



**A STUDY OF CONSUMER BEHAVIOR AND  
SELECTION CRITERIA IN PURCHASING  
BUBBLE TEA FOR FEMALES IN BANGKOK**

**BY**

**MISS BENYATHIP BUSSARA**

**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 2019**

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INDEPENDENT STUDY

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MISS BENYATHIP BUSSARA

ENTITLED

A STUDY OF CONSUMER BEHAVIOR AND SELECTION CRITERIA IN  
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was approved as partial fulfillment of the requirements for  
the degree of Master of Science Program in Marketing (International Program)

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Independent Study Title	A STUDY OF CONSUMER BEHAVIOR AND SELECTION CRITERIA IN PURCHASING BUBBLE TEA FOR FEMALES IN BANGKOK
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## ABSTRACT

Consumption of bubble tea, as well as the number of bubble tea shops in Thailand, has been increasing dramatically over the past few years. Many new bubble tea shops open every day, featuring both local and international brands. Besides this new popularity, you can find bubble tea shops on every corner of the street in Bangkok, from shopping centers to office buildings or even in hospitals. The market value of bubble tea market is estimated at 2.5 billion baht, and has been estimated that it will continue to grow.

However, bubble tea contains a high amount of sugar per cup, and consuming bubble tea regularly may exceed the amount of sugar intake recommended per day by the World Health Organization. Moreover, it can be associated with an increasing risk of contracting Non-Communicable Diseases (NCDs) or chronic diseases such as obesity, diabetes, etc.

NCDs have become a huge problem in Thailand, as 70 percent of Thai people have been diagnosed as NCD patients and the number of NCDs is rising rapidly every year. Thus far, the Thai government has had to spend over 0.2 trillion baht of its total yearly budget to support NCD patients across the country.

The objective of this research will allow the reader to better understand the purchasing factors influencing, as well as attitudes towards, purchasing bubble

tea, to identify consumer awareness of sugar consumption in bubble tea, and to determine a customer profile of bubble tea consumers, including demographics and behavioral characteristics. This research will focus mainly on females aged 21 to 40 living in Bangkok area to create marketing strategies that will attract target consumers.

**Keywords:** Bubble Tea, Awareness of sugar consumption

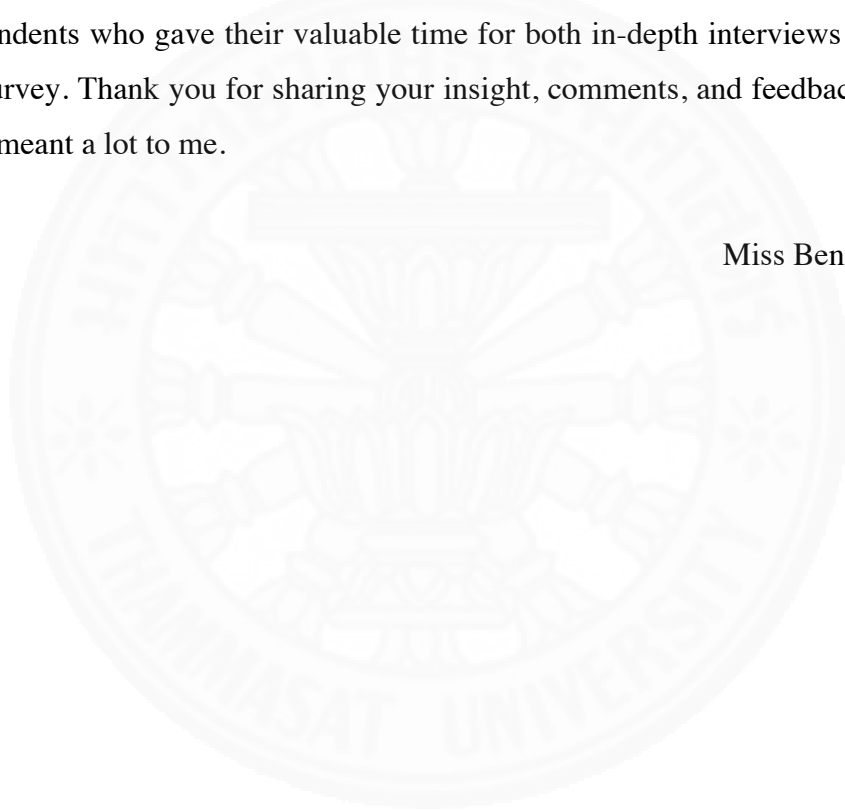


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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background and Problem Statement of the Study**

Bubble tea has been sold in Thailand for more than 10 years, and it has become popular again in recent years. According to the Bangkok Post (Jitpleecheep, 2019), there are bubble tea shops, kiosks, and trolleys that have opened everywhere from the corner of retail shopping complexes to hospitals and business areas; even major beverage and restaurant chains also have bubble tea in their beverage menus. The bubble tea market in Thailand has been estimated at 2.5 billion baht, and it is projected to continue growing. There are more than a dozen brands waiting to open their shops in Thailand this year. However, drinking bubble tea may exceed the daily sugar intake recommended by doctors. With regards to the Foundation for Consumers, (Thaitrakulpanich, 2019), more than 20 brands of bubble tea being sold in Thailand contain more than 6 teaspoons, or 24 grams of sugar, which is the recommended daily amount of sugar intake.

The amount of sugar intake recommended by the World Health Organization (the WHO), or the maximum amount of added sugar you should eat in a day, is 37.5 grams, or 9 teaspoons, and 24 grams, or 6 teaspoons, for males and females, respectively. Based on these amounts, most Thai people are addicted to sugar. Since 1997, Thai people have been consuming 19 teaspoons of sugar per day, and a decade later, this number has risen to 28 teaspoons per day, which is over four times the amount of sugar intake than the World Health Organization (WHO)'s recommendation (Pisuthipan, Bangkok Post, 2019). High sugar intake is associated with an increased risk of chronic conditions such as obesity, diabetes, etc.

Moreover, many articles have come out recently about the downside of bubble tea consumption. One article in the newspaper was an interview with Somroong San Chotin (Manager Online, 2019), who stated that one of his patients

came to see him because she felt tired easily and she had lost weight in the past few months, which are symptoms of diabetes. Thus, Somroong asked her to do blood testing to cross-check his diagnosis. The test results showed that her glucose levels and her accumulated sugar levels were much higher than normal people. After Somroong treated this patient, he found out that the cause of the woman's high sugar level in her blood because she drank bubble tea almost every day.

Most people know that drinking bubble tea gives them a lot of calories, and it makes them consume more sugar than they should consume in a day. However, with this knowledge, why do they still like to drink bubble tea? This research will seek to answer this question about consumer behavior, their selection criteria on purchasing bubble tea, and their awareness of sugar intake per day by identifying important key factors and attitudes toward purchasing bubble tea to create marketing strategies that will draw in more consumers.

The consumption of bubble tea has risen dramatically over the past few years. There are many new bubble tea shops that open every day, and you can find these shops everywhere. The market comprises numerous brands both local and international. The top ten brands that come up in the minds of consumers when talking about bubble tea brands are Ochaya, Seoulcial Club (Fire Tiger), Gaga, The Alley, Coco Fresh Tea, Kamu, KOI The, Mr.Shake, Fuku, and Fresh Me.

However, bubble tea contains a high amount of sugar per cup, and sugar is associated with increasing risk of chronic conditions such as obesity, diabetes, etc. Chronic conditions, or non-communicable diseases (NCDs), have become the top killer in Thailand (Bangkok Post, 2019).

