Caturday Cat café. Marketing mix factors on people involving speed of service had an affected toward kind of drink ordered. Marketing mix factors on physical evidence such as spacious environment had an affected to kind of eatable ordered and money spending. Enjoyable atmosphere and cleanliness had affected toward criteria in selecting to Caturday Cat Café.

5.2 Discussions

This study revealed that difference gender between male and female had affected toward kind of drinks ordered, age had affected towards kind of drinks ordered, education had affected to kind of eatable and frequency of visiting, occupation had affected to kind of drinks, kind of eatable ordered and criteria in selecting and monthly income had affected to kind of drink and kind of eatable. Schiffman and Kanuk (2000), explained that gender is a distinguishing segmentation variable in cat café business although gender is no longer an accurate way to distinguish consumers in some product categories. For example, men have become significant users of skin care and hair products, but only a few of them visits a cat café. For age factor, Schiffman & Kanuk (2000) indicated that needs and interests often vary with consumers' ages. Solomon (1999) suggested that as consumers grow older, their needs and preferences change, often in concert with others who are close to their own age. For this reason, younger consumers tend to spend more of their income on "fast food" with a limited health consciousness, while older consumers spend larger amounts on balanced diets, dietary supplements and other health related products and services. This proved the study of Pakamon (2013) which suggested that demographic data had affected to service choosing decision of restaurant in Bangkok. The result also revealed that the people who are a cat lover (like cat) had affected towards kind of drinks ordered and the respondent who owning cat had affected towards frequency of visiting Caturday Cat Café and kind of drink ordered.

Kotler (2010) suggested that a buyer's purchasing behaviors are highly influenced by internal and external factors, in which the starting point of Kotler's stimulus response model consists of the classic four Ps of the marketing mix, which are product, price, place, and promotion. This research proved that product, price, place, promotion, as well as people, process, and physical evidence all affected the consumer behavior of cat café. For example, marketing mix factors on physical evidence such as spacious environment had an affected to kind of eatable ordered and money spending. Enjoyable atmosphere and cleanliness had affected toward criteria in selecting to Caturday Cat Café and compatible with Arisara (2013) reveal that marketing mix factor had a affected to purchasing goods and service from coffee shops residing in gas station- Case study café Amazon in PTT gas station in Surathani province.

5.3 Recommendations

5.3.1 Recommendations for Industry or Business

1. Most customers in this type of Café were female aged 15-25 years old who love cats. The marketers of these existing cat cafés or new player who plan to enter the market should focus on this group as target customers and should put the marketing efforts in this segment. In terms of the café menu, the findings indicated that customers preferred to order soft drinks such as milk, and juice, as well as dessert menus such as bakeries. A variety of these menus should generate more income for the café. In order to increase revenue for cat café, marketers should offer a variety of bakeries and drinks. The taste and quality of foods and drinks are considered important factors in selecting a cat café.

2. As most of cat café's customers were students with income of less than 10,000 baht per month. Prices of products and service should be reasonable, in which most consumers paid about 200-300 baht per time.

3. The location of a cat café is also important; the café's location should be convenient to reach such as nearby BTS or MRT station.

4. The marketers of cat café should also develop sales promotion to create customer loyalty such as a member ship card, promotion sets for valued customer, voucher discounts, etc. in order to motivate them to visit more frequently, most of this customer group visited the cat café only once a month.

5. The operator of cat café then should design its service that allows customers to play with the cat, sit and drink and hang out with enjoyable atmosphere with high level of cleanliness, attractive cats, and variety of cat. Further, the quality of service also important to customers. The café's service staffs should be friendly, with the high level of service speed in response to customer's order. The café's atmosphere should be spacious and enjoyable to make them feel comfortable when playing with a cat, while the cleanliness of the café should also be at a high standard. Further, the café's fan pages should be a good communication channel to reach customers and potential customers.

5.3.2 Recommendation for Further Research

This study could be further improved if it sampled more various people and should be extended to study other newly opened cat café's. Various demographic factors such as occupation, age and lifestyle should be researched in order to investigate the consumers' opinions and find out whether this has affected the decision to choose cat café because different demographic factors would be influenced by different factors.

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APPENDIX A
SURVEY QUESTIONNAIRE: (ENGLISH VERSION)



Behavioral factors affecting the customer decision to Caturday Cat Café

This questionnaire has been developed by MBA international student's Stamford International University's. All of information given by respondents will be treated with high confidentiality and the given information will be used for education purpose only. Please give each applicable question your careful consideration.

The questions are categorized into 4 parts as follow

- 1) Question of demographic data
- 2) Question of psychographic data
- 3) Question of consumer behavior of cat cafe in Bangkok

in Ratchathewi District, Bangkok

Question of demographic data

Please complete all question truthfully by marking in the space given below.

