INFLUENCING FACTORS ON THE BUYING DECISION OF COLD BREW BEVERAGE AMONG THAI COFFEE DRINKERS

BY

MISS NATAKARN SATJAWITWISARN

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
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ENTITLED

INFLUENCING FACTORS ON THE BUYING DECISION OF COLD BREW BEVERAGE AMONG THAI COFFEE DRINKERS

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

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ABSTRACT

Cold brew, as a new trendy coffee beverage, is currently well popular in United States and is expected to expand the buzz trend throughout the worldwide coffee chain including Thailand, one of the largest coffee market in Southeast Asia. However, the study among Thai's coffee drinker is limited in the extent of cold brew trend Moreover, the effect of global brand perception on this coffee beverage is also uncertain which could obstruct company to successfully launch cold brew in Thailand.

The study was designed to understand Thai coffee drinker's perception and attitude toward cold brew in terms of perceived benefits and barriers. The main key focus was to identify the influencing factors on the buying decision of cold brew as well as whether they are difference between Global brand and Thai brand effect. Finally, it was intended to recommend the potential target segment who has the great interest to buy cold brew from Global coffee brand.

Result from research study showed that cold brew product was well known in Thai market with high satisfaction from existing customer. The common benefits among current cold brew drinkers were to enhance a new experience of drinking coffee followed by favor taste, feel more refreshment and also perceive as a high quality coffee product. On the other hand, premium price and low availability in store were the main barriers limited their purchase or not ever tried before. The key influencing factors on the buying decision among cold brew drinkers were availability in store, flavor, product variety and price. For non-cold brew drinkers, the additional factor was past experience. Moreover, the perception toward Global brand was greater than Thai brand which resulting in higher willingness price to pay at 28%. Finally, coffee consumption level factor was used to segment the customers into three groups – light, medium and heavy. The medium group who usually drink 1-3 cups per week was the recommended segment to be a good potential customer for global cold brew coffee product due to favorable behavior, pattern, and greatest intention to buy.

Keywords: Cold brew, Coffee, Global and Thai brand

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Miss Natakarn Satjawitwisarn

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1
INTRODUCTION

Cold brew is a new trendy coffee beverage that enhances new experience of drinking coffee. Unlike traditional iced coffee that brewed under hot water, it was steeped using cold or room-temperature water for between 12 and 24 hours until ready to serve. Consequently, cold brew delivers smoother taste that is less acidity and can be easily mixed with more variety mixtures such as milk, juice and nitrogen. Currently, cold brew is being the fastest growing product of coffee market in United States. In 2017, the market penetration rose from 15% to 21% of total coffee daily consumption while market growth rate was 425% sales over the past four years. Previously, it was a relatively niche market until 2015 when Starbucks, a global leading coffee brand, launched it into their retail shops (worldwide?). Its popularity is expected to expand throughout the worldwide coffee chain including Thailand where coffee market is large and highly attractive. As a result, it could help boost up the revenue because cold brew can be sold at higher price margin. However, the study among Thai's coffee drinkers is unclear and limited to the extent of cold brew trend. Also, the effect of global brand perception on this coffee beverage is uncertain which could obstruct the company to successfully launch cold brew in Thailand

Even drinking coffee seems to be a universal behavior and provides common benefits, however, the success in one market could not generalize to other countries without appropriate adaptation. When entering new markets, there are differences in demography, culture, attitude and level of competition that company needs to be aware. Otherwise, multinational or global coffee brand can easily fail to expand their popularities into other regions. For instance, Starbucks lesson learned from store closure case in Australia and Vietnam showed that their positioning and communication were wrong. By undertaking market research and expanding quickly, they were unable to capture the market and compete with local brands.

To achieve a successful launch of cold brew beverage in Thailand, international business coffee company should fully understand the consumer behaviors, attitudes and perceptions toward this new product and brand (global vs local). This independent study addressed those concerns in terms of marketing factors that influence buying decision of cold brew, comparing between coffee drinker and non-coffee drinker. The finding provided insights on how Thai's coffee drinker perceives toward cold brew and recommendations of potential target cold brew customers for global coffee brand.

1.1 Problem Statement and Research Purpose

This study was a contemporary topic in academic marketing for international business area. The purpose of this research was to understand Thai's consumer perception toward cold brew coffee beverage and influencing factors that affect buying decision. The implication of this research can assist international coffee business to successfully launch cold brew with effective marketing plan in Thailand.

1.2 Research Objective

This research was conducted to achieve the following objectives:

1. To understand Thai's consumer perception toward cold brew coffee beverage
   1.1. To understand the reasons why consumer drink cold brew coffee in terms of functional and psychological benefits
   1.2. To understand the reasons why consumer do not drink cold brew coffee
2. To determine the relationship among influencing factors that affect Thai's consumer buying decision of cold brew coffee
   2.1. Flavor (acidity, smooth, sweetness, bitterness, etc.)
   2.2. Product variety
   2.3. Price
   2.4. Packaging
   2.5. Branding (global vs local)
   2.6. Availability
   2.7. Recommendation from others

2.8. Promotion

3. To determine Thai's consumer segmentation who interested to buy cold brew coffee by
    3.1. Demographic (age, gender, occupation, income, etc.)
    3.2. Lifestyle (activities, interests, opinions)
    3.3. Behavioral (usage/consumption rate, occasion of drink, etc.)
    3.4. Psychographic (traditionalism, ethnocentrisms, materialism, etc.)

CHAPTER 2
REVIEW OF LITERATURE

2.1 Thailand's coffee industry

In Thailand, the modern coffee drinking style or coffee shop culture started more than 20 years ago when the Black Canyon chain emerged, followed by Starbucks in 1998 (SCB EIC, 2014). Previously, it was dominated by traditional coffee and instant coffee. The coffee stalls and coffee stores chains has been expanded nationwide during 2008 to 2012, especially in the big cities such as Bangkok and Chiang Mai. The example of different types of coffee chains are boutique coffee shops, local coffee shops and even street-side coffee kiosks.

In 2017, the coffee cafe or coffee chain market value reached 252.6 million baht with estimated growth rate at 3-10% per year. Starbucks (global brand) is the market leader in this coffee segment with 42.4% value share, followed by Cafe Amazon (local Thai brand) at 26.8% and Black Canyon (local Thai brand) at 5.9% (Euromonitor International, 2018). With more sophisticated, fashionable, and lifestyle related current Thai coffee drinking trend, due to rising in purchasing power and rapid urbanization trend (IMARC Services Pvt. Ltd., 2018), the demand of coffee shops will increase and leads to more competitions between local and global brands.

2.2 Consumer's perception of Thai local brand comparing with global brand

In term of perception toward local and global coffee brands, the worldwide average of local brand preference is 29%. While in Southeast Asia, consumers display stronger local brand preference at 49% (Nielsen, 2017). According to the study of Thai consumer's attitudes and purchase intention between local and global brands (Winit et al., 2014, p.102-128), the main study factors are brand ownership, ethnocentrism (CET) and price effect. The finding suggested that global brand has more positive perception than the non-global brand in regardless of ownership (local vs foreign). While ethnocentrism and price are varied across product categories. Another related study is the intention to purchase among Thais and Turks affected by four personality traits:

traditionalism, susceptibility, ethnocentrism and materialism (Demir and Tansuhaj, 2011, pp.667-683). The result showed that traditionalism is an important factor that affects the purchasing of local brands, while susceptibility influences global brand purchasing intention in Thailand. Ethnocentrism and materialism are not significantly different between two countries. This information is used as a guideline for defining brand characteristic and personality type of consumer in further step.