This study's findings will allow readers to better understand consumer behavior, their selection criteria for purchasing bubble tea, and consumer awareness about sugar consumption, which will help them to create marketing strategies that will hook their target customers.

## 1.2 Research Objectives

The consumption of bubble tea has been increasing dramatically over the past few years. There are many new bubbles tea shops that have opened every day, and you can find these shops everywhere. A rough estimation of the bubble tea market size is that it comprises 2.5 billion baht, and it has been estimated that it will continue to grow. However, drinking bubble tea habitually may increase the chance of developing certain non-communicable diseases because most bubble tea options in the market contain high sugar that is more than the recommended daily sugar intake.

Therefore, to help bubble tea shop owners better understand their customers, this study aims to explore consumer behavior and selection criteria for purchasing bubble tea and to address consumer concerns about sugar consumption. This research will benefit and will support bubble tea owners who aim to develop and expand their business in Thailand. The study will use the concept of applied marketing.

In order to identify the common characteristics of bubble tea consumer and to find key selection criteria for purchasing bubble tea, this research has the following three main objectives:

a. To identify the purchasing factors and attitudes towards purchasing bubble tea

- i. The importance of each purchasing factor on consumers
- ii. Attitudes towards purchasing bubble tea
- iii. Trigger points that lead to the purchase bubble tea

This objective will cover the marketing mix, which is price, place, product, promotion, and any external influencer such as friends, family, etc., that could affect customers' decisions.

b. To measure consumer awareness of sugar consumption for bubble tea

c. To determine the customer profile of bubble tea consumers, including demographics, psychographics, behavioral characteristics

## **CHAPTER 2**

### **LITERATURE REVIEWS**

#### **2.1 What is Bubble Tea?**

Bubble tea is a tea-based drink with tapioca balls, which most people know as pearls or boba, that originated from Taiwan in the 1980s. In the beginning, tapioca balls were made of tapioca starch in its natural form with added coloring, so the color of tapioca balls was white and translucent, which was why people called them pearls. However, there are two competing stories about the origin of bubble tea. The first story came from Chun Shui Tang; in 1987, their store manager Lin Hsiu-hui added milk tea into her fen yuan, a Taiwanese dessert made from tapioca balls with caramelized brown sugar, during the meeting. After tasting it, Lin Hsiu-hui and her team members really enjoyed this drink. They decided to do a pilot test with some customers, and their customers ended up loving it; thus, they decided to put milk tea with fen yuan on their menu and changed the fen yuan to “black pearls”. The second story came from The Hanlin Tea Room, who have claimed that their owner Tu Tsuong-he saw tapioca balls in the Ya Mu Liao market. He got an idea to put them in his beverage and called the beverage “pearl tea”. Shortly after changing the white tapioca balls to the black version, the result was mixed with brown sugar or honey, which is still seen today (Mceneaney, 2019).

Today, there are tons of varieties of bubble teas such as black tea, green tea, oolong tea, etc. Apart from tea, many bubble tea brands also match bubble tea with other beverages such as hot boba with fresh milk, ice coffee, herbal beverages, etc., to create more choices for their customers.

#### **2.2 Bubble Tea Market Worldwide**

After being introduced to Taiwanese markets in the 1980s, bubble tea spread to other Asian countries and other countries around the world, and it has

become one of the most popular menu items such as coffee. Bubble tea is an alternative beverage for customers who cannot drink coffee or do not like the bitter taste of coffee.

According to a report published by Fortune Business Insights about bubble tea market size, share, and global trends by type (black tea, green tea, oolong tea, and white tea), flavor (original, fruit, chocolate, coffee, and others), and regional forecasts” until 2026 (Fortune Business Insights Team, 2019), the global bubble tea market size was valued at USD 1.89 billion in 2018 and is projected to reach USD 3.49 billion by the end of 2026. This exhibits a CAGR of 8.09% during the forecast period (2019-2026). The black bubble tea segment accounted for more than a 40% share of the global bubble tea market in 2018. The market value of bubble tea in the Asia-Pacific region was 757.60 million US dollars and accounted for 40 percent of the market value worldwide in 2018.



Figure 2.1 Bubble Tea Market Size from 2018 to 2026 (Fortune Business Insights, 2019)



## 2.3 Bubble Tea Market in Thailand

Bubble tea had been sold in Thailand for more than 10 years, but it became a trend again thanks to social media. A lot of content has recently been posted about bubble tea on social media. According to Google Trends, searches for “bubble tea” have been increasing significantly since April 2018 and are still growing (Jaitui, 2018).

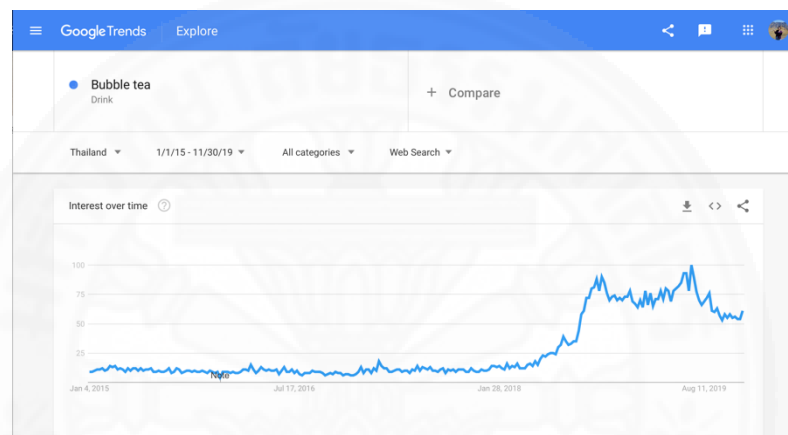


Figure 2.2 Google Trends Searching on Bubble Tea (Google Trend, 2019)

According to the Bangkok Post (Jitpleecheep, 2019), the estimated bubble tea market value in Thailand is about 2.5 billion baht. There are more than 30 brands in Thailand now, some local and international. The top five leaders in this market are Ochaya, Mikucha, Fuku Matcha, Kamu, and KOI Thé (Longtunman, 2019). Currently, there are bubble tea shops, kiosks, and trolleys on every corner of retail shopping complexes to hospitals to business areas. They are even sold by major beverages and restaurant chains, who have added bubble tea to their beverage menus.

Moreover, big data collected by GrabFood, a food delivery application, found that bubble tea orders on GrabFood have been constantly and dramatically increased over the last year. In Thailand, bubble tea ordered through Grabfood has increased more than 3,000% from January 2018 to December 2018. The data also showed that Thai people consume bubble tea the most in Southeast Asian countries, at 6 cups of bubble tea per person per month, which was followed by the Philippines, at

5 cups per person per month. Furthermore, most customers order bubble tea through GrabFood application between 12 pm until 4 pm (Yim and Lee, 2019).

However, consuming bubble tea regularly is not good for your health because drinking bubble tea may exceed daily sugar intake levels. A report from the Foundation for Consumer (Foundation for Consumer, 2019) that sampled bubble milk tea from 25 brands of bubble tea from premium brands (140 baht per cup) to low-cost brands (23 baht per cup) sold across Bangkok researched about the amount of sugar found in a regular cup with the normal amount of sugar and without ice. They found out that there only two of the twenty-five brands (Koi The and Tea65) contained sugar levels less than 6 teaspoons, or 24 grams, which is the WHO's daily recommended sugar intake per day. The highest sugar contained in a regular glass was by CoCo Fresh Tea & Juice, which had 18.5 teaspoons of sugar per glass.



