INFLUENCES OF E-COUPON MARKETING ON CONSUMER INTENTIONS TO SELECT A COFFEE SHOP AMOUNG EMPLOYEES IN BANGKOK METROPOLITAN AREA

BY

MISS PICHANAN WICHITCHAYANON

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016
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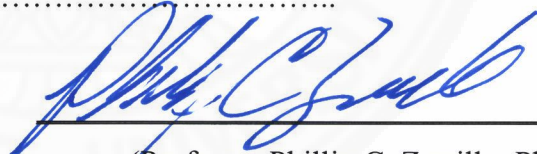
MISS PICHANAN WICHITCHAYANON

ENTITLED

INFLUENCES OF E-COUPON MARKETING ON CONSUMER INTENTIONS TO
SELECT A COFFEE SHOP AMOUNG EMPLOYEES IN BANGKOK
METROPOLITAN AREA

was approved as partial fulfillment of the requirements for

the degree of Master of Science Program in Marketing (International Program)

on................ 8 MAY 2017 ....

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Independent Study Title	INFLUENCES OF E-COUPON MARKETING ON CONSUMER INTENTIONS TO SELECT A COFFEE SHOP AMOUNG EMPLOYEES IN BANGKOK METROPOLITAN AREA
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Independent Study Advisor	Associate Professor James E. Nelson, Ph.D.
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ABSTRACT

With the rise of the internet native user in Generation Y, digital marketing not only plays an important role to retain customers but also capture new potential customers. Coffee shop businesses compete intensely to expand customer bases by focusing on the new generation. The traditional tool of a coupon is still a powerful promotion to attract attention; however, digital marketing transforms it in e-coupon as electronic formats continue to grow intensely.
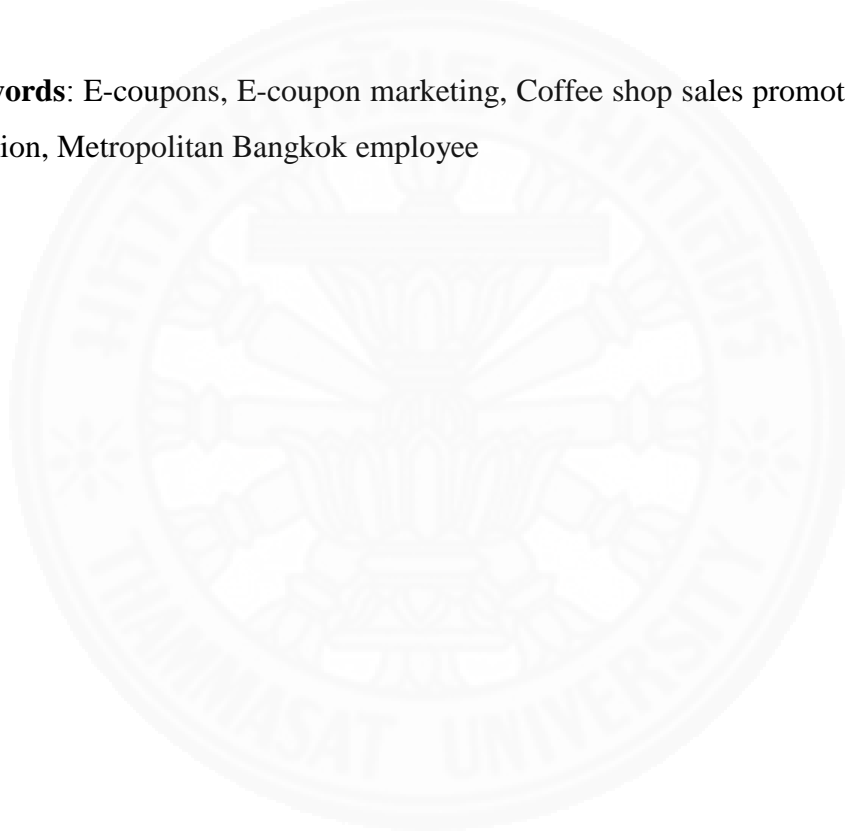
The purpose of this study is to understand relationships of positive and negative behaviors impacting intention to select a coffee shop. The Theory of Planned Behavior model is used to describe intention in terms of beliefs. In addition, it also analyzes usage of e-coupons to predict intentions.

Data collection plans include conducting both exploratory research and descriptive research. Exploratory research aims to collect data from secondary resources and qualitative research to frame perceptual concept and significant attributes to form a questionnaire. Descriptive research aims to collect data by using both offline and online surveys. Surveys target employees aged between 22 to 31 years old with working experience from entry level to senior level in the Bangkok metropolitan area. Data is analysed using an SPSS program. The model was described

in terms of frequency, means, standard deviation, one-way ANOVA, regression, T-test, and correlation.

Respondents are familiar with coffee shops and tend to choose coffee shops which have promotional activities. In terms of the e-coupon experience, consumers use e-coupons for more consumption than non-users. Internet was the most effective means to communicate e-coupon promotion to increase trial and consumption rate. Smart phones and portable computers were the most popular means to access the internet and online sales promotions.

Keywords: E-coupons, E-coupon marketing, Coffee shop sales promotion, Consumer intention, Metropolitan Bangkok employee

ACKNOWLEDGEMENTS

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CHAPTER 1

INTRODUCTION

1.1 Problem statement and research purpose

Due to the widely-used digital tool, coffee shop businesses adapt the Internet to promote their brand to increase awareness and intention to buy. They design promotional activities to help companies achieve integrated marketing communication objectives and support a brand position. In the early stage, promotion and advertisement effort creates opportunities for trial purchases and stimulating the repurchase rate. Later, expected outcomes shifted to strengthening a brand, increasing consumption, and fending off competition (Baack & Clow, 2016).

Many companies can capture new customers through product trials or encourage existing customers to repurchase and consume more frequently by using digital sales promotion activities. Today, the Internet represents a slice of daily life and provides users with updated information regarding issues such as, for example, social movements, trends, and promotional activities. Therefore, digital tools are one of the most effective ways to create brand awareness and generate sales opportunities.

Generation Y is the generation raised on modern communications technology and especially the Internet; therefore, their personalities reflect open-mindedness and impulsivity. They are also potential customers for many industries due to their fast growing in the job market. For these reasons and more, most digital marketing activities target Generation Y as a primary audience.

As the Internet becomes easier and faster to use, digital coupons are increasingly available online. E-coupon (electronic coupon) distribution is an ever-more popular promotional technique. Indeed, it has become an Omni channel that can allow consumers to download a preferred coupon in physical form. There are several websites that offer consumers an e-coupon in return for browsing through the lists of brands and products (Chen & Lu, 2011). E-coupons have become one of the most successful tactics for gaining new customers and boosting sales.

A study providing an overview of e-coupon marketing and purchasing intention will be advantageous to coffee shops and related businesses as a guide to help boost sales and introduce new products through effective use of digital coupons. This study reflects a contemporary topic in applied marketing with emphasis on a technological issue; e-coupon marketing as it affects consumer intentions to select a coffee shop. Consequently, the findings would assist coffee shop managers in understanding both positive and negative influence factors that impact intentions to select a coffee shop brand among employees in the Bangkok Metropolitan Area.