2.3 Consumer's buying decision process

The typical consumer buying decision process is a five-stage model including problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior (Kotler & Keller, 2016, p.194-201) as shown in Figure 2.1. This process can be applied to coffee selection as well.

Figure 2.1 Five-stage model of the consumer buying process

The first stage is working out what exactly your customers need either product or service to solve their problems. It shall include when and where the problem occurs.

Secondly, consumer is searching the information. At this stage, they start to generate the alternatives among available brands and products.

Thirdly, consumer evaluates the identified alternatives in terms of functional and psychological benefits. The company should know what benefits that consumers are looking for and which attributes are important to decision making.

Fourthly, consumer has already designed the product to purchase. The company is responsible to provide the condition of payment, availability or attractive sales promotion. Once the combinations are achieved on both sides, the seller would influence the purchase decisions much more easily.

The last stage is post-purchase behavior in the extent of satisfaction and dissatisfaction. The positive feedback will encourage repurchase and advocacy to others.

2.4 Consumer's perception of cold brew coffee

Regarding to the study in United States, consumers perceived that cold brew could enhance their beverage experience due to various reasons. Firstly, most of cold brew drinkers recognize its flavor-related benefits including reducing acidity and bitterness while enhancing sweetness (Horwitz et al., 2017). Secondly, cold brew could be considered very similar to iced coffee in occasion of drink. They usually think of cold brew during summertime and that leads to seasonal sale. It appeared that cold brew is either an incremental or a possible replacement the traditional coffee. Thirdly, cold brew has high product varieties in both packaging and ability to mix with other ingredients (milk, syrup, nitro and etc.). It can be found in forms of canned, bottled and packaged coffees called "ready to drink" (Strand, 2017).

According to the survey conducted by S&D Coffee&Tea in January 2017 with over 2,000 coffee drinkers, 51.2% were cold brew drinker and of those 37.3% are regular drinker. Millennial was the most committed to cold brew drinker at 69% follow by generation X at 48% and baby boomers at 19%. The primary barriers of not trying cold brew were the availability and price. As cold brew is positioned as a premium quality coffee beverage, the average price is 20% higher margin than iced coffee. However, 58% of cold brew drinkers were still willing to pay 50 cent or more for cold brew over the iced coffee.

2.5 Summary of literature review

Thai's coffee market is favorable for coffee chain business for both global brand (Starbucks, 1st place leader) and local brand (Café Amezon, 2nd place). The current drinking trend is more sophisticated, fashionable and lifestyle related. Regarding to the brand preference, global brand has more positive perception than the non-global brand in regardless of ownership (local vs foreign). However, traditionalism affects purchasing decision of local brands, while susceptibility influences global brand purchasing intention in Thailand. For consumer buying decision process, the typical used is a five-stage model, including problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior. Company should fully understand the consumer's journey in terms of functional and psychological benefits' factors that affect buying decision. Lastly, the study of consumer perceptions of cold brew, mainly conducted in United States, revealed that cold brew could enhance their beverage experience due to flavor-related benefits, ease of drink and product's package varieties. However, its popularity among Thai's coffee drinker is still unclear and the specific of cold brew study in Thailand is limited. Based on literature study, this findings were used as a fundamental to explore further in 1) the functional and psychological benefits in Thai consumers' perception toward cold brew coffee, 2) the similarity and difference between global and local brands, 3) flavor-related benefits, ease of drink and product's package variety are the influencing factors that affect buying decisions or because of other factors, and 4) Millennial is the right target segments as the cold brew coffee consumers.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research Methodology

The research was conducted by both exploratory research and descriptive research. The exploratory research included secondary research and in-depth interviews. Data obtained in the exploratory research was validated through descriptive research by an online survey questionnaire.

3.1.1 Secondary Research

The data were obtained from books, online credible sources and Google Scholar including academic journals, market research publication, articles in newspapers and magazines, and website. Such data provided a brief understanding on the coffee industry in Thailand, guidance of consumer's perception toward cold brew coffee [objective 1], consumer buying decision process and existing marketing influence factors in Thailand and other countries [objective 2,3].

3.1.2 In-depth Interviews

In-depth interviews were conducted to collect qualitative data from Thai's coffee drinkers mainly in Bangkok with total 15-20 respondents. The purpose of interviews was to explore consumer insights in terms of perceptions and attitudes toward cold brew coffee and enable more variables that could impact buying decision [objective 1,2,3]. The findings were used for generating hypotheses which later be tested in the descriptive research.

3.1.3 Descriptive Research

The questionnaire was a method used for descriptive research and conducted through online channel. The survey was designed based on consumer insight collected from the in-depth interviews. The purpose of questionnaire was to provide accurate quantifiable data for statistical analysis of consumer perception and intention to buy cold brew coffee. The questionnaires were distributed to coffee drinkers in

Bangkok with total 100-150 targeted respondents. The survey length of time was approximately 10-12 minutes, consists of 26 questions including screening. All responses were interpreted and analyzed to achieve all the research objectives mentioned in section 1.2.

3.2 Sampling Plan

Both qualitative and quantitative research were designed to use convenience samples in order to obtain information in limited time frame. The target populations were coffee drinkers either cold brew or non-cold brew drinkers who live in Bangkok. Respondents were limited to Bangkok area only because of the high intensity of coffee shops in this city, favored lifestyle and availability of cold brew sold.

The expected sample size for each research designed for both pilot and actual phases of data collection are illustrated in Table 3.1.

Table 3.1 Sampling Plan and Size

Research Design	Method	Pre-test pilot	Sample size
1. Qualitative	In-depth interviews	3 people	15-20 people
2. Quantitative	Questionnaire	10 people	100-150 people

At first, the pilot tests were conducted for all research methodologies including 3 people for in-depth interviews, and 10 people for online survey questionnaire. This process was aimed to validate the designed questions whether they cover all relevant answers and do not contain bias or anchoring which can lead to error in further interpretation process.

3.3 Data Collection

The timeframe took approximately two weeks for each data method. The actual data collection periods were during 1-21 January 2019 for in-depth interviews, and 15-28 February 2019 for survey questionnaire. To ensure that the collected samples were good representatives of our population of interest, all respondents were qualified using the screening questions based on criteria below.

Age:	15-60 years old
Gender:	Male and Female
Location:	Bangkok only
Behavioral:	Coffee drinkers (both cold brew and non-cold brew)

For in-depth interviews, personal connection was used as a method to recruit qualified respondents from various consumer's profile (age, income, occupation). The actual interviews were conducted with total 17 respondents by face-to-face interview or telephone interview depends on respondents' preference method. The length was approximately 15-30 minutes.

Survey questionnaires were distributed and obtained via various LINE groups and Facebook pages that their members are coffee drinkers. Online survey was generated in SurveyMonkey website, so all responses from online surveys could transmitted to the researcher immediately via the online system. The total respondents were 233; however, only 158 completed responses were included into the data analysis. Offline distribution was initially planned as a backup in case online could not achieve target response. In this study, the number of online responses was enough to satisfy for statistical analysis, therefore the offline distribution was not used.

3.4 Data Analysis

The objective of qualitative analysis is to describe consumer perceptions toward cold brew coffee in their own words. Their answers were grouped based on similarity to reduce number of duplicate variables. Additionally, hypotheses were created to explain consumer behaviors and influencing factors. The collected data from in-depth interviews was processed through qualitative data analysis model which includes describe data, identify patterns and interpret findings.