Figure 2.3 Sugar and fat level in 25 brands of bubble tea tested by the Foundation for Consumers (Foundation for Consumers, 2019)

Apart from sugar, bubble tea is also considered a high-calorie beverage. Most bubble tea brands have an energy level of about 300 to 450 kcal per glass, which is almost the same amount of calories as eating one regular meal; however, people know that drinking bubble tea is not good for their health. However, the bubble tea market is continuing to grow. The current value of the bubble tea market in Thailand

is about 2.5 billion baht and more than a dozen brands are waiting to open their shops in the coming years.

#### **2.4 Why is the bubble tea sold in Thailand very sweet?**

According to the Bangkok Post (Pisuthipan, 2019), most Thai people are addicted to sugar. Thai people consume over four times the amount of sugar intake than the World Health Organization's (WHO) recommendation, which is six teaspoons per day. In 1997, the average Thai person consumed 19 teaspoons of sugar per day, and a decade later, this number has risen to 28 teaspoons per day. One group of people who consume an excessive amount of sugar are Thais with a sweet tooth, especially fans of bubble milk tea because they always have room in their stomach for bubble tea even if they have just finished their regular meal. Bubble tea is a mix of tea with milk or without milk, tapioca pearls, which most people know as bubbles, and syrup. Hence, drinking bubble tea could put a lot of sugar into the body.

However, since having an excessive sugar intake over the daily recommendation brings with it the risk of developing certain non-communicable diseases such as obesity and diabetes, why do people still consume a lot of sugar even it is not good for their health?

According to Pure, White, and Deadly (Yudkin, 1986), people like to eat sugar because, when we consume sugar, the brain's nucleus accumbens, or happiness center, will receive dopamine released from the mesolimbic dopamine system, which will make people feel happy. Since this feeling of pleasure is associated with eating sugar, if we consume sugar for a long time, the amount of sugar required to make us feel good from this dopamine signal increases, so we need to eat more and more sugar to get the same pleasurable experience.

#### **2.5 What are Non-Communicable Diseases?**

Non-Communicable Diseases (NCDs), which most people know as chronic diseases, are non-infectious or non-transmissible diseases. There are four

main types of NCDs, which include cardiovascular diseases such as heart attacks and strokes, cancer, chronic respiratory diseases, and diabetes. The risk factors of developing certain NCDs are related to a patient's lifestyle; for example, alcohol consumption, smoking, eating sweet or salty foods, lack of exercise, and stress. Currently, more than 40 million people worldwide die from NCDs each year, which is the main cause of death of people globally. More than 15 million people die between the ages of 30 and 69 years old and over 85 percent of these premature deaths occur in low- and middle-income countries (World Health Organization, 2018).

## **2.6 Situation of NCDs in Thailand**

According to a report from the Department of Disease Control ("Situation on NCDs Prevention and Control in Thailand"), almost 70 percent of the population in Thailand has been diagnosed with an NCD. In 2014, 14.7 million Thai people died from NCDs, and the number of males who died from NCDs was 1.4 times higher than the number of females. The main cause of death from NCDs in males were alcohol consumption and road accidents, while those for females were diabetes, cerebrovascular disease, and depression.

Moreover, the number of NCD patients has been increasing rapidly every year, which is significant, as this rise is projected to negatively impact Disability-Adjusted Life Years and the economic situation in Thailand. The Thai government has to spend over 0.2 trillion baht to support NCD patients across the country every year. Not only does this impact the economy, but NCDs also impact society too. Thai loss labor productivity due to premature death and disability has accounted for 500 billion baht per year (Pityarungsit et al., 2018).

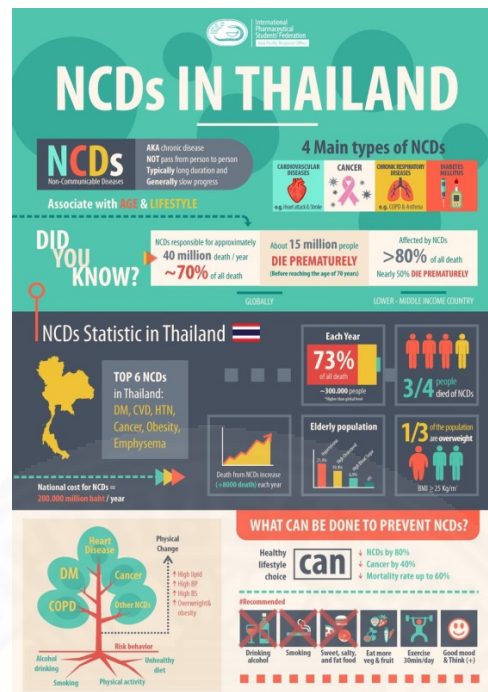


Figure 2.4 NCDs in Thailand (IPSF ARRP - Asia Pacific Regional Office, 2018)

## 2.7 Academic Theory Applied in the Research

When consumers make a decision to purchase something, there are five different stages that go through their mind from start to end, as follows: the first stage is “Need Recognition” when consumers feel like they need or are missing out on something that they would like to have to fulfill their desires. The second stage is known as “Information Search”; in this stage, consumers will search for information about the product to satisfy their needs. The product information can come from many sources; for example, commercial sources, personal sources, public sources, and experiential sources. The third stage is known as “Evaluation of Alternative”, in which consumers will evaluate the different alternatives that are available in the market to seek for the best option. There are many factors affecting this stage such as product quality, product price, or other factors that depend on a customer’s preference. After passing through Stage One to Stage Three, it is time for the consumer to make a final decision: this stage is called the “Purchase Decision”, during which the consumer has already evaluated every factor and reached a final

conclusion. Last but not least, the fifth stage is known as “Post-Purchase Evaluation”; during this stage, consumers will analyze whether the product was useful for them or not. If they feel impressed with the product, they will become a brand ambassador and will influence other potential consumers to choose that brand (Shaw, 2018).



*Figure 2.5* Consumer Decision Making Process (IPSF Asia Pacific Regional Office, 2018)

The Marketing Mix Model is another theory that can be applied to the bubble tea business. According to Kotler’s marketing management, the Marketing Mix Model can be defined as a set of marketing tools that a firm should use to meet its marketing objectives to reach its target consumers. There are four main areas in the Marketing Mix Model, which are products (both goods and services), place (or distribution channel), promotion (or communication), and price. Currently, most bubble tea shops use online media to communicate with their consumers about their new products, and their promotions therein attract these and other consumers. At the same time, shop location is also important to the bubble tea market too. There are more than 20 bubble tea shops, or kiosks, located in the central business district of Bangkok, and there are a ton of consumers queuing up to purchase their bubble tea in these shops.

## **2.8 Summary of Literature Review**

The literature review has reaching the following conclusions: (1) the current situation of the bubble tea market globally and in Thailand are dominated by rapid growth over the past few years; (2) most Thai people are addicted to sugar, with the average Thai consumer ingesting sugar levels at 4 times more than the recommended sugar intake per day by the World Health Organization; (3) Non-Communicable Diseases (NCDs) are the mains cause of death of people around the world including in Thailand, where more than 70 percent of Thai people are diagnosed as NCD patients, with the cause of their NCB being their lifestyle; (4) understanding the customers' decision process and marketing mix helps create marketing strategies that will be hooked potential consumers.



## CHAPTER 3

### RESEARCH DESIGN AND METHODOLOGY

#### 3.1 Research Design

This research used both qualitative and quantitative methods. The qualitative research was conducted by using exploratory research, and the quantitative was conducted by using descriptive research design.

