Marketing Mix Factor affecting Service Behavior Starbucks Stores, Bangkok

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Abstract— The purpose of this study is to identify the importance of Starbucks in bangkok service marketing influences, to study the relationship between personal factors and consumer behavior in Bangkok and to examine the relationship between Service marketing mix and consumer behaviorUse survey questionnaire The sample group is Starbucks coffee. The results show that the popular Starbucks cups and beverage sizes While studies and income levels affect Starbucks consumer behavior for each purchase, marketing mix factors influence consumer behavior at the Starbucks store, found that marketing mix factors Influencing consumer behavior at Starbucks stores in Bangkok consists of product factors And price factors that significantly influence consumer behavior at Starbucks stores in Bangkok Metropolis at the level of 0.5.

Keywords— Marketing mix factor affecting.

I. History and importance of education

"Coffee" (Huxley R, Lee CMY, Barzi F, et al,2009) is considered one of the beverages that are very popular among Thai people. Especially the new generation, working people and people who live in urban society Who turn to consume "fresh coffee" more, which is part of the expression of consumerism (Industry Development Foundation for Food Institute, 2015). In addition, in terms of entrepreneurs during the past 4-5 years can find coffee shops in various locations, whether traditional coffee shops. That opens by oneself or is a cart Including small and large cafes As well as premium coffee shops Which has become very attractive to the market. Starbucks (Lee, K., Madanoglu, M. and Ko, J.,2013) Coffee is a premium coffee shop operated by Starbucks Coffee (Thailand) Ltd., a branch of the company. Starbucks Corporation In usa Starbucks is a coffee shop with a history of operating a coffee shop for about 45 years. Currently, there are more than 17,000 branches worldwide in 50 countries. In North America, Latin America, Europe, Asia Pacific, (Pilar García-Guadilla, M. and Blauert, J.,1992) The company expanded its business to invest in coffee shops in Thailand in July 1998. Currently, there are 262 branches nationwide. (Anne Marte W. Johansen, 2009) Both in Bangkok And provinces that are tourist destinations (Forbes Thailand, 2016). Target customers are people who like to drink coffee wholeheartedly or coffee lovers. The customer groups may be divided into General group The group of people shopping or tourists and working people, which Starbucks uses as a basis for finding the location of the store, which will consist of a large number of these 3 target groups. A coffee shop that is one form of social foundation Which has the advantage that the coffee shop is like a third home It is an open area for a group of people to sit and drink coffee for as long as possible. Starbucks will choose a location in a crowded area or in a shopping mall in a community area. By decoration or atmosphere in the shop Emphasize (Morten H& Kjell ,2006) that the image is a place to come and feel free. Relax from work The decoration of light suitable for reading Using tables and chairs that match, but not formally, like drinking coffee in hotels. In addition, Starbucks has created a professional image and knowledge about coffee by creating coffee and coffee culture. Since the selection of coffee beans Including the brewing process with meticulousness Which also represents the good taste of the brand From the above reasons, the study is interested in the study of consumer behavior in using services and marketing mix factors that affect the use of services at the Starbucks store in Bangkok. The information obtained from the study is a guideline for business Starbucks stores use the results to guide the development of service plans to meet the needs of consumers. (Koojaroenprasi, 2018)

A. Purpose of study

1. To study the behavior of using Starbucks coffee shops
2. To study the level of marketing mix factors affecting the use of Starbucks coffee shops
3. To compare the behavior of using Starbucks coffee shops classified by personal information
4. To study the relationship between marketing mix factors and service behavior of Starbucks coffee shops

B. Hypothesis of the study

Hypothesis 1: Different personal factors affect the behavior of using Starbucks stores. Hypothesis 2: The marketing mix factors relate to the behavior of using the Starbucks service. The hypothesis 3, the marketing mix factors influence the service behavior of consumers at the Starbucks store.

C. Scope of study

In terms of content, studying consumer behavior, consisting of The marketing mix consists of products, prices, distribution channels. And marketing promotion Demography For the population used in the study, this research is the consumer

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groups who have used and served Starbucks stores, divided by gender, age, education level, occupation, and average monthly income for the duration of the study during the month. April to September 2019

D.Related literature

Philip Kotler says that having products that meet the needs of customers or prospects can sell. At a price acceptable to consumers And consumers are happy to pay because they see it as worthwhile Including distribution And distribute the products in accordance with the purchasing behavior in order to facilitate the customers by trying to motivate the liking of the products And behave correctly By marketing mix For the service business, it is divided into 4 factors (4Ps), which are products that can be touched and cannot be touched (such as color, price, packaging, brand quality, service and reputation of the seller). Price (Price) means The amount of money or other things That is necessary to pay to get the product by consumers to compare between Value and Price. Place means the structure of the channel consisting of Institutions and Activities Which is used to move products and services from the organization to the market Marketing promotion (Promotion) is a communication tool to create satisfaction for the brand or service or idea or to the individual. By using to motivate Theory of consumer behavior Consumer Behavior (Consumer Behavior) means to act by humans, acting unconsciously. Human expressions or actions can influence marketing (Foxall & Sigurdsson, 2013).

II. HYPOTHESIS TEST RESULTS

Hypothesis 1 Different personal factors affect the behavior of using Starbucks stores. Which shows the comparison of usage behavior of Starbucks shops classified by gender

sex	N	Mean	Std. Deviation	Std. Error Mean	t	df	Sig. (2-tailed)
ชาย	210	183.6667	43.31793	2.98922	.366	406.649	.714
หญิง	199	182.1608	39.85269	2.82508			

The hypothesis testing using t-test at the significant level of 0.05 showed that the behavior of using Starbucks service had a Sig. Value equal to 0.714.