For quantitative analysis, the collected data was prior screened for errors such as extremity bias and wrong format in open-end questions. Subsequently, the data analysis was conducted using the Statistical Package for the Social Science (SPSS) program. The analysis methodology included frequencies, means, tests of differences between groups (t-tests, ANOVA), linear regression and cross tabulation as well as other statistical analysis deemed useful and appropriate.

3.5 Theoretical Framework

The research period covered 6 months long starting from 1st October 2018 to 8th April 2019. Main details were summarized as follows:

- Proposal submission: 10th December 2018
- Secondary research: 15th – 31st December 2018
- In-depth interview: 1st – 21st January 2019
- Designing questionnaires: 22nd January – 14th February 2019
- Questionnaires distributing and data collection: 15th – 28th February 2019
- Data analysis: 1st – 23th March 2019
- Preparing report: 24th March – 7th April 2019
- Final report: 8th April 2019

3.6 Limitation of the Study

Due to time constraints, convenience sampling method was chosen to select respondents for the research. A small number of respondents were selected at random from Bangkok area only. Moreover, 95% of respondents were millennials (aged 22-38) because the surveys were mainly obtained from friends of researcher connection. Therefore, the group comparison between generations (in demographic factors) could not be delivered. As a result, the findings presented in this report should not be generalized to the whole population.

CHAPTER 4
RESULTS AND DISCUSSION

4.1 Key Findings from Secondary Research

Regarding to the study in United States, consumers perceived that cold brew could enhance their beverage experience as psychological benefit. They recognized its flavor-related such as reducing acidity and bitterness while enhancing sweetness (Horwitz et al., 2017), ease of drink and product's package variety as functional benefits. The primary barriers of not trying cold brew are availability and price. Even though it showed some price sensitive in the U.S. market, more than half of cold brew drinkers were willing to pay 50 cent or more for cold brew over the iced coffee. The actual average price is 20% higher margin because of its position as a premium quality coffee beverage. Lastly, Millennial was the most committed for cold brew drinker at 69% followed by generation X at 48% and baby boomers at 19% (S&D Coffee&Tea, 2017).

4.2 Key Findings from In-depth Interviews

4.2.1 Respondents

There are total 17 respondents participated in in-depth interviews. All of them are regular coffee drinkers living in Bangkok. Among these respondents, 13 of them drinks cold brew while other 4 respondents are non-cold brew drinkers. The details of demographic and behavioral of each respondent are summarized in Table 4.1 (see Appendix A: In-depth interviews questions).

Table 4.1 Demographic and Behavioral for In-depth Interviews Respondents

No.	Gender	Age (years)	Occupation	Coffee Consumption Level	Ever tried cold brew?
1	Male	23	Private company officer	1 per day	No
2	Female	29	Doctor	1-2 per day	Yes
3	Male	25	Private company officer	1 per day	Yes

No.	Gender	Age (years)	Occupation	Coffee Consumption Level	Ever tried cold brew?
4	Female	36	Private company officer	1 per day	Yes
5	Male	22	Private company officer	1 per day (only weekday)	No
6	Male	28	Private company officer	< 1 per day	Yes
7	Female	23	Finance company	1-2 per day	Yes
8	Female	59	Housemate	4-5 per day	No
9	Male	44	Private company officer	4-5 per week	Yes
10	Male	25	Business owner	1-2 per day	Yes
11	Female	30	Leasing retail	2 per day	Yes
12	Male	29	Loreal – cosmetic	2 per day	Yes
13	Female	27	Private company officer	2 per day	Yes
14	Male	31	Finance	2 per day	No
15	Female	30	Librarian	1-2 per day	Yes
16	Female	28	Accountant	2-3 per month (normally drink tea)	Yes
17	Female	28	Freelance	4-5 per week	Yes

4.2.2 Influencing Factors

The identified key purchasing factors for cold brew decision were product variety, product image, taste, packaging, price, past experience, storytelling of coffee, recommendation from others, brand, quality, store availability, convenient and barista. Based on interviewees' responses, the influencing factors could be divided into two patterns which are

- ***Quality and Experience.*** These included favorable taste and quality consistent from their experience. Branding, either Thai or global, was in their consideration. The average price per cup of coffee was more than 100 baht. Cold brew drinkers usually fall in this pattern.
- ***Convenient and Availability***. Interviewees chose where to buy coffee based on store availability nearby first, followed by comparing the price. They usually drink for refreshing purpose rather than enjoyment. The average price per cup of coffee was less than 100 baht.

4.2.3 Perception toward Global and Thai coffee brand

- Most of interviewees said that Global coffee brands' product and quality are standardized and much more consistent across the branches. While, Thai brands have lower consistency but provide more product varieties. Also, it can customize to their special request.
- Four respondents mentioned customer relationship program (CRM) as the first thinking of Global brand while none of them said this sentence to Thai brand.
- Eight respondents are willing to pay Global brand at higher price than Thai brand.
- For promotional influence, Global brand is more attractive because its regular price is more expensive.

4.2.4 Perception toward Cold Brew

- Common taste of cold brew recognized by all interviewees are sweet-scented, less sour, less bitterness, softness and easy to drink.
- Cold brew was perceived as a unique experience of drinking coffee. Here is the example of their word "Nitro cold brew make me think of a glass of beer", "Cold brew looks special for me and I will drink in a good occasion – high value in mind", "It looks unique and niche, each café has its own formula to mix"
- The favorite cold brew types were ranked from Black cold brew (6), followed by Nitro cold brew (3), Cold foam cold brew (2) and Fruity cold brew (2).
- Among interviewees who like Black cold brew, they regularly drink hot or iced americano. The major reasons were low fat control and they want to feel the authentic coffee taste.
- Interviewees who regularly drink latte or cappuccino were prefer cold foam (milk) and fruity cold brew than black cold brew. One of them said "I cannot drink strong coffee because of heart shaking, "Adding orange juice make it easier for me to drink and feel fresh with low caffeine"

- For four non-cold brew interviewees, they haven't tried cold brew because of minimal product availability in their regular shop (mainly Thai local). Two of them had never heard about cold brew before.

4.3 Key Findings from Descriptive Research

Data for descriptive research was collected by online questionnaire survey and analyzed using Statistic Package for Social Sciences (SPSS). The total respondents were 233; however, only 158 completed responses were included into the data analysis (see Appendix B: Questionnaire design).

4.3.1 Respondents Profile

Among 158 respondents, 51% were male and 49% were female. The majority ages were between 22-38 years old (95%) and the remaining were 39-50 years old (5%). For education level, 2% were below bachelor's degree, 52% were bachelor's degree, 43.5% were master's degree and 2.5% were higher than master degree. Their occupations are private company officer as the most (66%), followed by business owner (14%), public company officer (8%), freelance (6%), student (3%) and unemployed (2%). In term of coffee consumption level, 25% drink more than 1 cup per day, 45% drink 4-7 cups per week, 13% drink 1-3 cups per week and 17% drink 1-3 cups per month. 73% of the respondents preferred iced coffee, while 27% preferred hot coffee. The most ordered coffee menu was Americano (34%), followed by Latte (24%), Mocha (16%), Cappuccino (10%), Espresso (6%), Cold brew (6%) and Caramel macchiato (4%). The mean of average spending price per cup was 77 baht while the most average spending price per cup was 100 baht (see Appendix C: Survey result - Average price per cup distribution). When consider which kind of coffee shop they visit more frequent, the highest to lowest scores were presented from Global, Thai medium, Thai local café, do at home, Thai modern café, Thai upper, and Thai street-side.