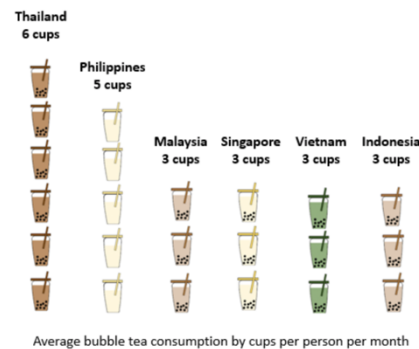
##### 3.1.1 Exploratory Research Design

To explore and gain a basic understanding of the bubble tea market and chronic conditions of non-infectious diseases such as obesity, diabetes, etc., I used **secondary research** to identify the relationship between bubble tea consumers and diabetes, followed by an **in-depth interview** to validate information acquired from the research sources and to explore customer behavior and selection criteria for purchasing bubble tea in support of the research objectives. These findings provided a set of guidelines that were then used to develop a questionnaire that was used in the subsequent section.

I conducted secondary research using published sources available online regarding what diabetes is and the diabetes situation in Thailand, as well as the bubble tea market situation in Thailand. The information relied on two major sources of information.

a. First, Grab, which provided basic statistics about the bubble tea market including market growth, average bubble tea consumption, and time that consumers order bubble tea the most in Southeast Asia, including Thailand. I used this first source to develop in-depth interview questions.





*Figure 3.1* Average bubble tea consumption (Grab, 2019)

b. Second, I used information from Wongnai to compile a list of potential factors for making a decision to purchase bubble tea, as well as to generate a list of bubble tea shops in Bangkok. According to this information, celebrity reviews and delivery service most affected the purchasing decision of bubble tea consumers in Bangkok, followed by product taste, price, and location of the shop (Wongnai B2B Team).

I conducted in-depth interviews to validate the findings of the secondary research, which included the common characteristics shared by bubble tea consumers who regularly purchased bubble tea, as well as their selection criteria when purchasing bubble tea. Moreover, in-depth interviews explored consumer awareness of sugar consumption in bubble tea. I asked ten bubble tea consumers, five of whom were bubble tea lovers who drink bubble tea at least one cup per week, and five who drink bubble tea less than two cups per month, about their decisions to purchase bubble tea and their health concerns. Each interview took approximately twenty to twenty-five minutes. All of the interviewees provided basic information on their selection criteria when purchasing bubble tea, such as their favorite menu, the maximum price of bubble tea they would purchase, important factors they considered when choosing a bubble tea shop, and the influence of social media toward on decision making.

### 3.1.2 Descriptive Research Design

I conducted descriptive research by using a questionnaire administered via an online survey website. In order to achieve my research objective, I designed the questionnaire to gather demographic information such as age, education, career, and income level, followed by questions to find key factors affecting their decision to purchase bubble tea and their awareness about consuming sugar. The sample questions for this questionnaire appear in Appendix 1.

Sampling selection /sampling methods: since sampling was limited due to a narrow set of criteria and difficult conditions in finding cooperative respondents. To overcome these challenges, I used the “snowball sampling” method to provide reliable results. This involved using a non-probability convenience sample as a method. Personal and referral contacts were used to acquire qualified participants for in-depth interviews and for an online survey. This research was mainly focused on female bubble tea consumers who drank at least one cup of bubble tea in the last month, aged between 21 to 40 years old, and living in Bangkok. I set the sampling target per the table below:

Table 3.1

*Target Sample Size According to Methodology*

Methodology	Data Collection Method	Pilot Study	Sample Size
Qualitative	In-depth interview	-	8 respondents
Quantitative	Questionnaire	5 respondents	200 respondents

**Questionnaire flowchart planning:** the questionnaire was separated into four parts. The first part was the screening question, which was followed by the question about selection criteria when purchasing bubble tea, awareness of sugar consumption, and finally questions about consumer behavior. The survey

questionnaires were distributed via an online channel ([www.surveymonkey.com](http://www.surveymonkey.com)) and required approximately 8 to 10 minutes to complete.

### **3.2 Data Analysis Plan**

After collecting data from my in-depth interviews, which provided me with a support framework for my key ideas, I came up with a description of participant attributes that had been quantified for analysis. Then, I matched the data with secondary research on customer decision making processes to create the survey questions to find the key factors that affect customer decisions when they purchase bubble tea.

For the latter, prior to data analysis, quantitative data was collected and screened for errors. Questionnaires with errors such as extremity bias were omitted from my analysis for accuracy purposes. Once screened, the data was coded and input into Microsoft Excel. All data analysis was conducted using the Statistical Package for the Social Science (SPSS) program. The results focused on frequencies, correlations between variables, and important statistical numbers. Regression testing was used to find the significant factors that influenced customers when they decided to purchase bubble tea. Moreover, ANOVA, frequency, mean, and standard deviation were used to better understand the customer behavior of potential customers.

## CHAPTER 4 RESEARCH FINDINGS

### 4.1 Results from Exploratory Research

#### 4.1.1 Secondary data

A summary of the key findings of the secondary data is shown in the Chapter 2 Literature Review.

#### 4.1.2 In-depth Interview Findings

In-depth interviews were conducted between December 5, 2019, and January 18, 2020, with a total of 10 interviewees. All participants lived in Bangkok and drank bubble tea at least once in the past month. Five of the participants were bubble tea lovers who loved to drink at least two cups per week, while the others five drank bubble tea less than two cups per month. A description of the interviewee's demographics is shown in Table 4.1.

Table 4.1:

*Profile of Interviewees from In-depth Interviews*

No. of participant	Age	Quantity of Bubble Tea Consumption	Occupation
1	38	2 cups/week	Sales Associate
2	35	1-2 cups/week	Assistant Sales Manager
3	29	4 cups/week	Business Developer
4	30	3 cups/week	Spaceman Associate
5	28	1 cup/week	Doctor
6	26	3-4 cups/month	Export Executive
7	29	2-3 cups/month	Pharmacist
8	28	1 cup/week	Management Trainee
9	33	1-2 cups/month	Assistant Export Manager
10	27	1-2 cups/month	Export Executive

The findings are summarized below:

### **Bubble Tea Consumption and Selection Criteria**

The average bubble tea consumption for the bubble tea lover group was 4 cups per month, while the maximum level of consumption was up to 16 cups per month. Seven interviewees said they preferred to drink bubble milk tea rather than clear bubble tea, while the other two selected bubble tea depending on their mood that day; the last respondent stated that she liked to drink clear bubble tea more than bubble milk tea. All interviewees said that the best time to drink bubble tea was in the afternoon, but they had varying reasons such as “I like to drink bubble tea in the afternoon because it helps to boost my mood”, “I like to chew bubbles because it keeps me awake”, and “I drink bubble tea as my lunch”.

When asked about important selection criteria when purchasing bubble tea, the two most important factors for all interviewees were taste and price, but some interviewees also said that the raw materials of the bubble tea and the shop location were also important to them. The range of price that the interviewees bought at was 40 baht to 100 baht per cup, and the maximum price that the interviewees would pay was about 150 baht per cup.

Besides these statistics, contents or reviews on social media also played an important role when said interviewees decided to try a new bubble tea brand or new menu. Seven interviewees said they are impulsive buyers, meaning that when they see content about a new bubble tea shop or new bubble tea menu from their favorite brand on social media, they would like to try it immediately or as soon as they can. Another respondent stated that it will affect her in terms of brand awareness, while the final two said there is no effect on them.

Last but not least, the top three brands on the interviewees' minds were Kamu, KOI Thé, and Dakasi. The reasons why these brands were popular among the interviewees were the taste of the tea, the texture of the bubbles, and the availability of branches in Bangkok.