1.2 Research objectives

- **To understand relationship background factors toward intentions to select a coffee shop** - The influencing background factors for creating intention are determined through beliefs, which are behavioral belief, normative belief, and perceived behavioral belief.

- **To understand the purposes of intentions that targets use of e-coupons** - Besides purchasing coffee drinks, how potential targets decide to purchase new items or consume more frequently via use of e-coupons.

- **To understand the purposes of intentions that targets use of e-coupons** - There are different profiles among targets that vary by gender, age, education, work experience, and personal income.

CHAPTER 2
REVIEW OF LITERATURE

Consumers currently pay more attention to coffee quality (Meza, 2016). In the past five years, the coffee shop business has continued to grow by an average of 5.4% annually with a market worth 17 billion baht in 2014. The coffee shop business is divided into two categories; coffee cafés, including food and coffee drinks, and specialty coffee shops that offer brewed coffee drinks and baked goods (Food Intelligence Center, 2015).
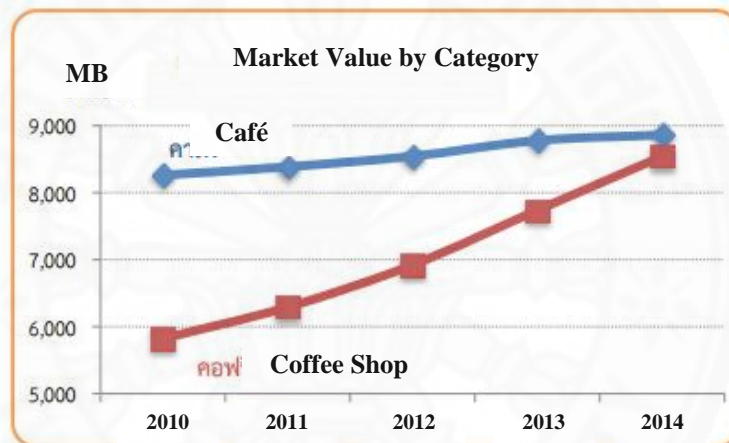
Figure 2.1: Coffee shop market value by category (Food Intelligence Center, 2015)

2.1 Urban coffee shop research

According to an urban coffee shop survey, the research that was collected by the International Service Check Company was to identify key satisfying factors among urban dwellers when selecting a coffee shop. In terms of respondents, women outnumbered men by three times and most regularly consumers were aged between 25 to 35 years old. The researchers collected data in the Bangkok area.

The key findings identified that 50% of coffee shops evaluated had low customer satisfaction despite their beautiful design and decoration. Only 10% of consumers were satisfied with coffee shop services. Speed and accuracy led to higher

satisfaction levels, while loyalty-building was minimal. Therefore, brand loyalty seems to be the main problem among coffee shops in Thailand. Only 33% of coffee shops had a loyalty program and 20% of them offered customers a promotion (Fayossy, 2016).

According to the above findings, there were a few coffee shops that encouraged their customers by using promotional campaigns. Coffee drinkers still lack in terms of repurchase rates and continue to shop around without demonstrating brand loyalty. Therefore, sales promotions are a marketing activity that can lead sales opportunities in three ways. First, it could raise awareness by creating positive word-of-mouth. Second, it could increase trial rates for those who already know a shop but never try any items. Third, it could lead to increased customer loyalty levels through repurchasing.

2.2 Generation Y

Generation Y is the group of people born between 1981 and 2000 who grew up with the Internet and in a society where social media use is normal (Siam Commercial Bank Research Center, 2014). Native speakers of the digital language are their brand-name label (Prensky, 2001). Traits of Generation Y include: entitled, optimistic, civic minded, close parental involvement, values work-life balance, impatient, multitasking, and team oriented (DeVaney, 2015).

According to Electronic Transactions Development Agency research, members of Generation Y spend on average the longest hours on the net, at 53.2 hours per week. Internet users who resided in Bangkok and its metropolitan area spent on average 53.8 hours a week on the Internet, longer than users living in the provinces both inside or outside municipal areas, who spent on average 48.1 hours a week and 44.6 hours a week respectively (ETDA, 2016).

2.3 Consumer promotions: e-coupons

Sales promotions consist of all the incentives offered to customers and channel members to encourage product purchases. A consumer promotion, aimed at

those who use the product and/or end users, is offered directly to customers and potential customers. Marketers use consumer promotions as another tactic to lead the final decision to buy an item to help generate store traffic and enhance brand loyalty (Baack & Clow, 2016). Sales promotions are a short-term inducement of value offered to encourage customer interest in buying a product or service (Frederick, 2013).

Sales promotion tools offer three key benefits. First, they can draw attention and lead consumers to the product. Second, they offer value to the customer. Third, they create engagement in the transaction (Keller & Kotler, 2012). Traditional coupons are distributed through traditional media such as newspapers, leaflets, and e-mail to reach potential customers. The introduction of e-coupons brought changes in consumer behavior, leading to consumers that are more active in terms of information seeking and obtaining e-coupons (Fortin, 2000).

According to a Forrester Research study, online coupons and promotional codes drive incremental business. Evidence shows that online coupons and promotional codes produce incremental spending and generate new users (Forrester Research, 2011). Digital coupons continue to grow in popularity and especially websites that make it easy for consumers to find and print coupons, download them onto mobile devices, or transfer them to a loyalty card (Baack & Clow, 2016). Digital coupon benefits are to remove print costs, reduce paper waste, update easily, and achieve a higher rate of redemption (Keller & Kotler, 2012).

2.4 Theory of Planned Behavior

The Theory of Planned Behavior helps program implementers design interventions that effectively address a behavior with three types of beliefs: behavioral belief, normative belief, and control belief (Ajzen, 1985). Consumer intentions are determined as following. Firstly, attitude toward the behavior that is the degree to which performance of the behavior is positively or negatively valued linking the behavior of interest to expected outcomes.

Secondly, the subjective norm is determined from peer acceptance resulting in perceiving social pressure to engage or not to engage in a behavior. Subjective beliefs refer to the perceived behavioral expectations of such important referent individuals or groups as a person's spouse, family member, or friends, depending on the population and behavior studied. These normative beliefs, in combination with the person motivation to fulfill with the different social references, determine the prevailing subjective norms.

Besides behavioral belief and normative belief, the Theory of Planned Behavior also defines the third antecedent construct as perceived behavioral control referring to peoples perceptions of their ability to perform a given behavior. The control beliefs have to do with the perceived presence of factors that may facilitate or impede performance of a behavior.
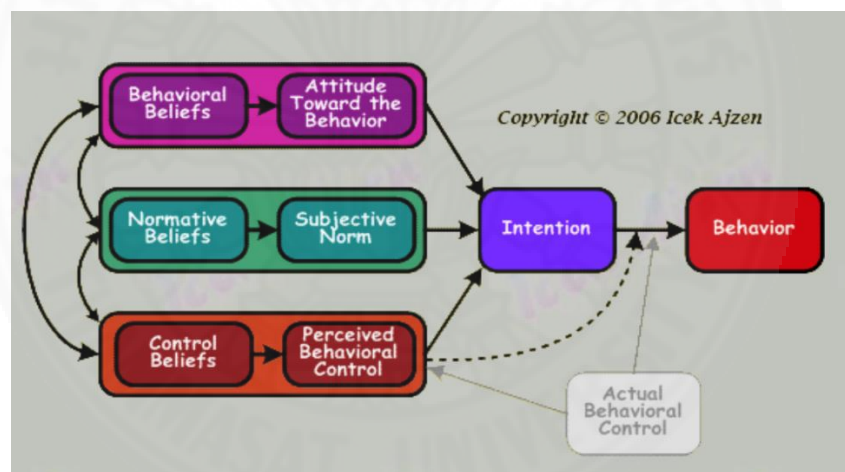
Figure 2.2: Theory of Planned Behavior model (Ajzen, 1985)

The important findings of this study aimed to benefit coffee shop entrepreneurs and business owners in terms of predicting consumer intention. They can predict a consumers intention to select a coffee shop by referring to the Theory of Planned Behavior to explain relationships between influencing factors, which are attitude belief, subjective norm belief, and perceived behavioral control belief (Ajzen, 1985). Therefore, coffee shop entrepreneurs and business owners can effectively design digital coupon marketing campaigns to increase business opportunities and profit from Generation Y.