Hypothesis 1.2 People of different ages affect the behavior of using Starbucks stores. Different

H0: The age difference affects the behavior of using Starbucks stores.

H1: Different age has different effects on Starbucks behavior.

COMPARISON OF DIFFERENCES BETWEEN PEOPLE OF DIFFERENT AGES AFFECTS THE BEHAVIOR OF USING STARBUCKS STORES

เปรียบเทียบความแตกต่างของบุคคลที่มีอายุแตกต่างกัน	SS	DF	MS	F	Sig.
ระหว่างกลุ่ม	1153.071	3	384.357	.221	.882
ภายในทางการตลาด	705726.146	405	1742.534		
Total	706879.218	408			

* Statistical significance is at the level of 0.05

Hypothesis 1.3 Individuals with different educational levels affect the behavior of using Starbucks. Different

H0: Different status affects the usage behavior of Starbucks. No different

H1: Different status affects different ways of using Starbucks.

Compare the differences among people with different educational levels affecting the behavior of using Starbucks stores. Different

Compare the differences in the levels of education.	SS	DF	MS	F	Sig.
Between groups	1432.189	3	477.396	.274	.844
Internal marketing	705447.029	405	1741.845		
Total	706879.218	408			

Statistical significance level at 0.05

Hypothesis 1.4 People with different monthly incomes have an effect on the behavior of using Starbucks. Different

H0: The average monthly income has different effects on the behavior of using Starbucks. No different

H1: Average monthly income has different effects on Starbucks behavior.Comparison of differences among persons with different monthly incomes has different effects on usage habits. Starbucks.

Compare the differences among the average monthly income earners.	SS	DF	MS	F	Sig.
Between groups	192.903	3	64.301	.037	.991
internal group	706686.314	405	1744.904		
Total	706879.218	408			

Statistical significance is at the level of 0.05

Compare the differences of people with different careers.	SS	DF	MS	F	Sig.
ระหว่างกลุ่ม	3126.096	4	781.524	.449	.773
ภายในกลุ่ม	703753.122	404	1741.963		
Total	706879.218	408			

Statistical significance level 0.05

The results of the hypothesis testing with One-Way ANOVA at the significant level of 0.05 showed that the behavior of using Starbucks service had a Sig. 0.773 which is more than the statistical significance of 0.05.

Hypothesis 2: Marketing mix factors relate to Starbucks store usage behavior.

The analysis of the relationship between marketing mix factors and the behavior of using Starbucks service.

Marketing mix factors	Relationship with shop service use behavior			
	r	sig	Direction and level	level
production	-0.054	0.275	Opposite directions, low level	3
price	0.078	0.115	Same direction, low level	2
Distribution	-0.11	0.82	Low level opposite direction	1
Marketing promotion	0.048	0.328	Same direction, low level	4

Marketing mix factors affecting Starbucks store usage behavior Consider relationships from relationships Sort by highest to lowest. In the following order marketing mix of distribution Very little relation opposite direction (r) = 0.11 marketing mix factors about price Very little relation in the same direction (r) = 0.078 marketing mix factors about

products Very little relation, opposite direction (r) = 0.054 Marketing mix factors regarding marketing promotion Very little relationship in the same direction (r) = 0.048

Hypothesis 3: Marketing mix factors influence consumers' behavior in using stores. Starbucks compares marketing mix factors influencing consumer service behavior at Starbucks stores

Marketing mix factors	UnstandardizedCoefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	167.851	70.435		2.383	.018
Production	-19.814	12.892	-.084	-1.537	.025
price	17.807	8.711	.111	2.044	.042
Distribution	-8.262	11.977	-.040	-.690	.491
promotion	12.978	10.135	.066	1.281	.201

The marketing mix factors have an influence on the service

behavior of the consumers at the Starbucks store. It is found

that the marketing mix factors influence the service behavior of the consumers at the Starbucks store in Bangkok, consisting of product factors And price factors that significantly influence consumer behavior at Starbucks stores in Bangkok Metropolis at the level of 0.5

The marketing mix factors have the highest influence on the service behavior of the consumers at the Starbucks store. The study found that the product marketing factors have the highest influence on the service behavior of the consumers at the Starbucks store. Consistent with the research of Chonthira Intarathep (2003) studied the behavior of consuming coffee in coffee shops of consumers in Mueang District, Chiang Mai Province. The results of the research revealed that the product factors, the respondents choosing to use coffee shops had the most relationship with the taste of coffee.

The marketing mix factors in mold have the highest level of influence on consumer behavior at Starbucks. Consistent with the research of Pichanchadej Rangsarit (2011) studied the factors that affect coffee consumption from Starbucks coffee among consumers in Chiang Mai. There is an opinion that the price of Starbucks coffee is most suitable for quality And also in accordance with the research of Maneerat Nimnuan (2008), studying the factors related to the 3 in 1 buying behavior of working-age coffee consumers in Silom Road. The results showed that the respondents relate to the products in Price There is a price to select the most level.

A. Suggestions from studies

Doing a Starbucks business, entrepreneurs should pay more attention to maintaining the image. Both the brand Providing services by continuously training staff The design of the packaging is diverse and developed into a souvenir for each period. In addition to maintaining product quality and price regarding taste and quantity And should add more channels of purchase Such as purchasing through GRAP or more online Finally, activities should be conducted continuously with consumers. Such as accumulating points for buying 1 free 1 or giving a coupon, reducing the price of the next purchase etc.

III. SUGGESTIONS FOR FURTHER STUDIES

In the next study Should have an opportunity to study And the marketing obstacles of the HUA WEI brand mobile phone business in order to use the information to develop marketing planning activities in accordance with the needs of consumers much more.

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