## **Sugar Consumption and Health**

Half of the interviewees said that, out of the levels of sweetness from 0 to 100 percent, they like to order is 25 percent, while the other four interviewees liked 50 percent; one of the interviewees liked 75 percent.

In terms of excess sugar content in a cup of regular sweetness bubble tea when compared to the recommended sugar intake by the World Health Organization, eight out of the ten interviewees said they knew that the sugar content in a cup of bubble tea was more than the sugar intake level they should consumer per day. One of the interviewees said she did not know this information, but that she thought that her body could burn all the sugar in the bubble tea she drank when exercising. However, all of the interviewees knew that drinking bubble tea regularly for a long time can increase the chance to develop a chronic disease.

## **4.2 Results from Descriptive Research**

**4.2.1 Respondent profiles:** Surveys were conducted online via the SurveyMonkey website from January 28 to February 15, 2020. I collected data from a total of 220 respondents, but there were 20 respondents who failed to complete the survey and were removed before inputting the data into the Statistic Package for the Social Science (SPSS) Program. All of the respondents had to pass screening questions before going to the main question section.

The demographics of all respondents are displayed in Table 4.1, which shows that the majority age of these respondents was between 21 to 30, which accounted for 80.5 percent of the total. It also showed that most held a bachelor's degree as their highest level of education. Most of them work as office workers, and their socioeconomic status was between B to A+.

Table 4.2:

*Demographic information of respondents*

	Characteristic	Heavy Consumption		Medium Consumption		Light Consumption	
		N	%	N	%	N	%
Age	21 - 30	47	88.7	62	75.6	52	80.0
	31 - 40	6	11.3	19	24.4	13	20.0
Education	High school	-	-	-	-	2	3.1
	Vocational school	-	-	1	1.2	1	1.5
	Bachelor's degree	41	77.4	56	68.3	36	55.4
	Master's degree or above	12	22.6	25	30.5	26	40.0
Occupation	Private Company Employee	31	58.5	53	64.4	44	67.7
	Government Employee	2	3.8	4	4.9	-	-
	Specialized professions (doctor, nurse, lawyer, etc.)	5	9.4	3	3.7	5	7.7
	Business Owner	4	7.5	10	12.2	2	3.1
	Freelance / Self-employed	2	3.8	5	6.1	1	1.5
	Students	4	7.5	3	3.7	6	9.2
	Unemployed	4	7.5	1	1.1	3	4.6
	Other	1	1.8	3	3.7	4	6.2
Household Income per month	18,000 THB or below	2	5.7	1	1.2	1	1.5
	18,001 - 24,000	3	5.8	7	8.5	2	3.1
	24,001 - 35,000	4	7.4	7	8.5	6	9.2
	35,001 - 50,000	6	11.3	9	11.0	8	12.3
	50,001 - 85,000	12	22.6	12	14.6	11	16.9
	85,001 - 160,000	10	18.9	14	17.1	19	29.2
	160,001 or above	15	28.3	32	39.0	18	27.7

The respondents were grouped into three groups by using Top2Boxes; these groups were based on the quantity of bubble tea consumed per month. The first group was indicated as “Heavy Bubble Tea Consumption Consumers” (26%) and

consumed bubble tea at least one cup per week. The second group was the “Medium Bubble Tea Consumption Consumer” group, which was the largest group, with 41 percent of respondents who drank a couple of cups of bubble tea per month. The last and smallest group was the ‘Light Bubble Tea Consumption Consumer’ (33%), who normally drank bubble tea about once a month or less.

#### **4.2.2 Behavioral Factor Analysis**

Factor analysis was conducted to find similarities between customer behavior variables, which consisted of 13 variables. The results of this analysis highlighted four main factors, which can be explained by 56.98% of the original variables (*see Appendix B*).

The detail of the four factors are as follows:

- Impulsive buyers are consumers who make bubble tea purchases easily if they get influenced by their friends, family, reviews on social media, and product design
- Sweettooth lovers are consumers who love to eat desserts and always eat desserts after their meal
- Trend followers are consumers who seek for new shops, new menus, and new products that are currently in trend
- Self-confidence individuals are consumers who believe in their own decisions, such as when they stick to an old brand or always compare product details before buying

#### **4.2.3 Bubble Tea Consumption Behavior**

One-way Analysis of Variance (ANOVA) was used to analyze the difference between each behavioral factor and the level of bubble tea consumption in the consumers. The results from one-way ANOVA showed a significant difference between level of consumption and the sweet tooth lover group ( $p\text{-value} = 0.039$ ). Other factors showed no significant difference between the various levels of bubble tea consumption. The results of one-way ANOVA can be seen in Appendix C.

Frequency analysis showed that heavy consumption consumers are person who loves to eat desserts with mean = 0.217, while medium consumption consumers also loved desserts, at mean = 0.0520 and impulsive buyers at mean =



0.004. Last but not least, light consumption consumers are an impulsive buyers and trend followers at mean = 0.157 and 0.053 respectively.

Table4.3:

*Mean of Consumer Behavior*

		Impulsive Buyers	Sweettooth Lovers	Trend Followers	Self-Confidence Individuals
Heavy Consumption	Mean	-0.2040921	0.217999	0.0207335	-0.0213828
	N	53	53	53	53
	Std. Deviation	0.96788576	0.89913023	0.95968341	1.28239669
Medium Consumption	Mean	0.0047512	0.0520788	-0.0556675	-0.0248397
	N	82	82	82	82
	Std. Deviation	1.02833957	1.00709123	1.0838992	0.87144974
Light Consumption	Mean	0.1572799	-0.2400986	0.0536399	0.0484425
	N	65	65	65	65
	Std. Deviation	0.9746093	1.03211138	0.93042395	0.90474525

#### 4.2.4 Social Media Usage

ANOVA analysis was also used to analyze the difference between the levels of bubble tea consumption in consumers and their social media usage. The results from ANOVA showed that the difference between heavy bubble tea consumption consumers and the other two groups, indicating that medium bubble tea consumption consumers use Facebook (p-value = 0.039) more than the other two, while heavy bubble tea consumption consumers use Twitter (p-value = 0.045) more than the other groups. Other social media usage showed no significant difference between each group of respondents. The results of ANOVA are recorded in Appendix D.

Frequency analysis showed that the majority of social media usage in heavy bubble tea consumption consumers was Line (mean = 6.56/7), followed by

Facebook (mean = 5.60/7), Instagram (mean = 5.56/7), YouTube (mean = 5.26/7), and Twitter (mean = 4.90/7). Similarly, the majority of social media usage in medium bubble tea consumption consumers was also Line (mean = 6.63/7), followed by Facebook (mean = 6.03/7), Instagram (mean = 5.74/7), YouTube (mean = 5.42/7), and Twitter (mean = 3.96/7). In similar fashion, for light bubble tea consumption consumers, the majority of social media usage was also Line (mean = 6.61/7), Facebook (mean = 5.46/7), YouTube (mean = 5.44/7), Instagram (mean = 5.43/7), and Twitter (mean = 3.87/7).