Based on the above-mentioned analysis, this study proposes the following hypotheses:

H1: Positive consumer attitude towards the e-coupon usage will have a positive effect on a consumer's intention to select a coffee shop.

H2: Internet usage will have a positive effect on e-coupon usage.

H3: The positive consumer subjective norms towards the e-coupon usage will have a positive effect on consumer intentions to select a coffee shop.

H4: The positive past consumer behavior towards the e-coupon usage will have a positive effect on consumer intentions to select a coffee shop.
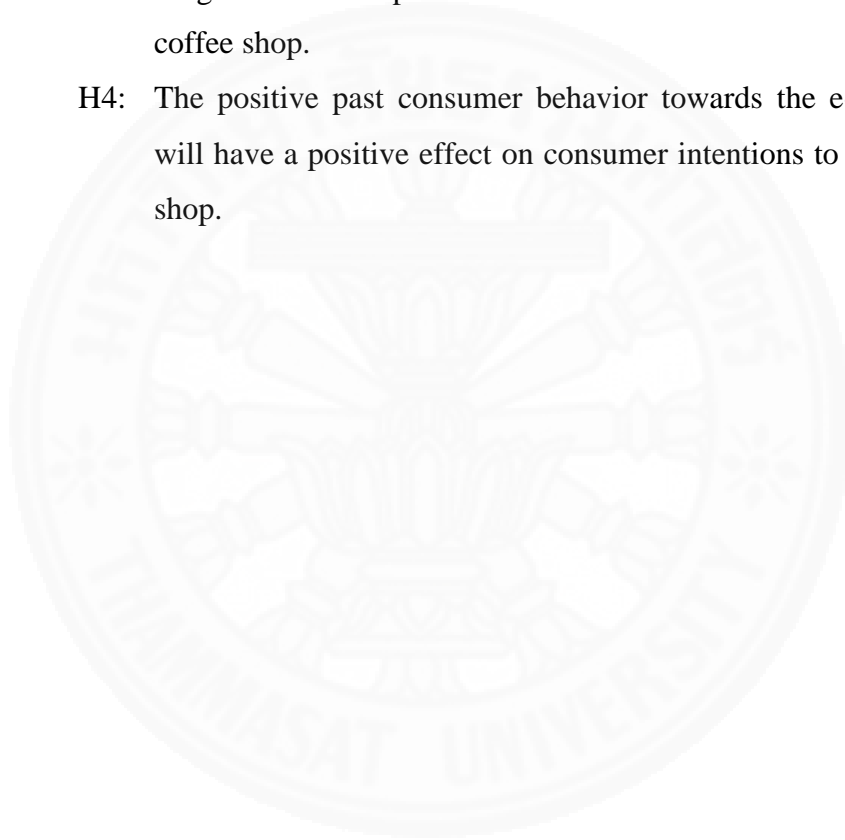
CHAPTER 3
RESEARCH METHODOLOGY

The researcher conducted this study of e-coupon influences on intention to select a coffee shop in two stages, which are exploratory research and descriptive research. The research focuses on employees who are entry-to-senior level and live in the Bangkok Metropolitan Area. The research proceeded according to the following steps:

3.1 Exploratory research

The researcher conducted exploratory research to collect data to frame insight and perception regarding target intentions. The main objective is to collect primary data to be form the basis of descriptive research. This study collected primary data from secondary sources and in-depth interviews.

The researcher gathered information from marketing magazines, websites, and online news. This secondary data supported in-depth interviews and questionnaires by framing perception and attitude. The researcher conducted in-depth interviews among employees who work as entry-to-senior level to collect primary perception and attitude regarding intention to select a coffee shop, and the occasions on which they use e-coupons to buy a coffee drink. The in-depth questions are framed from preliminary interviews with 20 respondents (See appendix A). After in-depth interviews, the researcher developed a questionnaire following data which are collected from respondents.

3.2 Descriptive research

The descriptive research used a questionnaire to measure relationship size in terms of frequency, mean, and coefficient values. The aim of the questionnaire is to reflect the current attitude and behavior, subjective norms, and control beliefs

regarding intentions to select a coffee shop. The questionnaire will serve as a preliminary survey before the researcher distributes it online and offline.

The questionnaire is designed to understand relationship factors regarding intentions to select a coffee shop in terms of behavior and attitude, subjective norms, and control beliefs, to understand the stage of intentions of e-coupon usage, new menu trials, or more frequent consumption, and to develop consumer profiles. The questionnaires feature seven parts (See appendix B).

Table 3.1: Questionnaire outline

Questionnaire part	Questionnaire type
Part I: Screening question	Single choice
Part II: Attitude towards internet and e-coupon usage	Likert scale
Part III: Subjective norms towards e-coupons	Likert scale
Part IV: Perceived behavioral control towards e-coupons	Likert scale
Part V: Past behavior towards using e-coupons	Open ended answer
Part VI: E-coupon intention	Likert scale
Part VII: Respondent profile	Single choice

3.3 Identification of key research variables

This study identified attitude, subjective norms, and perceived behavioral control as independent variables (IVs) and intentions as dependent variables (DVs).
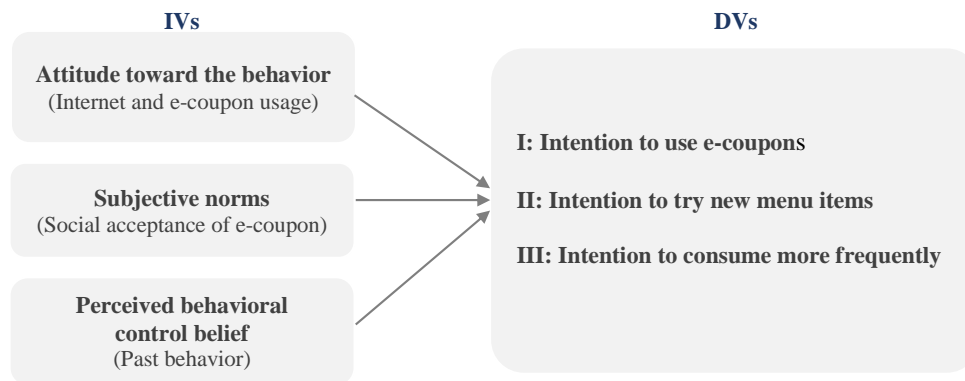
Figure 3.1: Identification of independent variables and dependent variables

3.4 Target population

The research recruited respondents by using a random sampling method for both in-depth interviews and questionnaires. As a potential target for coffee shop businesses, Generation Y serves as an ideal target to capture using digital sales promotions such as e-coupons. Therefore, this research would collect data from members of Generation Y who work as entry-to-senior-level employees. The respondents varied by gender, education, and personal income, making the findings an accurate reflection of society as a whole.