Table 4.2 Demographic and Behavioral for Descriptive Respondents (n=158)

Respondents Profile		**n**	**%**
Gender	Male	80	50.6
	Female	78	49.4
Occupation	Student	5	3.2
	Public company officer	12	7.8
	Private company officer	105	66.2
	Business owner	23	14.3
	Freelance	10	6.5
	Unemployed	3	1.9
Education	Below Bachelor's degree	3	1.9
	Bachelor's degree	82	51.9
	Master's degree	69	43.5
	Higher than Master's degree	4	2.6
Coffee consumption level	1-3 cups per month	26	16.5
	1-3 cups per week	21	13.3
	4-7 cups per week	71	44.9
	More than 1 cup per day	40	25.3
Hot or iced coffee preference	Hot coffee	43	27.2
	Iced coffee	115	72.8
Most ordered coffee menu	Americano	53	33.5
	Latte	38	24.1
	Mocha	26	16.5
	Cappuccino	16	10.1
	Espresso	9	5.7
	Cold brew	9	5.7
	Caramel Macchiato	7	4.4

Table 4.3 How frequently to buy from each coffee shop (n=158)

Coffee shop	**Mean**	**Std. Deviation**
Global	3.22	1.020
Thai Medium	3.10	1.066
Thai Local café	3.08	1.236
Do at home	2.77	1.501
Thai Modern café	2.43	1.018
Thai Upper	2.39	0.772
Thai Street-side	2.06	1.063

4.3.2 Perception toward Cold Brew

From total 158 respondents, 125 (79.1%) had awareness of cold brew and other 33 (20.9%) had never heard of cold brew before. For those who are aware, 107 out of 125 had tried cold brew (85.6%). Among trial respondents, 104 out of 107 still have intention to buy cold brew in the future (97.2%). The conversion rate from awareness to trial to commit are summarized in Figure 4.1. It can conclude that Thai coffee drinkers' market is well educated to cold brew beverage with very high trial and committed rate. The product is satisfied by current customers.

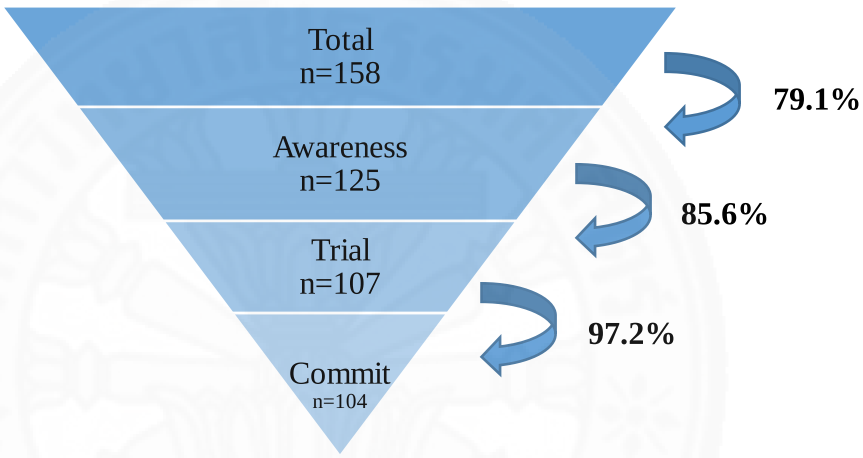

Figure 4.1 Conversion rate of cold brew from awareness to trial to commit

For respondents who have tired cold brew, 15% often drink once or more per week, 21.5% often drink 1-3 times per month, 29% often drink once every 2-3 months and 34.5% often drink less than 4 times per year.

Table 4.4 How often to drink cold brew coffee (n=110)

	n	%
Less than 4 times per year	37	34.5
Once every 2-3 months	31	29.0
1-3 times per month	23	21.5
Once or more per week	16	15.0

In terms of benefit of drinking cold brew, 10 statements related to functional and psychological were asked to respondents who have tried cold brew. The mean ranking score showed that "It enhances a new experience of drinking coffee" was the most benefit reason at mean score 3.88. The second reason was "I like the taste" at mean score 3.68. The third and fourth reasons were "I feel more refreshing" and "I perceived cold brew as high-quality product" at mean score 3.56 and 3.54, respectively. The least agreement reasons were "It has less caffeine than regular coffee" and "The price is about right (average 150 baht).

Table 4.5 Benefit from drinking cold brew coffee (n=110)

	Mean	**Std. Deviation**
It enhances a new experience of drinking coffee	3.88	0.854
I like the taste	3.68	0.777
I feel more refreshing	3.57	0.712
I perceived cold brew as high-quality product	3.55	0.809
It is easy to drink	3.36	0.875
It is a choice of drink when on diet	3.31	0.896
I like the design of packaging (glass, bottle)	3.30	0.841
I drink it as a substitute of tea or energy drink	2.83	0.994
The price is about right (average 150 baht)	2.78	0.942
It has less caffeine than regular coffee	2.75	0.747

Once asked all respondents both cold brew and non-cold brew drinkers regarding barrier to purchase or limitation, both gave the highest score on "Price is too high (average 150 baht)" at mean score of 4.06, followed by "Low availability in my location" at mean score of 3.53. These top two reasons were also matched with findings from secondary research and in-depth interviews. The bottle packing, and taste were least agreement to be a barrier.

Table 4.6 Mean score of barriers to purchase cold brew coffee (n=155)

	Mean	**Std. Deviation**
Price is too high (average 150 baht)	4.06	0.889
Low availability in my location	3.53	0.868
Not a fresh coffee product since it was brewed many hours ago	2.81	0.958
I do not know how it is different from regular iced coffee	2.75	1.070
I do not like the bottle packaging	2.74	0.885
I do not like the taste	2.72	0.876

4.3.3 Perception toward Global and Thai coffee brand

To compare the perception between Global and Thai coffee brands, 10 attitudes variables were asked for evaluation and the collected data was analyzed through paired t-test, compare mean. Among all variables, t-test revealed that there were significant difference between the mean scores for Global brand and Thai brands in all variables except "package valued". The mean scores, t-test value and p-value are shown in Table 4.7. Moreover, respondents gave the higher scores to Global brand than Thai brands in most aspects.

Table 4.7 T-test score of perception between Global and Thai brand (n=158)

	Global Brand Perception		**Thai Brand Perception**		**t**	**Sig. (2-tailed)**
	Mean	**S.D.**	**Mean**	**S.D.**		
High quality	3.76	0.662	3.30	0.644	8.072	0.000
Taste consistent	4.08	0.790	2.94	0.992	12.595	0.000
Product variety	3.72	0.797	3.36	0.689	5.135	0.000
Signature menu	3.75	0.784	3.25	0.759	6.793	0.000
Package valued	3.64	0.831	3.53	0.635	1.836	0.068
Service valued	4.12	0.768	3.33	0.691	10.680	0.000
Pleased to pay higher price	3.48	1.033	2.41	0.932	9.821	0.000
Promotion encouragement	4.01	0.974	3.26	1.011	8.279	0.000
Loyalty program	3.75	0.821	3.06	0.865	8.253	0.000
Easy to find	4.13	0.693	3.87	0.850	3.472	0.001

When later checked with specific to cold brew perception, "Taste consistent", "Signature menu" and "Service valued" were presented the same result that Global received the higher score. However, there was no significant difference between the brands for "Promotion encouragement" ($t=1.00, p >0.05$).

In terms of willingness to pay for a cup of cold brew, the mean of Global brand was 117 baht, while the mean of Thai brand was 91 baht. The difference willingness to pay between brands was 26 baht. In summary, consumers were willing to pay cold brew Global brand at priced 28% higher than Thai brand.