1) Gender

male female

2) Age

less than 20 years old

20-25 years old

26-30 years old

- 31-35 years old
- 36-40 years old
- Above 40 years old

3) Education

- under high school
- diploma
- Bachelors' Degree
- Master's Degree
- Over Master's Degree

4) Occupation

- Student
- Government/State Enterprise employee
- Corporate Employee
- own business
- Housewife
- other.....

5) Monthly Income

- Less than 10,000 Baht
- 10,001-20,000 Bath
- 20,001-30,000 Baht
- 30,001-40,000 Baht
- 40,001-50,000 Baht
- Over 50,000 Baht

Question of Psychographic Data.

Please complete all question truthfully by marking in the space given below.

- 1) Do you like cat
 Yes No

- 2) Do you have cat?
 Yes, both caged and non-caged.
 Yes, caged cats.
 No, but plan to adopt soon.
 No, because I'm not allowed to have one.
 No, and I don't want a cat.

Question of Consumer Behavior of Cat Cafe in Bangkok

Please complete all question truthfully by marking in the space given below.

- 1) How many times do you go to the cat cafe?
 Never, just first time.
 Once a month
 Once a week
 Two to four time week
 Everyday

- 2) Would you go to a cat café that has free roaming for parting to play and relax with?
 Yes, more than three time a week
 Yes once a week
 Hang out with friend.
 I might check it out but I wouldn't go regularly
 No, because I'm allergic to cat
 No, I would not be interested.

- 3) What kind of drink?
 Coffee

- Tea
- Milk
- Juice
- other.....

4) What kind of eatable?

- Bakery e.g. cake, pie
- Foods
- Snack

5) How much do you paid in cat cafe per time?

- 200-300 Baht
- 301-400 Baht
- 401-500 Baht
- Over 500 Baht

6) How do you know the cat cafe?

- WOM (word of mouth)
- Review in blog, social media, article, news and magazine
- Ads on website and social media (Facebook, Twitter, Instagram)
- Other

7) What is the single most important factor for you to choose a cat cafe?

- Taste of coffee bakery and eatable
- People/service
- Value of money
- Variety of cats
- Ambience/Experience
- Other.....

Question of marketing Mix factor of cat café

Please rate the following, according to your personal choice, for cat cafe.

What attributes are important to you when go to a cat cafe?

	Not importance	Less importance	Moderate importance	High importance	Most importance
Taste and quality of drinks, bakery and eatable.					
Variety of drinks					
Variety of Bakery and eatable					
Price					
Convenience location					
Sale promotion e.g. member ship card, set meal, voucher discount)					
Friendly staff					
Variety of cats					
Attractive of cat					
Speed of service					
Spacious environment					
Enjoyable atmosphere					
Cleanliness of the					

cafe					
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End of the Question, THANK YOU



APPENDIX B
SURVEY QUESTIONNAIRE: (THAI VERSION)





STAMFORD
INTERNATIONAL
UNIVERSITY

**Behavioral factors affecting the customer decision to Caturday Cat Café
in Ratchathewi District, Bangkok,**

ปัจจัยที่มีผลต่อพฤติกรรมการใช้ร้านแคทเทอร์เดย์ แคท คาเฟ่ ในเขตราชเทวี
กรุงเทพมหานคร

แบบสอบถามนี้ถูกจัดขึ้น โดยนักศึกษปริญาโทคณะบริหารธุรกิจมหาวิทาลัยนานาชาติแสตมป์ฟอร์ด เพื่อเป็นส่วนหนึ่งของการทำภาคนิพนธ์ทางผู้วิจัยขอความกรุณาท่าน โปรดตอบแบบสอบถาม ตามความเป็นจริง ครบถ้วน และตรงกับความคิดเห็นของท่านมากที่สุด ในการตอบแบบสอบถามนี้ ข้อมูลของท่านจะถูกใช้เพื่องานวิจัยในครั้งนี้เท่านั้น และขอรับรองว่า การให้ข้อมูลของท่านในครั้งนี้จะไม่เกิดผลกระทบใด ๆ ต่อท่านทั้งสิ้น

แบบสอบถาม มีทั้งหมด 4หน้า แบ่งออกเป็น4ส่วน ดังนี้

- 1) ส่วนที่ 1 ข้อมูลส่วนบุคคลของผู้ตอบแบบสอบถาม
- 2) ส่วนที่ 2 ข้อมูลด้านจิตนิสัย
- 3) ส่วนที่ 3 ปัจจัยด้านพฤติกรรมผู้บริโภค
- 4) ส่วนที่ 4 ปัจจัยด้านส่วนผสมทางการตลาด

ผู้วิจัยต้องขอขอบพระคุณทุกท่านเป็นอย่างสูงที่ได้สละเวลาอันมีค่าของท่านสำหรับ

ส่วนที่ 1 ข้อมูลส่วนบุคคล

6) เพศ

- ชาย หญิง

7) อายุ

ต่ำกว่า 20 ปี

20-25 ปี

26-30 ปี

31-35 ปี

36-40 ปี

มากกว่า 40 ปี

8) ระดับการศึกษาสูงสุด

มัธยมศึกษา

ต่ำกว่าปริญญาตรี

ปริญญาตรี

ปริญญาโท

สูงกว่าปริญญาโท

9) อาชีพ

นักเรียน/นักศึกษา

พนักงานราชการ/รัฐวิสาหกิจ

พนักงานบริษัทเอกชน

ธุรกิจส่วนตัว/ประกอบอาชีพอิสระ

อื่นๆ.....