3.5 Data collection plan

Data collections were divided into two methodologies, which were in-depth interviews and questionnaires followed by a summary of respondent numbers. Twenty respondents participated in the in-depth interview and all of them were either coffee drinkers or non-coffee drinkers. Ten respondents were female and 10 respondents were male. Each interview lasted for approximately 20 minutes.

Data originated from 194 respondents; 120 respondents to an offline survey and 74 respondents to an online survey. For offline surveys, the researcher planned to recruit respondents from main business areas where the greatest potential to find employees exists. These were the strategic business areas connected to BTS and MRT stations, including Chidlom, Asoke, Sala Daeng, and Bangsue (See appendix C).

3.6 Data analysis plan

The aim of the data analysis was to analyze the findings from in-depth interviews and questionnaires. The in-depth interviews aimed to identify the attitude attributes and insights from potential customers in coffee shops. The expected attributes and insights framed the quantitative part.

The questionnaire data were evaluated by using Statistical Package for the Social Sciences (SPSS) to analyze frequency and mean, and regression analysis to identify relationships between key variables.

CHAPTER 4
RESULTS AND DISCUSSION

4.1 Data analysis

Data were analyzed using exploratory and descriptive research methods. For exploratory research, data were collected from secondary resources such as academic articles and books across both offline and online channels. For in-depth interviews, the potential population target was employed young people in Generation Y. For descriptive research, quantitative data from a questionnaire was analyzed using an SPSS program. The model was described in terms of frequency, mean, standard deviation, one-way ANOVA, regression, t-test, and correlation.

4.2 Results from exploratory research

4.2.1 Secondary research result

The coffee shop business grows continuously today. Coffee shops aim to expand their customer base by capturing Generation Y consumers. Generation Y are native speakers of the digital language. Digital marketing plays not only an important role in retaining Generation Y customers, but also in capturing potential customers. Consequently, digital is one of the primary channels to reach them. Electronic coupons are a sales promotion tool to attract them, as well as traditional coupons. The traditional coupon tool is still a powerful promotion, which digital marketing transforms into e-coupons. The Theory of Planned Behavior can effectively predict a particular behavior in terms of behavioral belief, normative belief, and perceived behavioral control belief.

4.2.2 In-depth interview result

The in-depth interview questions were designed to address consumer profiles, factors in selecting a coffee shop, and purposes for

selecting the coffee shop. Twenty respondents were interviewed as follows:

The total of twenty respondents are 50% female and 50% male, ranging in age between 22 to 30 years old. Personal income ranges between 25,000 to 60,000 baht per month, working for leading private organizations in Thailand. Work experience is between zero to six years, and the highest educational level is master's degree.

Sales promotions are still attractive tools for coffee shop. - In term of factors for selecting a coffee shop, 90% of total respondents tend to choose a coffee shop that is conducting sales promotions. Attending to promotional activities, respondents prefer to select coffee shop with sales promotions and feel cheaper than non-promotional coffee shop. However, respondents still concern about product taste. 80% of respondents are interested in purchasing beverages from a coffee shop by using promotional coupons. Respondents perceive that they pay less than usual and feel better to purchase coffee or drinks.

"I usually goes coffee shop due to sales promotions. If menu items are tasty, I will come back to buy by e-coupons." - Female aged 25 who has work experience as entry level, e-coupons user

E-coupons are perceived positive attitude. It is convenience and value for money. - All respondents can access the internet with smart devices; 100% via smart phone, 90% via portable computer, 50% via tablet, and 30% via personal computer. Half of respondents used e-coupons to purchase coffee at coffee café and coffee shops, and think that e-coupons are convenient and offer value for money. E-coupon offerings that respondents used are for discounted prices and buy-one-get-one-free. Non-users do not know where to access e-coupons, yet still have positive attitudes toward e-coupons.

"I often use e-coupon to buy coffee drink via my smart phone. I think e-coupons are easy to use and value for money." - Female aged 27 who has work experience as middle level, e-coupons user

"I never use e-coupons to buy drinks but I think e-coupons function is good to use." - Male aged 30 who has work experience as senior level, non e-coupons user

Respondents will recommend e-coupons to their associates. - 80% of e-coupon users recommend their friends and co-workers to purchase beverages with them, while only 30% of users recommend their parents to use them. Most of respondents think friends and co-worker are open-minded because of Generation Y native. The internet is the medium to reach e-coupons; therefore, respondents think that friends and co-workers have high involvement more than their parents.

"My friends always tell me about online promotions and we used to share e-coupons together at coffee shop." - Female aged 22 who has work experience as entry level, e-coupons user

Revenue tends to be increased by e-coupons. - In terms of purposes for using e-coupons, 85% of respondents are interested in purchasing to try a new menu item. 50% of respondents use e-coupons to purchase more beverages than usual. The maximum number of drinks purchased with an e-coupon is three per day. Respondents do not want to pay full price to try a new menu item with which they are not familiar. 55% of respondents do not recommend to their parents because innovative technology might cause difficulty in accessing.

"Normally I consume a coffee per day. I will buy coffee more than usual when my favorite coffee shop has promotional campaign. I used to drink coffee three cups per day by e-coupons." - Male aged 28 who has work experience as middle level, e-coupons user

4.3 Results from descriptive research

Entry-to-middle level employees were 69.59% female, with 65.46% aged between 22 to 27 years old, 52.06% having earned a Bachelor's degree, and 57.22% with a personal income between 30,001 to 50,000 baht per month. For e-coupons, 51.55% were non-users and 48.45% used e-coupons within the past six months. In term of coffee behavior, 93.90% visited coffee shops at least one time in the past six months, and 51.03% said they are regular coffee drinkers (See table 4.1).

Table 4.1: Summary of respondent profile (n=194)

Respondent Demographic (n=194)		n	%
Gender	Female	135	69.59
	Male	59	30.41
Age	Age between 22 to 27 years old	127	65.46
	Age between 28 to 31 years old	67	34.54
Education	High school and below	1	0.52
	Bachelor's degree	101	52.06
	Master's degree	92	47.42
Personal income	Income 7,501 to 18,000 baht per month	1	0.51
	Income 18,001 to 30,000 baht per month	58	29.90
	Income 30,001 to 50,000 baht per month	111	57.22
	Income 50,001 to 70,000 baht per month	12	6.19
	Income 70,001 to 85,000 baht per month	6	3.09
	Income 85,001 and above per month	6	3.09
E-coupon usage (past six months)	E-coupon user	94	48.45
	Non-e-coupon user	100	51.55
Coffee shop visitation (past six months)	Coffee shop user	181	93.30
	Non-coffee shop user	13	6.70
Coffee drinker	Coffee drinker	99	51.03
	Non-coffee drinker	95	48.97

In terms of working level, most respondents were entry level. 58.76% were entry level with working experience between zero to three years; 26.28% middle level with working experience above three years to five years; and 14.94% senior level with working experience above five to eight years (See table 4.2).