4.3.4 Influencing factors toward intention to buy cold brew coffee

12 marketing factors that could influence buying decision of cold brew were listed and let respondents rate the level of important based on five-point scale. The data was used (as independent variables) to perform multivariate regression with intention to buy cold brew coffee (as dependent variable) as shown in Table 4.8.

Table 4.8 Influencing variables description

Variable	Description
Y	How likely are you to buy cold brew coffee
X_1	Flavor
X_2	Product variety
X_3	Price
X_4	Package design
X_5	Availability in store
X_6	Picture display to promote
X_7	Brand
X_8	Past experience
X_9	Recommendation from others
X_{10}	Convenient location
X_{11}	Sit-in drinking
X_{12}	Take-away drinking

The analysis was divided into two subgroups which are cold brew drinkers and non-cold brew drinkers to see whether it show difference of influencing factors or not.

Definition:
Cold brew drinkers – defined as respondents who have tried cold brew before
Non-cold brew drinkers – defined as respondents who have never tried cold brew before

Cold brew drinkers

A one-way ANOVA showed that there were significant differences of scores between intention to buy cold blew coffee on four particular factors at R-square of 0.463 *($F(12,97)=6.958$, $p<0.05$)*. The important influencing factors were "Flavor" *($t=2.602$, $p=0.011$)*, "Product variety" *($t=-2.458$, $p=0.016$)*, "Price" *(t=-*

2.887, p=0.005) and "Availability in store" *(t=4.565, p=0.000)*. The standardized coefficient of all influencing factors are shown in Table 4.9 and four direct important factors are presented in a relationship with intention to buy cold brew in Figure 4.2 (see Appendix D-1: ANOVA regression result, influencing factor on cold brew buying intention - cold brew respondents).

Table 4.9 Standardized coefficient of influencing factors on intention to buy – cold brew drinkers group (n=109)

	Standardized Coefficients	**t**	**Sig**
Flavor	.175	2.427	.016
Product variety	-.119	-1.748	.083
Price	-.207	-2.970	.003
Package design	.014	.185	.854
Availability in store	.489	6.542	.000
Picture display to promote	.006	.078	.938
Brand	-.030	-.409	.683
Past experience	.186	2.345	.020
Recommendation from others	-.085	-1.150	.252
Convenient location	-.008	-.107	.915
Sit-in drinking	-.015	-.213	.832
Take-away drinking	.010	.134	.894

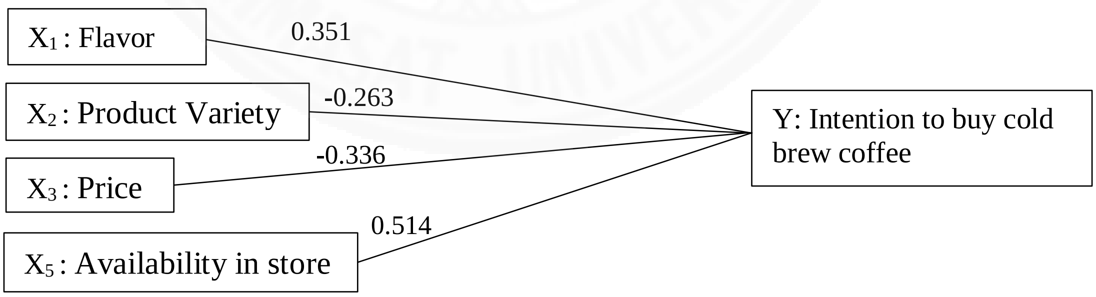

Figure 4.2 Regression model of influencing factors among cold brew drinkers

According to regression result, "Flavor" and "Availability in store" affected positive reinforcement of intention to buy cold brew coffee at standardized coefficient of 0.351 and 0.514, respectively. The largest effect was from "Availability in store". On the other hand, "Product Variety" and "Price" had negative impact with standardized coefficient of -0.263 and -0.336, respectively. So, it can refer that these cold brew respondent group presented as product conscious and price sensitive.

Non-cold brew drinkers

A one-way ANOVA showed that there were significant differences of scores between intention to buy cold blew coffee on two particular factors at R-square of 0.497 *($F(12,33)=2.716$, $p<0.05$)*. The important influencing factors were “Availability in store” *($t=2.057$, $p=0.048$)* and “Past experience” *($t=2.095$, $p=0.044$)*. The standardized coefficient of all influencing factors are shown in Table 4.10 and two direct important factors are presented in a relationship with intention to buy cold brew in Figure 4.3 (see Appendix D-2: ANOVA regression result, influencing factor on cold brew buying intention – non-cold brew respondents).

Table 4.10 Standardized coefficient of influencing factors on intention to buy – non-cold brew drinkers group (n=105)

	Standardized Coefficients	**t**	**Sig**
Flavor	.126	0.853	.400
Product variety	.194	1.307	.200
Price	-.138	-0.872	.390
Package design	.121	.633	.531
Availability in store	.355	2.057	.048
Picture display to promote	.030	.167	.868
Brand	-.162	-1.035	.308
Past experience	.385	2.095	.044
Recommendation from others	-.262	-1.588	.122
Convenient location	-.048	-.248	.805
Sit-in drinking	.376	1.772	.086
Take-away drinking	-.303	-1.527	.136

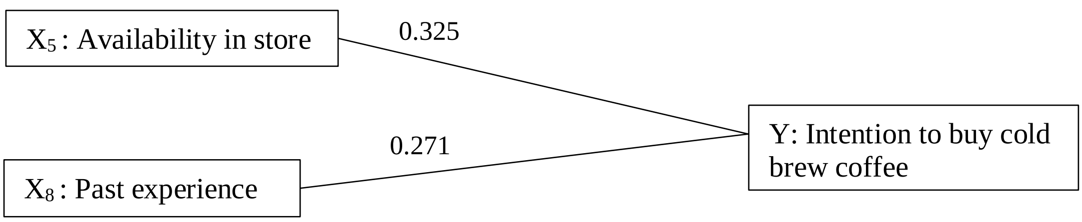

Figure 4.3 Regression result of influencing factors among non-cold brew drinkers

According to regression result, “Availability in store” and “Past experience” affected positive reinforcement of intention to buy cold brew coffee at coefficient of 0.325 and 0.271, respectively. The largest effect was from “Availability in store”, like cold brew group. These non-cold brew respondent group presented high consideration of cold brew if it is available at point of purchase and they have tried because they valued past experience in their selection.