Table4.4:

*Mean of Social Media Usage*

		Facebook	Instagram	Twitter	YouTube	LINE
<b>Heavy Bubble Tea Consumption</b>	Mean	5.6038	5.566	4.9057	5.2642	6.566
	N	53	53	53	53	53
	Std. Deviation	1.59735	1.69285	2.26397	1.09458	0.72083
<b>Medium Bubble Tea Consumption</b>	Mean	6.0366	5.7439	3.9634	5.4268	6.6341
	N	82	82	82	82	82
	Std. Deviation	0.88115	1.35911	2.50158	1.22757	0.55583
<b>Light Bubble Tea Consumption</b>	Mean	5.4615	5.4308	3.8769	5.4462	6.6154
	N	65	65	65	65	65
	Std. Deviation	1.75959	1.64857	2.50941	1.17301	0.62979

#### 4.2.5 Type of Bubble Tea, Price and Time

Cross-tabulation analysis was used to find an association between the level of bubble tea consumed by the given consumers and the type of bubble tea consumed, as well as the average spending on bubble tea, the most expensive price of bubble tea that respondents were willing to pay for, and purchasing time. The results showed that there is no association between level of bubble tea consumption and the other information, as the p-value was more than 0.05 (*See Appendix E*).

As for the type of bubble tea, all groups said that, when they decide to purchase bubble tea, they prefer to buy bubble milk tea the most (75% of the respondents in each group).

The average spending of bubble tea per cup for heavy consumption, medium consumption, and light consumption was about 45 – 75 baht per cup, at 58% n = 31, 51.9% n = 43, and 53% n = 35, respectively.

In terms of the maximum price of bubble tea per cup, heavy consumption consumers medium consumption consumers, and light consumption consumers prefer to pay less than 120 baht per cup of bubble tea, at 47.1% n = 25, 49.3% n = 41, and 53.9% n = 35, respectively.

The best time for drinking bubble tea for all groups was between 13.00 and 15.59. 71.4% n = 38 was found in the heavy consumption group, while 69.5% n = 57 was found in the medium consumption group, and 56.9% n = 37 was found in the light consumption group.

#### **4.2.6 Differentiation in Purchasing Factor**

ANOVA analysis was also used to analyze the differences between the level of bubble tea consumption in consumers and purchasing factors that influenced them. The results from ANOVA showed that there are three factors that have a significant difference between each group (*See Appendix E*), these being prices at p-value = 0.021, promotion at p-value = 0.031, and delivery service at p-value = 0.029.

Frequency analysis showed that the top four purchasing factors for each group were all the same. The most important factors were taste of tea, at mean = 4.645/5, followed by the taste and texture of bubble tea, at mean = 4.435/5, the quality of the raw materials, at mean = 4.243/5, and the price, at mean = 3.929/5, and other factors are shown in Table 4.4.

Table 4.5:

*Means of Purchasing Factors*

	Total		
	Mean	N	Std. Deviation
Quality of Raw Materials	4.243	200	0.70687
Taste of Tea	4.645	200	0.52951
Taste and Texture of Bubble Tea	4.435	200	0.64642
Price	3.929	200	0.78178
Variety of Menu	3.165	200	0.95516
Promotion	3.755	200	1.03941
Location of Shop	3.779	200	0.77287
Delivery Service	3.135	200	1.18482
Trends on Social Media	2.87	200	1.05292
Recommendation of Friend, Family, or Influencer	3.2	200	0.97197

**4.2.7 Top 5 Popular Bubble Tea Brands**

The top five bubble tea brands from the 19 selected in Bangkok that received the maximum score from all respondents were KAMU, followed by KOI Thé, Fuku Matcha, Tiger by Seoulclub, and Mr. Shake at 512, 501, 232, 222, and 215 points, respectively (*See Appendix E*).

**4.2.8 Awareness of Sugar Consumption****Sweetness level of bubble tea**

The frequencies recorded below show that the majority of sweetness level for all groups was 25%, which is 39%  $n = 78$ , followed by 50% (32.5%  $n = 65$ ), 75% (15.5%  $n = 31$ ), 0% (8%  $n = 16$ ), and 100% (5%  $n = 10$ ). These frequencies are shown in Table 4.5.

Table 4.6:

*Frequency of Sweetness Level*

		Heavy consumption		Medium consumption		Light consumption	
		Count	Column N %	Count	Column N %	Count	Column N %
Sweetness level of bubble tea	100%	1	1.89	5	6.10	4	6.15
	75%	13	24.53	11	13.41	7	10.77
	50%	16	30.19	26	31.71	23	35.38
	25%	20	37.74	33	40.24	25	38.46
	0%	3	5.66	7	8.54	6	9.23

**Daily recommended amount of sugar intake by the World Health Organization (WHO)**

Cross-tabulation analysis was used to find the association between level of bubble tea consumption in consumers and awareness of sugar consumption, with the results showing significant association between level of bubble tea consumption and the knowledge of daily sugar consumption recommended by the WHO, at p-value = 0.011 (*See Appendix F*).

More than 50 percent of those in the heavy and medium bubble tea consumption group knew that the daily amount of sugar intake recommended by the WHO was lower than in their bubble tea, at 54.70% n = 29 and 57.30% n = 47, respectively, while only 33.80% n = 22 of the light bubble tea group knew this information. These frequencies are shown in Table 4.6.

**Exceeded amount of sugar in a cup of bubble tea than WHO recommendation**

The results from the cross-tabulation analysis between the level of bubble tea consumption in consumers and the awareness of an excess amount of sugar in regular sweet bubble tea showed that there is a significant association between the

level of bubble tea consumed and awareness of excess sugar in bubble tea, at  $p\text{-value} = 0.007$ .

All groups said they are aware that there is an excess amount of sugar in regular sweet bubble tea. However, those in the medium bubble tea consumption group were the most aware of this excess amount of sugar in regular sweet bubble tea; this was closely followed by heavy and light bubble tea consumption consumers, at 82.93%  $n = 68$ , 67.92%  $n = 36$ , and 60%  $n = 39$ , respectively. These frequencies are shown in Table 4.6.

### **The concern about amount of sugar when purchasing bubble tea**

The results from the cross-tabulation analysis between the level of bubble tea consumption in consumers and concern about the amount of sugar when purchasing bubble tea showed that there was no significant difference between the groups.

Medium and light bubble tea consumers were only slightly concerned about the amount of sugar when purchasing bubble tea, but this was still more than those who heavily consumed bubble tea, at 64.63%  $n = 53$ , 64.62%  $n = 42$ , and 58.59%  $n = 31$ , respectively. These frequencies are shown in Table 4.7.

Table 4.7: *Means of Awareness on Sugar Consumption*

		Heavy Consumption		Medium Consumption		Light Consumption	
		Count	Column Total N %	Count	Column Total N %	Count	Column Total N %
Do you know the daily recommended amount of sugar intake by the World Health Organization?	Yes	29	54.70	47	57.30	22	33.80
	No	24	45.30	35	42.70	43	66.20
Do you know the amount of sugar in regular sweetness of a cup of bubble tea exceeds the daily recommended amount of sugar intake by the World Health Organization?	Yes	36	67.92	68	82.93	39	60.00
	No	17	32.08	14	17.07	26	40.00
Are you concerned about the amount of sugar when you purchase bubble tea?	Yes	31	58.49	53	64.63	42	64.62
	No	22	41.51	29	35.37	23	35.38

## **CHAPTER 5**

### **CONCLUSIONS AND RECOMMENDATIONS**

From the data analysis, I found that three groups of bubble tea consumers were distinguished by the average amount of bubble tea they consumed per month. Bubble tea brands should understand their target market and their customers and create a marketing strategy to match with their targets. The conclusion will be reached via the 4Ps models to recommend appropriate action to tackle each group of consumers.

#### **5.1 Heavy Bubble Tea Consumption Consumers (26%, n = 53)**

Heavy bubble tea consumption consumers have a sweet tooth, and they love to eat desserts and always have dessert between or after their meal. Normally, they drink more than four cups of bubble tea per month. They are also trend followers who like to try new things.