Table 4.2: Groups of working level (n=194)

Respondent Demographic (n=194)		n	%
Working level	Entry level	114	58.76
	Middle level	51	26.28
	Senior level	29	14.94

Respondents were asked to rate their level of their perception by using a Likert scale scoring from one to seven. If respondents "extremely agreed," then they circled number seven and so forth.

For internet usage, at all working levels they perceived the internet to be useful in updating on sales promotions. Moreover, entry-level employees rated internet perception highest among all working levels. Perception for the internet helping update on the promotion of products and services gained the highest score (mean = 5.71), with information on coffee and other drinks scoring slightly lower (mean = 5.45).

For e-coupon usage, all working levels agreed that coffee should always receive sales promotions; entry level (mean = 6.32), middle level (mean = 5.86), and senior level (mean = 5.76). Moreover, the entry-level group tended to use e-coupons for more consumption and new menu trials. Besides sales promotion activities, the middle-level group perceived e-coupons as being convenient (mean = 5.59) and offering value for money (mean = 5.57). The senior-level group preferred to purchase drinks using e-coupons (mean = 5.55) (See table 4.3).

Table 4.3: Group differences on internet and e-coupon usage by working level (n=194)

Behavioral Perception	What level are you working? (n=194)						F	Sig.
	Entry level		Middle level		Senior level			
	Mean	SD	Mean	SD	Mean	SD		
Internet usage: Accessing the internet on a regular basis will help me update on the sales promotion of products and services	5.71	0.95	5.53	0.94	4.69	1.09	12.63	0.00
Accessing the internet on a regular basis will help me update on the sales promotion of coffee / other drinks	5.45	1.24	4.82	1.50	4.24	1.46	10.68	0.00
E-coupon usage: For me, I think e-coupons are convenience.	5.37	0.93	5.59	0.98	5.03	1.985	2.09	0.13
For me, I think e-coupons offer value for money.	5.32	1.05	5.57	1.40	5.38	1.36	0.78	0.46
For me, coffee shop should always have sales promotion.	6.32	1.03	5.86	1.32	5.76	1.17	4.44	0.01
For me, purchasing drinks is preferable by e-coupons.	5.35	1.14	5.31	1.53	5.55	1.26	0.36	0.70
For me, I will try new coffee/other drink menu items by e-coupons.	5.32	1.32	4.94	1.35	4.45	1.26	5.36	0.01
For me, I will consume more frequently by e-coupons.	5.68	1.12	5.38	1.18	5.21	1.30	2.45	0.09

Three beliefs - behavioral belief, normative belief, and perceived behavioral control belief - influenced the usage of e-coupons. All beliefs were measured by a Likert scale. A score of seven mean "strongly agree" and a score of one mean "strongly disagree." For behavioral belief, respondents rated behavioral perceptions around e-coupons as follows: sales promotion by coffee shop (mean = 6.11), more consumption by e-coupons (mean = 5.53), and promotional updates via the internet on a regular basis (mean = 5.51); e-coupons offer value for money (mean = 5.39); e-coupons are convenient (mean = 5.38); purchasing drinks is preferable by e-coupons (mean = 5.37); sales promotions on drinks (mean = 5.10); and new menu item trials by e-coupons (mean = 5.09) (See table 4.4). Respondents responded that coffee shops should offer sales promotions to influence their intention to select that coffee shop.

Table 4.4: Attitude towards internet usage and the act of using e-coupon (n=194)

Attitude towards internet usage and the act of using e-coupon (n=194)								
Behavioral perception	Strongly disagree	Disagree	Partly disagree	Neutr	Partly agree	Agree	Strongly agree	Mean	SD
Promotional updates via the internet on a regular basis	0	0	4	32	54	69	35	5.51	1.03
Sales promotions on drinks	4	7	2	59	40	44	38	5.10	1.42
E-coupons are convenient	4	0	0	40	51	69	30	5.38	1.17
E-coupons offer value for money	1	0	11	30	63	46	43	5.39	1.20
Sales promotion by coffee shop	1	0	0	24	33	28	108	6.11	1.16
Purchasing drinks is preferable by e-coupons	0	6	1	54	28	64	41	5.37	1.27
New menu item trials by e-coupons	0	9	2	64	53	20	46	5.09	1.36
More consumption by e-coupons	1	1	1	42	45	55	49	5.53	1.18

For normative belief, respondents perceived that e-coupons offer value for money for friends (mean = 5.57), co-workers (mean = 5.53), and parents (mean = 4.30). In term of convenient usage, it was found that the lowest score is for parents thinking that e-coupons are convenient to use (mean = 2.96) while the top two perceptions were co-workers (mean = 5.51) and friends (mean = 5.29) (See table 4.5). Respondents perceived that their parents tend to use e-coupon less than their friends and co-workers due to difficulty.

Table 4.5: Subjective norms towards the act of using e-coupon (n=194)

Subjective norms towards the act of using e-coupon (n=194)								
Normative perception	Strongly disagree	Disagree	Partly disagree	Neutral	Partly agree	Agree	Strongly agree	Mean	SD
Parents think e-coupons are convenience.	19	59	42	58	16	0	0	2.96	1.15
Parents think e-coupons offer value for money.	9	15	22	67	46	14	21	4.30	1.50
Friends think e-coupons are convenience.	0	3	1	55	51	46	38	5.29	1.18
Friends think e-coupons offer value for money.	0	1	0	39	55	46	53	5.57	1.12
Co-workers think e-coupons are convenience.	1	1	0	32	59	64	37	5.51	1.06
Co-workers think e-coupons offer value for money.	0	1	0	52	36	53	52	5.53	1.18

For perceived control belief, respondents rated factors influencing their intention to select a coffee shop; that they have a capacity to access e-coupons (mean = 5.94), the location is near their place (mean = 5.75), the decision maker is a new menu trial (mean = 5.19), and consuming more than one time a day (mean = 4.29) (See table 4.6). Respondents tend to be most concerned about e-coupon and coffee shop availability.

Table 4.6: Perceived behavioral control towards the act of using e-coupon (n=194)

Perceived behavioral control towards the act of using e-coupon (n=194)								
Perceived behavioral control perception	Strongly disagree	Disagree	Partly disagree	Neutral	Partly agree	Agree	Strongly agree	Mean	SD
I usually consume coffee drinks more than one time a day.	18	38	12	20	38	44	24	4.29	1.96
I always decide to try new coffee drink menu items by myself.	0	5	10	46	57	34	42	5.19	1.30
Coffee shop is nearby my place and I can walk to coffee shop.	0	4	8	21	36	56	69	5.75	1.27
I have capacity to access e-coupons.	0	1	0	20	38	65	70	5.94	1.03

Relationships between beliefs as independent variables and an intention to use e-coupons as dependent variables were analyzed by using a regression method. For beliefs, there are three types: behavioral belief, normative belief, and perceived behavioral control belief. For intention to use e-coupons, there are three elements to consider: intention to choose coffee shop, intention to try new menu, and intention to consume more frequently.