Moreover, the five major types of cold brew were listed to let respondents rate the intention to buy based on five-point scale. The data was used (as independent variables) to perform multivariate regression with intention to buy cold brew coffee (as dependent variable). A one-way ANOVA showed that there were significant differences of scores between intention to buy cold blew coffee on three cold brew types at $p<0.05$ including “Black cold brew” ($t=6.075$, $p=0.000$), “Nitro cold brew” ($t=2.600$, $p=0.010$) and “Cold foam cold brew” ($t=2.742$, $p=0.007$) (see Appendix D-3: ANOVA regression result, cold brew buying intention with cold brew type). Therefore, selecting black cold brew, nitro cold brew and cold foam cold brew on selling shelf have a positive reinforcement of intention to buy cold brew coffee

Table 4.11 Standardized coefficient among cold brew type on intention to buy(n=157)

	Standardized Coefficient	**t**	**Sig**
Black cold brew	.438	6.075	.000
Milk/cream cold brew	.036	.476	.635
Nitro cold brew	.194	2.600	.010
Cold foam cold brew	.209	2.742	.007
Fruity cold brew	.127	1.947	.053

4.3.5 Consumer Segmentation

In order to find the potential customer of global cold brew coffee brand, the respondents were segmented by various factors including demographic, lifestyle, behavioral and psychographic. Since the collected samples are aged mostly in Millennial group (95%) and there were no differences between the groups of gender, occupation and income, so the demographic could not be used for segmentation in this study. Lifestyle factors also did not appear to have difference between groups as well. On psychographic factors, researcher did not ask in questionnaire as primary reason was to find the correlation to brand preference (global vs. local), later on researcher did use the different questions set to address this topic. Therefore, the respondents were finally categorized by coffee consumption level in behavioral factors. There are three main segments which represented in Table 4.12

Table 4.12 Segmentation by coffee consumption level

Group	**Consumption level**	**n**	**%**
Light	1-3 cups per month	26	16.5
Medium	1-3 cups per week	21	13.3
Heavy	More than 3 cups per week	111	70.3

Using one-way ANOVA, the intention to buy cold brew scores were significantly different between three groups *$(F(3,154)=3.092, p<0.05)$*. Follow-up tests revealed that the mean score for Medium segment (M_{Medium}=3.72) was the highest score and significantly higher than the mean score of Light segment (M_{Light}=2.88). The High segment mean score was not significantly different from Heavy segment (M_{Heavy}=3.14) (see Appendix E: ANOVA compare means between respondent segment).

Table 4.13 ANOVA test of intention to buy between respondent segments (n=158)

	Coffee consumption level						**F**	**Sig**
	Light		**Medium**		**Heavy**			
	Mean	**S.D.**	**Mean**	**S.D.**	**Mean**	**S.D.**		
How likely are you to buy cold brew coffee	2.88	1.071	3.72	1.231	3.14	1.174	3.092	0.048

Moreover, apart from intention to buy cold brew, the comparison between groups with other behavioral characters were analyzed using cross-tabulation technique as shown in Table 4.14. The findings revealed that Medium segment had the highest mean score on global shop visit (M_{Medium}=3.43) and highest willingness price to pay for global cold brew coffee (at 119 baht). Lastly, Medium segment also often drinks cold brew in relatively higher percentage within the group (14.3%) than Light segment (3.8%) and Heavy segment (4.5%). In summary, Medium group is the good potential segment who are interested in global cold brew coffee brand.

Table 4.14 Behavioral characteristic for each coffee consumption segment

		Coffee consumption level		
		Light	**Medium**	**Heavy**
		Mean / Percent	**Mean / Percent**	**Mean / Percent**
Coffee shop most visit	Global	2.81	3.43	3.28
	Thai Upper	2.31	2.24	2.43
	Thai Medium	3.15	2.81	3.14
	Thai Modern café	1.85	2.71	2.51
	Thai Local café	2.65	2.62	3.27
	Thai Street-side	2.08	2.14	2.05
	Do at home	2.08	2.00	3.08
Willingness price to pay	Average price per cup	83	94	73
	Global brand cold brew	112	119	119
	Thai brand cold brew	86	98	91
Most ordered coffee menu	Espresso	3.8%	0.0%	7.2%
	Americano	11.5%	33.3%	38.7%
	Latte	15.4%	23.8%	26.1%
	Cappuccino	11.5%	9.5%	9.9%
	Mocha	46.2%	14.3%	9.9%
	Caramel Macchiato	7.7%	4.8%	3.6%
	Cold brew	3.8%	14.3%	4.5%
Hot or iced coffee	Hot coffee	0.0%	23.8%	34.2%
	Iced coffee	100.0%	76.2%	65.8%

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

The study was designed to understand Thai coffee drinker's perception toward cold brew as well as identify influencing factors that affect buying decision. It also designed to determine whether there are differences between Global brand and Thai brand perception which support international business area for study. Finally, it was intended to compare the difference between customer segmentation and identify potential segments that company should further focus.

From descriptive research with total 158 respondents, Thai coffee drinker's market was well known to cold brew beverage with awareness rate at 79.1%. The trial rate was 85.6% and committed for next buying rate was as high as 97.2%. Therefore, it referred that cold brew product is satisfied by current customers.

In terms of perception toward cold brew, among cold brew drinker's group, "It enhances a new experience of drinking coffee" was the most common reason which considered as psychological benefit. The second to fourth reasons were classified as functional benefits which are "I like the taste", "I feel more refreshing" and "I perceived cold brew as high-quality product", respectively. While the common barriers both cold brew and non-cold brew respondents were "Price is too high" and "Low availability in my location" which were aligned to the findings from secondary research and in-depth interviews. Moreover, the result of price study was confirmed that price is one of the barriers to purchase. While the average price of cold brew is 150 baht, their regular spending on a cup of coffee was 77 baht in average and 100 baht as most.

Once comparing between Global and Thai coffee brands in general, the mean scores showed that respondents rated the higher scores on Global than Thai brands in most aspects. They perceived Global coffee brand better in quality, taste consistency, product variety, signature menu, service value, loyalty program and easy to find. Consequently, they were pleased to pay higher price for product and service as well as promotion encouragement. These results were similarly to cold brew perception in which Global brand was perceived better than Thai brand. They were willing to pay cold brew for Global brand at 28% higher than Thai brand (117 baht for Global, and 91 baht for Thai). Only promotion encouragement showed no difference between brands since the product is positioned as premium. Thus, promotion encouragement played the same level.

The key influencing factors toward intention to buy cold brew coffee were described differently between two subgroups. Firstly, among cold brew drinkers, the largest positive effect was on “Availability in store”, followed by “Flavor”. On the other hand, “Product Variety” and “Price” had negative effect which means that these cold brew respondent group presented as somewhat product conscious and price sensitive. Secondly, among non-cold brew drinkers, “Availability in store” and “Past experience” effected positive reinforcement. These non-cold brew respondent group presented high consideration of cold brew if it is available at point of purchase and they have tried because they valued past experience in their selection. Moreover, according to various type of cold brew available, there were three types that would draw the intention to buy cold brew which are Black, Nitro and Cold foam cold brew.

To find the potential customer who has the great interest of Global cold brew product, the respondents had been segmented based on coffee consumption level in this study since there were clear in terms of pattern and need. The first segment was called “Light”, usually drink 1-3 cups per month. The second segment was called “Medium”, usually drink 1-3 cups per week. The third segment was called “Heavy”, usually drink more than 3 cups per week. Among three different segments, “Medium” showed the greatest intention to buy cold brew coffee than “Light”. When consider with other general behaviors, “Medium” frequently visits Global coffee shop and has the highest proportion to drink cold brew coffee than other two segments. Moreover, their willingness price to pay was as high as 119 baht which is the closest to current price of cold brew available in Thai coffee market (150 baht).

5.2 Recommendations

5.2.1 Availability in store is the most important key to focus

From analysis, both cold brew and non-cold brew respondents had "Availability in store" as the largest positive impact on the intention to buy. Since the cold brew is positioned as special coffee drink, not look general like americano or espresso, consumer has higher chance to try if coffee company makes it available at point of purchase. After they tried, they are likely to buy it in the future. According to the study result, conversion rate from awareness to trial was 85.6% and from trial to committed was 97.2%.

5.2.2 Promote as a new experience of drinking coffee

Due to the unique characteristic of cold brew and variety of product, consumers can enjoy drinking coffee as a new experience which considered as an emotional value and more memorable to them. According to the in-depth interviews, one interviewee said, "Cold brew is look special for me and I will drink in a good occasion – high value in mind". Another one said that "It looks unique and niche, each café has its own formula to mix". Therefore, coffee company should emphasize on this new experience value to attract more customers.

