

Lalita Kongthong 2015: Importance of Marketing Mix on Brewed Coffee  
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The objectives of this study were 1) to study brewed coffee consumer behavior. 2) to study the importance of marketing mix on brewed coffee. 3) to compare importance of marketing mix on brewed coffee between/among consumers with different characteristics including gender, age, education level, occupation, and monthly income. A sample of 385 people who consumed brewed coffee in large size coffee shop in areas of metropolitan Bangkok and vicinity areas, Northeastern area, and Northern area, was drawn by convenience sampling (quota sampling). Self – administered questionnaire via website and personally administered survey were used as data collection method. Data was described by descriptive statistics including percentage, means, and standard deviation, including t-test and F-test were used to compare marketing mix with different customers' characteristics on brewed coffee. The results showed respondents are willing to pay 300-600 baht per month, purchased coffee 4-6 times/ week, they often purchased brewed coffee from the department store. From the research result, price per cup that respondents accepted to pay, the majority chose more than 100 baht, discount was the priority promotion that respondents chose, reason to change to other shops was changing in quality, and most of respondents needed to try new menu launched by coffee shop. To compare level of importance of marketing mix (7Ps) on brewed coffee, respondents gave an importance to physical evidence the most by focusing on cleanliness of the shop, people factor came after, respondents gave importance on staffs with respectful to you as a very important factor. Price, process, promotion, product, and place came after respectively. There also a significant different between male and female on process and physical evidence aspects as male gave importance more than female. Besides, there were significant differences of marketing mix (7Ps) among age, educational level, occupation, and income level at 0.05 level of significant.

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