A simple linear regression was calculated to predict intention to choose coffee shops by e-coupons based on behavioral belief, normative belief, and perceived behavioral control belief. All perceptions of behavioral and normative belief had a significant relationship with an intention to choose a coffee shop at $p = 0.00$, while the most effective perceived behavioral control perception is consuming more than one time a day (See table 4.7).

Table 4.7: Regression results toward intention to choose coffee shops by e-coupons (n=194)

	R Square	F	Sig.	Standardized Coefficients
Behavioral perception				
- Promotional updates via the internet on a regular basis	0.19	44.65	0.00	0.43
- Sales promotions on drinks	0.05	9.16	0.00	0.21
- E-coupons are convenient	0.03	6.66	0.01	0.18
- E-coupons offer value for money	0.06	12.75	0.00	0.25
- Sales promotion by coffee shop	0.16	35.26	0.00	0.39
- Purchasing drinks is preferable by e-coupons	0.07	13.61	0.00	0.26
- New menu item trials by e-coupons	0.02	4.35	0.04	0.15
- More consumption by e-coupons	0.17	38.62	0.00	0.41
Normative perception				
- Parents think e-coupons are convenience.	0.09	17.75	0.00	0.29
- Parents think e-coupons offer value for money.	0.05	10.69	0.00	0.23
- Friends think e-coupons are convenience.	0.13	27.49	0.00	0.35
- Friends think e-coupons offer value for money	0.11	24.60	0.00	0.34
- Co-workers think e-coupons are convenience.	0.07	14.61	0.00	0.27
- Co-workers think e-coupons offer value for money	0.13	29.62	0.00	0.37
Perceived behavioral control perception				
- I usually consume coffee drinks more than one time a day.	0.13	28.62	0.00	0.37
- I always decide to try new coffee drink menu items by myself.	0.05	9.57	0.00	-0.22
- Coffee shop is nearby my place and I can walk to coffee shop.	0.01	1.47	0.23	-0.09
- I have capacity to access e-coupons.	0.02	2.87	0.09	0.12

A simple linear regression was calculated to predict intention to try new menu items by e-coupons based on behavioral belief, normative belief, and perceived behavioral control belief. Most of perceptions of behavioral and normative belief had a significant relationship with an intention to try new menu at p = 0.00 excluding e-coupons offer value for money. Coffee shop where is nearby their place is the most

effective perceived behavioral control perception to consume more than one time a day (See table 4.8).

Table 4.8: Regression results toward intention to try new menu items by e-coupons (n=194)

	R Square	F	Sig.	Standardized Coefficients
Behavioral perception				
- Promotional updates via the internet on a regular basis	0.30	83.69	0.00	0.55
- Sales promotions on drinks	0.16	35.78	0.00	0.40
- E-coupons are convenient	0.04	6.99	0.01	0.19
- E-coupons offer value for money	0.01	1.38	0.24	0.08
- Sales promotion by coffee shop	0.21	52.38	0.00	0.46
- Purchasing drinks is preferable by e-coupons	0.06	11.17	0.00	0.24
- New menu item trials by e-coupons	0.17	37.88	0.00	0.41
- More consumption by e-coupons	0.30	80.87	0.00	0.54
Normative perception				
- Parents think e-coupons are convenience.	0.06	13.03	0.00	0.25
- Parents think e-coupons offer value for money.	0.06	11.85	0.00	0.24
- Friends think e-coupons are convenience.	0.07	14.87	0.00	0.27
- Friends think e-coupons offer value for money	0.09	19.41	0.00	0.30
- Co-workers think e-coupons are convenience.	0.09	19.82	0.00	0.31
- Co-workers think e-coupons offer value for money	0.13	27.76	0.00	0.36
Perceived behavioral control perception				
- I usually consume coffee drinks more than one time a day.	0.03	4.93	0.03	-0.16
- I always decide to try new coffee drink menu items by myself.	0.01	0.88	0.35	-0.07
- Coffee shop is nearby my place and I can walk to coffee shop.	0.07	14.31	0.00	0.26
- I have capacity to access e-coupons.	0.02	2.87	0.09	0.12

A simple linear regression was calculated to predict intention to try new menu items by e-coupons based on behavioral belief, normative belief, and perceived

behavioral control belief. Most of perceptions of behavioral had a significant relationship with an intention to try new menu at p = 0.00 excluding new menu item trials by e-coupons. In term of positive relationship, all perceptions of normative belief had a significant relationship with an intention to consume more frequently at p = 0.00, while perceived behavioral control belief had their capacity to access e-coupons and nearby coffee shop their place (See table 4.9).

Table 4.9: Regression results toward intention to consume more frequently by e-coupons (n=194)

	R Square	F	Sig.	Standardized Coefficients
Behavioral perception				
- Promotional updates via the internet on a regular basis	0.14	93.88	0.00	0.37
- Sales promotions on drinks	0.07	40.56	0.00	0.26
- E-coupons are convenient	0.04	23.81	0.00	0.20
- E-coupons offer value for money	0.02	10.03	0.00	0.13
- Sales promotion by coffee shop	0.17	121.87	0.00	0.42
- Purchasing drinks is preferable by e-coupons	0.04	24.67	0.00	0.20
- New menu item trials by e-coupons	0.00	1.10	0.30	0.04
- More consumption by e-coupons	0.20	146.45	0.00	0.45
Normative perception				
- Parents think e-coupons are convenience.	0.05	29.23	0.00	0.22
- Parents think e-coupons offer value for money.	0.01	4.25	0.04	0.09
- Friends think e-coupons are convenience.	0.02	14.41	0.00	0.16
- Friends think e-coupons offer value for money	0.01	4.21	0.04	0.09
- Co-workers think e-coupons are convenience.	0.03	18.74	0.00	0.18
- Co-workers think e-coupons offer value for money	0.07	42.02	0.00	0.26
Perceived behavioral control perception				
- I usually consume coffee drinks more than one time a day.	0.03	14.57	0.00	-0.16
- I always decide to try new coffee drink menu items by myself.	0.05	27.99	0.00	-0.22
- Coffee shop is nearby my place and I can walk to coffee shop.	0.02	9.38	0.00	0.13
- I have capacity to access e-coupons.	0.04	21.18	0.00	0.19

Differences in intention for e-coupon experience were analyzed by using t-test method. Employees who used e-coupons in the past six months were named users. For intention to choose coffee shops due to e-coupons, non-users (mean = 4.55, SD = 1.23) reported insignificantly higher levels of agreement than users (mean = 4.51, SD = 1.40) at $p > 0.05$. For intention to try new menu items due to e-coupons, users (mean = 5.00, SD = 1.53) reported insignificantly higher levels of agreement than non-users (mean = 4.97, SD = 1.36) at $p > 0.05$. For intention to consume more frequently due to e-coupons, users (mean = 5.02, SD = 1.56) reported significantly higher levels of agreement than users (mean = 4.55, SD = 1.70) at $p \leq 0.05$ (See table 4.10).

Table 4.10: Differences on intention to use e-coupon by experience (n=194)

Intention to use e-coupon (n=194)					
Intention	Mean (SD) of users	Mean (SD) of non-users	t	Sig. (2-tailed)	Interpretation
I intend to choose coffee shop by e-coupons.	4.51 (1.40)	4.55 (1.23)	0.84	0.84	Not sig.
I intend to try new menu items by e-coupons.	5.00 (1.53)	4.97 (1.36)	0.89	0.89	Not sig.
I intend to buy drink menu more than one time a day by e-coupons.	5.02 (1.56)	4.55 (1.70)	0.47	0.05	Sig.