5.2.3 Black, Nitro and cold foam cold brew are the appropriate choice

Among various type of cold brew, only three types were significantly impact the intention to buy. Therefore, if company is going to launch cold brew in the store for first time, they should consider Black cold brew, Nitro cold brew and Cold foam cold brew implement in their coffee menu.

5.2.4 Medium coffee consumption level segment is a good potential customer for Global cold brew

According to the study between three segments based on coffee consumption level, "Medium" who usually drink 1-3 cups per week had the greatest intention to buy, highest willingness price to pay at 119 baht, had visited Global coffee shop most frequent and was being a main existing customer of cold brew.

5.3 Suggestions for Future Research

This research study has limitations in two key areas which could suggest the way for future research improvement. Firstly, due to time limitation and small number of respondents, majority of respondents were millennial group (aged 22-38). So, the demographic comparison among millennial, generation X and baby boomer were not applied for consumer segmentation. Secondly, this research mainly focused on widely influencing factors on the intention to buy cold brew but did not study the way to effectively improve current marketing attributes in deep detail. Therefore, the future research could expand the respondent ages to cover generation X and baby boomer (aged 39-60) to fulfill the demographic segmentation in addition to coffee consumption level which used in this study. Moreover, it could explore on specific product characteristic, pricing strategy, appropriate distribution channel and promotional campaign that company shall adjust in their marketing tactics to better satisfy customer's need.

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APPENDICES

APPENDIX A
IN-DEPTH INTERVIEWS QUESTIONS

1. How often do you drink coffee ?
2. Where do you buy the coffee?
3. How much you spend for a cup of coffee?
4. What kind of coffee do you drink? Have you ever drink cold brew coffee?
5. Please explain the cold brew in your personal perspective
    a. Functional benefit i.e. taste, flavor
    b. Psychological benefit i.e. quality, social image, experience, ease of drink
6. Among cold brew product available in the market (black, nitro, cascara cold foam, milk, etc), which one do you like the most and why?
7. What can be add in cold brew to improve the taste?
8. What do you think about cold brew Thai brand (S&P, independent shop) comparing with global brand (Starbucks)? Are there any similarity or difference in term of
    a. Price, how much do you want to pay?
    b. Product quality
    c. Promotion
    d. Availability
9. Please list your key purchasing factors for cold brew and rank it from most influence to least influence. (If interviewee does not cover all perspectives, ask them about product variety, packaging, branding, recommendation from others, promotion, etc.)
10. If interviewees doesn't like cold brew or never try it before, ask to explain the reasons.
11. Lifestyle questions: hobbies, shopping, social media behavior, social affiliation.
12. Demographic question: age, gender, occupation, income

APPENDIX B
QUESTIONAIRE DESIGN

Cold Brew Questionnaire

Instructions: Please read the following questions carefully and select an answer for each question, unless otherwise stated, as honestly as possible.

Part 1: General Question

1. **Do you live in Bangkok?**
   ☐ Yes
   ☐ No (End of survey)

2. **How often do you drink coffee?**

   ☐ I don't drink coffee (End of survey)
   ☐ 1-3 cups per month
   ☐ 1-3 cups per week
   ☐ 4-7 cups per week
   ☐ More than 1 cup per day

3. **On average, how much do you spend for 1 cup of coffee? (please provide only number i.e. 40, 100, 120)**

   ______ Baht

4. **How frequently do you buy coffee from the following shop?**

Types of coffee shop	Never	Rarely	Occasionally	Often	Always
	1	2	3	4	5
Global brand STARBUCKS Coffee World					

Thai upper brand					
Thai medium brand					
Modern Café in urban area					
Local coffee shop near home, office					
Street-side coffee kiosk					
Make by your own at home					

5. Normally, what do you drink more frequent, hot or iced coffee?

- ☐ Hot coffee
- ☐ Iced coffee

6. Normally, what kind of coffee do you order the most?

- ☐ Espresso
- ☐ Americano
- ☐ Latte
- ☐ Cappuccino
- ☐ Mocha
- ☐ Caramel Macchiato
- ☐ Cold brew
- ☐ Other, please specify ______________________

Part 2: Perception toward Global and Local brand

7. **To what extent do you agree with the following statements regarding *Global* coffee brands like Starbucks, Coffee World, etc.**

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
	1	2	3	4	5
Global brands use high quality coffee bean					
Global brands have taste consistent across the branch					
Global brands provide variety of coffee menu					
Global brands have a signature product					
Its packaging makes global coffee product valued for money that they charged					
Its service makes global coffee product valued for money that they charged					
I am pleased to pay ***higher price*** for global coffee brands than Thai brands					
Promotion can attract my intention to buy than normal period					
Customer royalty program influences me to re-purchase coffee					
Global coffee shop is easy to find when I want to purchase coffee					

8. **To what extent do you agree with the following statements regarding *Thai* coffee brands like Black Canyon, Blue Cup, True Coffee, Modern café, etc.**

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
	1	2	3	4	5
Thai brands use high quality coffee bean					
Thai brands have taste consistent across the branch					

Thai brands provide variety of coffee menu					
Thai brands have a signature product					
Its packaging makes Thai coffee product valued for money that they charged					
Its service makes Thai coffee product valued for money that they charged					
I am willing to pay ***<u>less price</u>*** for Thai coffee brands compared to Global brands					
Promotion can attract my intention to buy than normal period					
Customer royalty program influences me to re-purchase coffee					
Thai coffee shop is easy to find when I want to purchase coffee					

Part 3: Cold Brew Perception

9. **Do you know Cold Brew coffee?**

☐ Yes
☐ No

<u>Useful information about Cold Brew</u>

Cold brew is coffee that is steeped using cold or room-temperature water for between 12 and 24 hours. Unlike regular iced coffee that use hot water for brewing process and pour over ice.

Example of cold brew

10. Have you ever tried Cold Brew coffee before?

- Yes
- No (skip to Question 12)

11. How often do you drink Cold Brew coffee?

- Less frequently
- Once per couple months
- Once per month
- Few times per month
- Once+ per week (regular drink)

12. To what extent do you agree with the following statements regarding the reason to drink cold brew coffee

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
	1	2	3	4	5
The taste is favor to me (sweet-scented, less sour, less bitterness)					
It is easy to drink (softness)					
It has less caffeine than regular coffee					
I feel more refreshment					
I perceived cold brew as high-quality product					
I like the design of packaging (glass, bottle)					
It is a choice of drink when on diet					
I drink it as a substitute of tea or energy drink					
It enhances a new experience of drinking coffee					
The price is about right (average 150 baht)					

13. To what extent do you agree with the following statements regarding the <u>limitation</u> for NOT to drink cold brew coffee

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
	1	**2**	**3**	**4**	**5**
Low availability in my location					
Price is too high (average 150 baht)					
The taste is not favor to me					
Not a fresh coffee product since it was brewed many hours ago					
I don't like the package which normally bottle					
I don't know how it different from regular iced coffee					

14. How likely are you to buy cold brew coffee?

- ☐ Not at all likely
- ☐ Slightly likely
- ☐ Somewhat likely
- ☐ Likely
- ☐ Most likely

15. How are you consider the following factors in your intention to buy Cold Brew coffee?

	Least consider	Slightly consider	Somewhat consider	High consider	Most consider
	1	**2**	**3**	**4**	**5**
Flavor					
Product variety					
Price					
Package design					
Availability in store					
Picture display to promote					
Brand					