##### **5.1.1 Product**

This group prefers bubble tea with great taste, good texture of bubbles, and the quality of the raw materials is also important to them. They are looking to try new products launching in the market, as well as trendy products. They know that the amount of sugar in a regular sweetness cup of bubble tea exceeds the amount of daily sugar intake, so they prefer a sweetness level between 25% and 75%.

##### **5.1.2 Price**

Their average spending on bubble tea per cup is about 45 to 75 baht, and the maximum price that they willing to pay is less than 120 baht.

##### **5.1.3 Place**

For this group, delivery service matters more than shop locations because they are willing to place an order via a delivery application if there is no bubble tea shop or brand that they want to drink near their area.



#### **5.1.4 Promotion**

The best time to promote products or promotions for this group is between 11.00 and 13.00 because they drink bubble tea in the afternoon via Facebook, Instagram, and Twitter. They also use Line application as their communication channel, so this would present an opportunity for brands to do customer loyalty programs via this application.

### **5.2 Medium Bubble Tea Consumption Consumers (41%, n = 82)**

This group consumes bubble tea a couple of times cups per month. They drink bubble tea to reduce their stress and like to chew the bubbles. They are concerned about the amount of sugar the most compared to the other groups. The social media rate of this group is the highest, and they are most easily influenced by friends, family, and reviews on social media

#### **5.2.1 Product**

The taste and the texture of the bubble tea is the most important factor when they decide to buy bubble tea, followed by the taste of the tea and the raw material quality. Since they are concerned about the amount of sugar in their bubble tea, they prefer its sweetness to be between 25% to 50%.

#### **5.2.2 Price**

Since price is one important factor for them when purchasing bubble tea, the maximum price that they are willing to pay is less than one hundred baht per cup. However, their average spending on bubble tea per cup is about 45 to 65 baht.

#### **5.2.3 Place**

Shop location is also an important factor for this group too. They prefer bubble tea shops near their place of living or work, or they prefer to have shops or kiosks at the places they go. Delivery service has no effect on this group at all.

#### **5.2.4 Promotion**

In much the same vein as the heavy consumption consumer group, this group mostly drinks bubble tea in the afternoon after their lunch; thus, the best time to promote your brand is before noon. The best social media to communicate promotions to this group is Facebook and via Line application.

### **5.3 Light Bubble Tea Consumption Consumers (33%, n = 65)**

This group has self-confidence, and they are impulsive buyers. Normally, they drink only one cup or less than one cup per month. More than 50% of this group did not know the amount of daily sugar intake recommended by the WHO, but they are still concerned about the amount of sugar in bubble tea.

#### **5.3.1 Product**

This group prefers bubble milk tea more than clear bubble tea, and the most important factors when they decide to buy bubble tea are the taste of tea followed by the texture of the bubbles because they like to chew the bubbles as well.

#### **5.3.2 Price**

Price is also an important factor for this group when they decide to buy tea, but since they drink only one cup of bubble tea per month, their average spending per cup of bubble tea is higher than the other groups, at 66 to 75 baht per cup. However, they are still price-sensitive, so the maximum price they will spend on bubble tea is less than 100 baht.

#### **5.3.3 Place**

Shop location and delivery service are not important factors for them. They can go to any place if that shop is recommended by their friends, family, or a review on social media.

#### **5.3.4 Promotion**

Since this group are impulsive buyers and are easily influenced by people around them and reviews on the Internet, word of mouth advertising or reviews via social media and Line application will work well with this group.

#### **5.4 Limitations of the Study**

This study mainly focused on female consumers aged between 21 to 40, living in Bangkok, with a limited sample size, which affected the reliability of the findings. Moreover, the study recruited respondents through convenience sampling method, which focused on general similar characteristics and may not have represented the population of bubble tea consumers in Bangkok.



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The seal of Thammasat University is a circular emblem. It features a central five-tiered umbrella (parasol) with a flame-like finial. The umbrella is flanked by two crossed swords. The entire emblem is encircled by a ring containing the university's name in Thai script at the top and "THAMMASAT UNIVERSITY" in English at the bottom, separated by small floral motifs.

## **APPENDICES**

## APPENDIX A

### SURVEY QUESTIONNAIRE

Question Number	Question / Categories (EN)	Type
<b>SCREENER</b>		
<b>Q1</b>	Do you allow us to use your response at an aggregate level?	SA
1	Yes	
2	No	
<b>Q2</b>	Are you or anyone of your family or relatives working in the following companies or industries?	MA
1	Market research company	
2	Manufacturer/Wholesaler/Retailer of personal care products/home care products	
3	Advertisement/Public relations/Marketing company	
4	The press, radio station, TV or any news media/Media agency	
5	Banking/Insurance or other financial industries	
6	Electronics production company	
7	None of the above	
<b>Q3</b>	Please indicate your gender.	SA
1	Male	
2	Female	
<b>Q4</b>	How old are you?	SA
1	20 or below	
2	21 - 30	
3	31 - 40	
4	41 - 50	
5	51 - 60	
6	61 or above	
<b>Q5</b>	Which range best describes your monthly household income? Please sum all your household income up. This only refers to those you now live with. This information is solely for research purposes, which will be kept confidential.	SA
1	18,000 THB or below	
2	18,001 - 24,000	
3	24,001 - 35,000	
4	35,001 - 50,000	



<b>Q5</b>	Which range best describes your monthly household income? Please sum all your household income up. This only refers to those you now live with. This information is solely for research purposes, which will be kept confidential.	SA
5	50,001 - 85,000	
6	85,001 - 160,000	
7	160,001 or above	
<b>Q6</b>	In the past month, have you ever purchased bubble tea?	SA
1	Yes	
2	No	
<b>MAIN QUESTIONNAIRE</b>		
<b>Q7</b>	<u>In the past month</u> , how often did you purchase bubble tea? Please select the choice that best describes your answer.	SA
1	More than 10 times a month	
2	6-10 times a month	
3	4-5 times a month	
4	2-3 times a month	
5	Once a month	
6	Less than once a month	
<b>Q8</b>	When you purchase bubble tea, do you prefer bubble milk tea or bubble tea without milk?	SA
1	Bubble milk tea	
2	Bubble tea without milk	
<b>Q9</b>	How much is your average spending on a cup of bubble tea?	SA
1	Less than 35 THB	
2	35 - 44 THB	
3	45 - 55 THB	
4	56 - 65 THB	
5	66 - 75 THB	
6	76 - 85 THB	
7	86 - 95 THB	
8	More than 95 THB	
<b>Q10</b>	How much is the most expensive bubble tea you would be willing to pay for?	SA
1	Less than 100 THB	
2	101 - 120 THB	
3	121 - 140 THB	
4	141 - 160 THB	
5	161 - 180 THB	
6	181 - 200 THB	

<b>Q10</b>	How much is the most expensive bubble tea you would be willing to pay for?	SA
7	More than 200 THB	
<b>Q11</b>	What time do you normally purchase bubble tea?	SA
1	10.00 - 12.59	
2	13.00 - 15.59	
3	16.00 - 18.59	
4	19.00 - 21.59	
<b>Q12</b>	What are your top five favorite bubble tea brands?	MA
1	KOI The'	
2	TEA 65	
3	Brown Café & Eatery	
4	Fire Tiger by Seoulcial Club	
5	ATM	
6	BRIX Dessert Bar	
7	Mr. Shake	
8	The ALLEY	
9	GAGA Attitude In A Cup	
10	Monkey Shake	
11	KAMU	
12	Tea Story	
13	DAKASI tea	
14	Fuku Matcha	
15	Ochaya	
16	Char Bar	
17	Coco Fresh Tea & Juice	
18	Bear House	
19	Pear Bubble Tea	
<b>Q13</b>	How do the factors below affect your decision when purchasing bubble tea? 5 = The most important 1 = The less important	SA
1	Quality of Raw Material	
2	Taste of tea	
3	Taste and texture of bubbles	
4	Price	
5	Variety of menu	
6	Promotion	
7	Location of shop	
8	Delivery Service	
9	Trends on social media	
10	Recommendation by friends, family, or influencers	
5	The most important	