Relationships between intentions to use e-coupons and internet accessing device were analyzed using a correlation model. Internet usage through all devices - smart phone, tablet, portable computer, and personal computer - showed no relationship with using e-coupons to try new menu items. However, there is a high relationship between e-coupon usage and intention to choose a coffee shop and consume more via smart phone and portable computer. On the other hand, there is a negative relationship between e-coupon usage and choosing a coffee shop through a personal computer. (See table 4.11).

Table 4.11: Correlation between intention to use e-coupon and internet accessing devices (n=194)

Internet usage	Correlation (p-values)		
	E-coupon for choosing coffee shop	E-coupon for new menu trial	E-coupon for more consumption
Accessing by smart phone	0.24 (0.00)	0.11 (0.12)	0.16 (0.02)
Accessing by tablet	-0.71 (0.33)	0.02 (0.76)	-0.31 (0.67)
Accessing by portable computer	0.27 (0.00)	0.04 (0.59)	0.22 (0.00)
Accessing by personal computer	-0.18 (0.01)	-0.91 (0.21)	-0.05 (0.49)

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

5.1 Finding summary

This study aimed to predict intention to use e-coupons for based on the Theory of Planned Behavior model. Intention to use e-coupons can be defined as choosing a coffee shop, new menu trial, and to engage in a higher consumption rate. The Theory of Planned Behavior model is divided into three belief aspects, which are behavioral belief, subjective norms belief, and perceived behavioral control belief. According to the consumer profiles, most of them were female aged between 22 to 27 years old, graduated with at least a bachelor's degree, work as entry-level employees, and had visited a coffee shop recently.

Half of respondents had experience to use e-coupons at a coffee shop within the past six months and are regular coffee drinkers. Entry-level employees usually update e-coupons through internet, and use for more consumption and new menu trial items. Middle-level employees think that e-coupons are convenience and value for money for more consumption, while senior-level employees prefer to purchase drinks with e-coupons. All working level agreed that coffee shops should always have promotional activities and had intention to use e-coupons with different purposes at the coffee shop.

Most of respondents accessed the internet on a regular basis to update promotional activities. The most effective means to reach respondents are smart phone and portable computer. Therefore, capability of internet usage enhances potentially e-coupon usage rates. All of respondent associates which are parents, friends and co-workers agreed that e-coupons are convenience and value for money and rated high score towards positive attitude about e-coupon usage. Therefore, subjective norms also affects on intention to select coffee shop.

In terms of e-coupon experience, users who used e-coupon in the past six months tend to use e-coupons for more consumption vs. non-users. Therefore, past e-coupon usage affects intentions of respondents to select a coffee shop by e-coupons.

5.2 Recommendation

A coffee shop should start a promotional campaign by using e-coupons to target Generation Y employees who are working as entry level, middle level, and senior level. The main intention to use e-coupons is to attract target consumers to the coffee shop, offer new menu trial items, and inspire customers to consume more frequently.

Parents, Friends and Co-workers are key social influencers determining intention to use e-coupons, due to their positive attitude toward value for money. Friends and co-workers seem to prefer convenience more than do parents. Therefore, key communication messages need to engage main targets and sub-targets.

Online channels are the most effective tactic to communicate e-coupon activities. They should be easy to access via the internet; moreover, the interface for e-coupons should be available to access seamlessly through smart phones and portable computers. These devices are excellent channels to connect e-coupons with the target consumers.

Location is one of the key success factors for e-coupon campaigns. Location-based marketing is another interesting marketing tool. Coffee shop owners can choose locations to advertise their coffee shop brands. For example, using Facebook advertising, coffee shops in Bangkok should select targets that lived in Bangkok for budget optimization.

5.3 Limitation of the study

This study develops guidelines for intentions to use e-coupons to select a coffee shop in Bangkok. Intention can be stimulated significantly by positive beliefs. It is described differently in terms of behavioral belief, normative belief, and perceived behavioral control belief. The data collection was conducted with only entry-level to senior-level people in metropolitan Bangkok; therefore, it is not intended to represent all people in Thailand.

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APPENDICES

APPENDIX A

IN-DEPTH INTERVIEW QUESTION

Objectives	In-depth Interview
1. To understand relationship factors toward intentions to select a coffee shop	• Do you have more intention to buy coffee from shop that has promotional coupon?
1A. Behavioral belief	• What do you think about the internet? • What do you think about e-coupon? • Have you ever use e-coupon at coffee shop?
1B. Normative belief	• Do your friends/family recommends you to use e-coupon to buy coffee drink? • What did they think about e-coupon?
1C. Control belief	• Why do you use e-coupon? • Why don't you use e-coupon?
2. To understand the stage of intentions that targets use e-coupon	• What occasion did you use e-coupon? • What occasion will you use e-coupon?
3. To develop consumer profile according to internet usage	
3A. Gender	• Gender (Observable by interviewer).
3B. Age	• Please specify your birth year.
3C. Education level	• What is your highest education level?
3D. Personal income	• What is your household income per month?

APPENDIX B
QUESTIONNAIRE

Influences of E-Coupon Marketing on Consumer Intentions to Select a Coffee Shop

This questionnaire is a part of Independent Study (MK702) which is conducted by a student in Master's Degree Program in Marketing at Thammasat University. The purpose of this questionnaire is to study e-coupon marketing influencing on consumer intentions to select a coffee shop. This questionnaire will take around 15 minutes to complete.

This questionnaire is composed of six parts:

Part I: Attitude towards Internet and e-coupon usage

Part II: Subjective norms towards e-coupons

Part III: Perceived behavioral control towards e-coupons

Part IV: Past behavior towards e-coupons

Part V: E-coupon intention

Part VI: Respondent profile

Please answer the questions as honest as possible and be assured that any information provided will be treated in with the utmost confidentiality. It will be used in the purpose of academic research only. For further information, please do not hesitate to contact Ms.Pichanan Wichitchayanon e-mail: pichananw@gmail.com. Your kind co-operation is greatly appreciated.

Screening question

Instruction: Please check [X] the answer that matches with your information the most.

SQ1: Are you working as employee? **(Single answer)**

☐ Yes   ☐ No **(Terminating the interview)**

SQ2: What level are you working? **(Single answer)**

☐ Entry level

☐ Middle level

☐ Senior level

☐ Top level

SQ3: You are ___ years old? **(Single answer)**

☐ Below 18 years old

☐ 18-21 years old

☐ 22-27 years old

☐ 28-31 years old

☐ Above 31 years old **(Terminating the interview)**

SQ4: Have you ever visited coffee shop in the past six months? **(Single answer)**

☐ Yes   ☐ No

SQ5: Are you coffee drinker? **(Single answer)**

☐ Yes   ☐ No

SQ6: Have you ever used e-coupon to buy coffee in the past six months?
(Single answer)

☐ Yes   ☐ No

SQ7: Where do you live? **(Single answer)**

☐ Metropolitan Bangkok

☐ Others **(Terminating the interview)**

Part I: Attitude towards Internet and e-coupon usage

Instruction: Please circle the number in the box for the answer that matches with your opinion the most. If you think it is extremely disagree, circle a "1". If it is extremely agree, circle a "7" or circle any other number that corresponds to your opinion.