Past experience					
Story telling on how those coffee come					
Recommendation from others					
Convenient location					
Sit-in drinking					
Take-away drinking					

16. **How are you consider the following factors in your intention to buy Cold Brew coffee from *Global* brand?**

	Least consider	**Slightly consider**	**Somewhat consider**	**High consider**	**Most consider**
	1	**2**	**3**	**4**	**5**
Consistent taste across the branch					
Signature cold brew product					
Service					
Promotion					

17. **How much are you willing to pay for a Cold Brew, for *Global* brand? (please provide only number)**

Baht

18. **How are you consider the following factors in your intention to buy Cold Brew coffee from *Thai* brand?**

	Least consider	**Slightly consider**	**Somewhat consider**	**High consider**	**Most consider**
	1	**2**	**3**	**4**	**5**
Consistent taste across the branch					
Signature cold brew product					
Service					
Promotion					

19. **How much are you willing to pay for a Cold Brew, for *<u>Thai</u>* brand? (please provide only number)**

Baht

20. **What is your intention to buy Cold Brew coffee with following categories?**

	Not at all	Slightly	Somewhat	Likely	Most likely
	1	2	3	4	5
Black (no milk)					
Milk / Cream					
Nitro					
Cold foam					
Fruity (orange, peach, lechy)					
Other sweetener					

Part 4: Personal Information

<u>Please note:</u> The following demographic questions are for classification purposes only and no individual answers will be reported. We highly value your privacy.

21. **What is your gender?**

☐ Male
☐ Female
☐ Other

22. **How old are you?**

23. **What is your monthly personal income?**

☐ Below 20,000 Baht/month

□ 20,001-40,000 Baht/month
□ 40,001-60,000 Baht/month
□ 60,001-80,000 Baht/month
□ More than 80,000 Baht/month

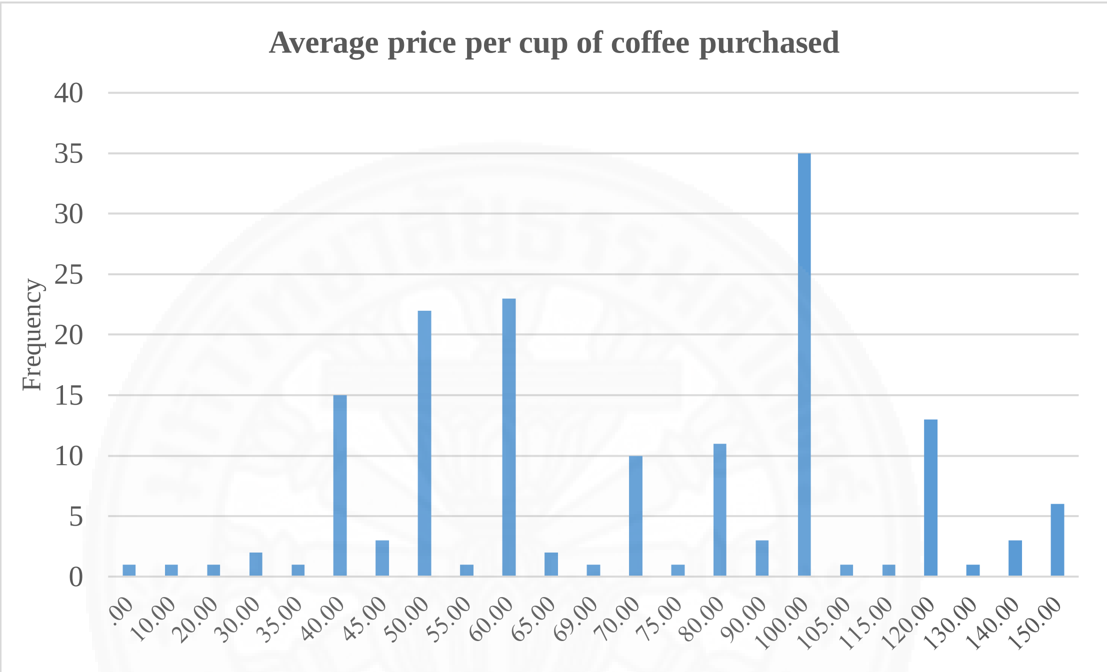
24. What is the highest level of education you have completed?
□ Below Bachelor's Degree
□ Bachelor's Degree
□ Master's Degree
□ Higher than Master's Degree

25. What is your occupation?
□ Student
□ Public company officer
□ Private company officer
□ Business owner
□ Freelance
□ Unemployed
□ Other, please specify _______________

26. What is your hobby? (select all apply)
□ Fitness and sport
□ Hangout
□ Cooking
□ Traveling
□ Shopping
□ Movies / series
□ Photography
□ Gaming
□ Movies

……………………End of survey, Thank you for your participation………………….

APPENDIX C
SURVEY RESULT – AVERAGE PRICE PER CUP DISTRIBUTION



APPENDIX D
ANOVA REGRESSION RESULT

Appendix D-1: Influencing factor on cold brew buying intention - Cold brew respondents

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680[a]	.463	.396	.95311

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.847	12	6.321	6.958	.000[b]
	Residual	88.116	97	.908		
	Total	163.964	109			
a. Dependent Variable: How likely are you to buy cold brew coffee						
b. Predictors: (Constant), Take-away drinking, Picture display to promote , Price, Flavor, Product variety, Sit-in drinking, Recommendation from others, Package design, Availability in store, Brand, Convenient location , Past experience						

Appendix D-2: Influencing factor on cold brew buying intention – Non-cold brew respondents

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.705[a]	.497	.314	.76220

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.937	12	1.578	2.716	.011[b]
	Residual	19.171	33	.581		
	Total	38.109	45			
a. Dependent Variable: How likely are you to buy cold brew coffee						
b. Predictors: (Constant), Take-away drinking, Picture display to promote , Price, Flavor, Product variety, Sit-in drinking, Recommendation from others, Package design, Availability in store, Brand, Convenient location , Past experience						

Appendix D-3: Cold brew buying intention with cold brew type

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.634[a]	.402	.382	.92866

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.951	5	17.590	20.396	.000[b]
	Residual	131.087	152	.862		
	Total	219.038	157			

a. Dependent Variable: How likely are you to buy cold brew coffee

b. Predictors: (Constant), Fruity cold brew, Black cold brew, Cold foam cold brew, Nitro cold brew, Milk/cream cold brew

APPENDIX E
ANOVA COMPARE MEANS BETWEEN RESPONDENT SEGMENTS

ANOVA[a]						
How likely are you to buy cold brew coffee						
		Sum of Squares	df	Mean Square	F	Sig.
	Between group	8.405	2	4.202	3.092	.048
	Within group	210.633	155	1.359		
	Total	219.038	157			

Multiple Comparisons						
Tukey HSD						
(I) Coffee consumption level		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Light	Medium	-.82967*	.34202	.043	-1.6390	-.0203
	Heavy	-.25953	.25399	.564	-.8606	.3415
Medium	Light	.82967*	.34202	.043	.0203	1.6390
	Heavy	.57014	.27740	.103	-.0863	1.2266
Heavy	Light	.25953	.25399	.564	-.3415	.8606
	Medium	-.57014	.27740	.103	-1.2266	.0863
***. The mean difference is significant at the 0.05 level.**						

BIOGRAPHY

Name	Miss Natakarn Satjawitwisarn
Date of Birth	January 1, 1990
Educational Attainment	2011: Bachelor of Engineering, Department of Mining And Petroleum Engineering, Chulalongkorn University
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