10) รายได้ต่อเดือน

น้อยกว่า 10,000 บาท

10,001-20,000 บาท

20,001-30,000 บาท

30,001-40,000 บาท

40,001-50,000 บาท

มากกว่า 50,000บาท



ส่วนที่2 ปัจจัยด้านจิตนิสัย

- 3) คุณชอบแมวหรือไม่
- ชอบ ไม่ชอบ
- 4) คุณมีแมวหรือไม่
- มี ทั้งเลี้ยงในบ้านและนอกบ้าน
- มี เลี้ยงในบ้านเท่านั้น
- ไม่ แต่มีแผนการจะเลี้ยงเร็วๆนี้
- ไม่ เพราะว่าไม่อนุญาตให้เลี้ยง
- ไม่ ไม่สนใจที่จะเลี้ยง

ส่วนที่3 ปัจจัยด้านพฤติกรรมผู้บริโภค

- 1) คุณมาที่ร้านแคทคาเฟ่กี่ครั้ง
- ไม่เคย เพิ่งมาเป็นครั้งแรก
- 1ครั้งต่อเดือน
- 1ครั้งต่อสัปดาห์
- 2-4ครั้งต่อสัปดาห์
- ทุกวัน
- 2) คุณสนใจจะไปร้านแคทคาเฟ่ที่มีแมวให้เล่นและผ่อนคลายใช่หรือไม่
- ใช่ มากกว่าสามครั้งต่อสัปดาห์
- ใช่ หนึ่งครั้งต่อสัปดาห์
- ต้องงพิจารณาอีกครั้งแต่จะไม่ไปสมัคร
- ไม่ เนื่องจากแพ้แมว
- ไม่สนใจ
- 3) คุณเลือกดื่มเครื่องดื่มชนิดใด
- กาแฟ
- ชา
- นม
- น้ำผลไม้

4) คุณเลือกรับประทานอาหารชนิดใด

เบอเกอร์รี่ ชนิด เค้ก ขนมปัง รวมถึงของหวานต่างๆ

อาหาร

ของว่าง



- 5) จำนวนเงินเฉลี่ยต่อครั้งที่ใช้บริการร้านแคทคาเฟ่
- 200-300 บาท
 - 301-400 บาท
 - 401-500 บาท
 - Over 500 บาท
- 6) ท่านรับรู้ข่าวสารร้านแคทคาเฟ่จากช่องทางใด (สามารถเลือกตอบได้มากกว่าข้อ)
- การสื่อสารแบบปากต่อปาก
 - แหล่งข้อมูลทางโซเชียลมีเดีย/นิตสาร โทรทัศน์
 - โฆษณาทางออนไลน์และโซเชียลมีเดีย
 - other
- 7) ปัจจัยที่สำคัญที่สุดที่ทำให้คุณเลือกใช้บริการร้านแคทคาเฟ่
- รสชาติของอาหารและเครื่องดื่ม
 - การบริการและพนักงาน
 - ความคุ้มค่าของราคา
 - แมวมีสายพันธ์หลากหลาย
 - เพื่อประสบการณ์และบรรยากาศภายในร้าน
 - อื่นๆ.....

ส่วนที่4 ปัจจัยด้านส่วนผสมทางการตลาด

จงให้ความสำคัญกับปัจจัยภายในร้านกาแฟ

	สำคัญน้อยที่สุด	สำคัญน้อย	ปานกลาง	สำคัญมาก	สำคัญมากที่สุด
รสชาติและคุณภาพของอาหารและเครื่องดื่ม					
ความหลากหลายของเครื่องดื่ม					
ความหลากหลายของอาหารและขนม					
ราคาเหมาะสมกับคุณภาพ					
สถานที่เดินทางสะดวก					
การส่งเสริมการขาย เช่น สมาชิกหรือ คูปองส่วนลด					
พนักงานการบริการ					
ความหลากหลายของเมนู					
ความใส่ใจของเมนู					
ความรวดเร็วในการบริการ					
สภาพแวดล้อมภายในร้าน: พื้นที่เพียงพอ					
บรรยากาศภายในร้านตกแต่งสวยงาม					
ความสะอาดภายในร้าน					



จบแบบสอบถาม ขอขอบพระคุณมา ณ โอกาสนี้ด้วย

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