[Objective 1. Attitude toward the behavior - Internet usage]

1. Accessing the internet on a regular basis will help me update on the sales promotions of products and services.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

2. Accessing the internet on a regular basis will help me update on the sales promotions of coffee drinks.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

[Objective 1. Attitude toward the behavior - e-coupon usage]

3. For me, I think e-coupons are convenience.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

4. For me, I think e-coupons offer value for money.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

5. For me, coffee shop should have sales promotion.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

6. For me, purchasing drinks is preferable by e-coupon.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

7. For me, I will try new coffee/other drink items by e-coupon.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

8. For me, I will consume more frequently by e-coupon.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

Part II: Subjective norms toward e-coupons

Instruction: Please circle the number in the box for the answer that matches with your opinion the most. If you think it is extremely disagree, circle a "1". If it is extremely agree, circle a "7" or circle any other number that corresponds to your opinion.

[Objective 1. Subjective norms]

9. My parents think e-coupons are convenience.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

10. My parents think e-coupons offer value for money.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

11. My friends think e-coupons are convenience.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

12. My friends think e-coupons offer value for money.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

13. My co-workers think e-coupons are convenience.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

14. My co-workers think e-coupons offer value for money.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

Part III: Perceived behavioral control towards e-coupons

Instruction: Please circle the number in the box for the answer that matches with your opinion the most. If you think it is extremely disagree, circle a "1". If it is extremely agree, circle a "7" or circle any other number that corresponds to your opinion.

[Obejective 1. Perceived behavioral control]

15. I usually consume coffee drinks more than 1 time a day.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

16. I am decision maker to try new coffee drink menu items.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

17. Coffee shop is nearby my place and I can walk to coffee shop.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

18. I have capacity to access e-coupons.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

Part IV: Past behavior toward Internet and e-coupon usage

Instruction: Please fill number in the blank.

[Objective 1. Past behavior - Internet usage]

19. During the past week, you surfed the internet _____ hour(s) per day.

20. During the past week, you use smart phone to access the internet _____ hour(s) per day.

21. During the past week, you use tablet to access the internet _____ hour(s) per day.

22. During the past week, you use portable computer to access the internet _____ hour(s) per day.

23. During the past week, you use personal computer to access the internet _____ hour(s) per day.

[Objective 1. Past behavior - e-coupon usage]

24. During the past 6 months, you use e-coupon _____ time(s) to buy coffee drinks.

25. During the past 6 months, you use e-coupon _____ time(s) to try new coffee menu.

26. During the past 6 months, you use e-coupon _____ time(s) to buy coffee drink more than one cup a day.

Part V: Intention to use e-coupon

Instruction: Please circle the number in the box for the answer that matches with your opinion the most. If you think it is extremely disagree, circle a "1". If it is extremely agree, circle a "7" or circle any other number that corresponds to your opinion.

[Objective 1 – Intention to choose coffee shop]

27. I intend to choose coffee shop where does sales promotions.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

28. I intend to choose coffee shop by e-coupons.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

[Objective 2 – New menu trials]

29. I intend to try new coffee menu items by e-coupons.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

[Objective 2 – More frequent consumption]

30. I intend to buy coffee drink more than 1 time a day by e-coupons.

Extremely disagree	1	2	3	4	5	6	7	Extremely agree

Part VI: Respondent profile

Instruction: Please check [X] only one answer that matches with your information the most. It can be assured that any information provided will be treated in with the highest confidentiality. It will be used in the purpose of academic research only.

31. What is your gender? **(Single answer)**

☐ Female ☐ Male

32. What is your highest education level? **(Single answer)**

☐ High School and Below
☐ Diploma
☐ Bachelor's Degree
☐ Master's Degree
☐ Other (Please specify_____)

33. What is the range of your personal income per month? **(Single answer)**

☐ Below 7,500 THB/month
☐ 7,501 - 18,000 THB/month
☐ 18,001 – 30,000 THB/month
☐ 30,001 - 50,00 THB/month
☐ 50,001 – 70,000 THB/month
☐ 70,001 - 85,000 THB/month
☐ Above 85,000 THB/month

APPENDIX C

RESEARCH TIMELINE PLAN

This research will be completed within 26 weeks starting from 8 October 2016 to 7 April 2017, the details are as following;

Project Details\Time	2016													2017																
	OCT					NOV				DEC				JAN					FEB				MAR				APR			
	w1	w2	w3	w4	w5	w1	w2	w3	w4	w1	w2	w3	w4	w1	w2	w3	w4	w5	w1	w2	w3	w4	w1	w2	w3	w4	w1	w2	w3	w4
Topic statement		█																												
Proposal development			█	█	█	█	█	█	█																					
In-depth interview																														
- Question design							█	█	█																					
- Recruit sample								█	█																					
- Preliminary in-depth interview																														
- Interview									█	█																				
- Data analysis										█																				
Questionnaires																														
- Question design										█																				
- Recruit sample										█	█																			
- Preliminary questionnaire											█	█	█																	
- Distribute questionnaire														█	█	█	█	█												
- Data analysis																			█	█	█	█								
Research Summary																							█	█	█	█				
Report submission																											█			

APPENDIX D

ANOVA TABLE OF GROUP DIFFERENCES ON INTERNET AND E-COUPON USAGE BY WORKING LEVEL

ANOVA

Behavioral perception		Sum of Squares	df	Mean Square	F	Sig.
Accessing the internet on a regular basis will help me update sales promotion on the products and services	Between Groups	24.12	2	12.06	12.63	0.00
	Within Groups	182.36	191	0.96		
	Total	206.48	193			
Accessing the internet on a regular basis will help me update sales promotion on the coffee / other drinks	Between Groups	39.03	2	19.52	10.68	0.00
	Within Groups	348.91	191	1.83		
	Total	387.94	193			
For me, I think e-coupons are convenience.	Between Groups	5.69	2	2.84	2.09	0.13
	Within Groups	259.85	191	1.36		
	Total	265.53	193			
For me, I think e-coupons offer value for money.	Between Groups	2.26	2	1.13	0.78	0.46
	Within Groups	275.97	191	1.45		
	Total	278.23	193			
For me, coffee shop should always have sales promotion.	Between Groups	11.52	2	5.76	4.44	0.01
	Within Groups	247.98	191	1.30		
	Total	259.51	193			
For me, purchasing drinks is preferable by e-coupons.	Between Groups	1.16	2	0.58	0.36	0.70
	Within Groups	312.12	191	1.63		
	Total	313.28	193			
For me, I will try new coffee/other drink menu items by e-coupons.	Between Groups	18.88	2	9.44	5.36	0.01
	Within Groups	336.63	191	1.76		
	Total	355.51	193			
For me, I will consume more frequently by e-coupons.	Between Groups	6.70	2	3.35	2.45	0.09
	Within Groups	261.67	191	1.37		
	Total	268.37	193			

BIOGRAPHY

Name	Miss Pichanan Wichitchayanon
Date of Birth	October 6, 1990
Educational Attainment	2012: Bachelor of Arts (Journalism)
Work Position	Assistant Marketing Communication Manager
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Work Experiences	2014 - Present: Assistant Marketing
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