	4	Important	
	3	Cannot say	
	2	Less Important	
	1	Not important	
<b>Q14</b>	Which are the top five factors that most affected your decision when purchasing bubble tea?		<b>MA</b>
	1	Quality of Raw Material	
	2	Taste of tea	
	3	Taste and texture of bubbles	
	4	Price	
	5	Variety of menu	
	6	Promotion	
	7	Location of shop	
	8	Delivery Service	
	9	Trends on social media	
	10	Recommendation by friends, family, or influencers	
	To what extent do you agree with the following statements about purchasing bubble tea? 1 = Strongly disagree 5 = Strongly agree		<b>SA</b>
<b>Q15</b>	I love to drink bubble tea because I like to chew the bubbles.		
<b>Q16</b>	I love to drink bubble tea as my dessert after my meal.		
<b>Q17</b>	I love to drink bubble tea because it helps boost my energy.		
<b>Q18</b>	I love to drink bubble tea because it makes me happy.		
<b>Q19</b>	I purchase bubble tea because I saw my friend drinking it.		
	1	Strongly disagree	
	2	Disagree	
	3	Cannot say	
	4	Agree	
	5	Strongly disagree	
<b>Q20</b>	What is your favorite sweetness level of bubble tea?		<b>MA</b>
	1	100%	
	2	75%	
	3	50%	
	4	25%	
	5	0%	
<b>Q21</b>	Do you know the daily recommended amount of sugar intake by the World Health Organization?		<b>SA</b>
	1	Yes	
	2	No	

<b>Q22</b>	Do you know the amount of sugar in a cup of regular sweetness bubble tea exceeds the daily recommended amount of sugar intake by the World Health Organization?	SA
1	Yes	
2	No	
<b>Q23</b>	Are you concerned about the amount of sugar when you purchase bubble tea?	SA
1	Yes	
2	No	
<b>Q24</b>	Please indicate your highest education level.	SA
1	Primary school or below	
2	Secondary school	
3	High school	
4	Vocational school	
5	University degree	
6	Master degree or above	
<b>Q25</b>	Please indicate your current occupation.	SA
1	Private Company Employee	
2	Government Employee	
3	Specialized professions (doctor, nurse, lawyer, etc.)	
4	Business Owner	
5	Freelance / Self-employed	
6	Students	
<b>Q25</b>	Please indicate your current occupation.	SA
7	Homemaker / Housewife	
8	Unemployed	
9	Other_____	
<b>Q26</b>	What is your marital status?	SA
1	Single	
2	Married without kids	
3	Married with kid(s)	
4	Divorced/Separated/Widowed	
5	Other_____	
<b>Q27</b>	How often have you used these social media applications in the past months?	MA
1	Facebook	
2	Instagram	
3	Twitter	
4	YouTube	
5	LINE	
1	Never	
2	Less than once a week	
3	1-2 days a week	

	4	3-4 days a week	
	5	5-6 days a week	
	6	Several times a day	
	7	Several times an hour	
		To what extent do you agree with each of the following statements?	SA
Q28		I have a sweet tooth.	
Q29		I always have dessert after my main meal.	
Q30		I always buy things on impulse.	
Q31		I always stick with the same brand of beverage.	
Q32		I always seek new products and ideas.	
Q33		I always try new menus.	
Q34		When I purchase beverage, I always look at the product design and packaging as an important factor to consider.	
Q35		I compare every product detail each time I shop (i.e. price, size, packaging).	
Q36		I trust in myself and my decisions rather than those of others.	
Q37		I always ask my friend when making a purchase decision.	
Q38		I always get influenced by friends when making a purchase decision.	
Q39		I always get influenced by a family member when making a purchase decision	
Q40		I always get influenced by social media when making a purchase decision.	
	1	Strongly disagree	
	2	Disagree	
	3	Cannot say	
	4	Agree	
	5	Strongly agree	

**APPENDIX B-A**  
**TOTAL BEHAVIORAL VARIABLE EXPLAINED BY FACTORS**

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.142	24.169	24.169	3.142	24.169	24.169	2.364	18.183	18.183
2	1.661	12.78	36.949	1.661	12.78	36.949	1.884	14.49	32.673
3	1.352	10.401	47.349	1.352	10.401	47.349	1.873	14.406	47.078
4	1.253	9.635	56.985	1.253	9.635	56.985	1.288	9.907	56.985
5	0.99	7.615	64.6						
6	0.873	6.714	71.314						
7	0.844	6.489	77.803						
8	0.675	5.194	82.997						
9	0.617	4.743	87.74						
10	0.516	3.973	91.713						
11	0.398	3.065	94.778						
12	0.369	2.837	97.615						
13	0.31	2.385	100						

## APPENDIX B-B

### BEHAVIORAL FACTOR COMPONENT MATRIX

**Rotated Component Matrix<sup>a</sup>**

	Component = Group			
	1	2	3	4
I always get influenced by friends when making a purchase decision.	0.79			
I always ask my friend when making a purchase decision.	0.785			
I always get influenced by a family member when making a purchase decision.	0.613			
I always get influenced by social media when making a purchase decision.	0.511	0.386		
When I purchase a beverage, I always look at the product design and packaging as an important factor to consider.	0.332			
I always have a dessert after my main meal.		0.812		
I have a sweet tooth.		0.745		
I always buy things on impulse.		0.441		
I always try new menus.			0.884	
I always seek for new products and ideas.			0.816	
I trust in myself and my decisions rather than those of others.	-0.35			0.737
I always stick with a brand for my beverage.			-0.551	0.588
I compare every product detail each time I shop (i.e. price, size, packaging).	0.369			0.536

**APPENDIX C**  
**ANOVA ANALYSIS OF LEVEL OF BUBBLE TEA CONSUMPTION AND**  
**BEHAVIORAL FACTORS**

		Sum of Squares	df	Mean Square	F	Sig.
Impulsive Buyers	Between Groups	3.776	2	1.888	1.905	0.152
	Within Groups	194.224	196	0.991		
	Total	198	198			
Sweettooth Lovers	Between Groups	6.441	2	3.22	3.295	0.039
	Within Groups	191.559	196	0.977		
	Total	198	198			
Trend Followers	Between Groups	0.463	2	0.232	0.23	0.795
	Within Groups	197.537	196	1.008		
	Total	198	198			
Self-Confidence Individuals	Between Groups	0.227	2	0.113	0.112	0.894
	Within Groups	197.773	196	1.009		
	Total	198	198			



**APPENDIX D**

**ANOVA ANALYSIS OF LEVEL OF BUBBLE TEA CONSUMPTION BY  
FREQUENCY AND SOCIAL MEDIA USAGE**

		Sum of Squares	df	Mean Square	F	Sig.
Facebook * Level of bubble tea consumption by frequency	Between Groups	13.232	2	6.616	3.31	0.039
	Within Groups	393.723	197	1.999		
	Total	406.955	199			
Instagram * Level of bubble tea consumption by frequency	Between Groups	3.616	2	1.808	0.754	0.472
	Within Groups	472.579	197	2.399		
	Total	476.195	199			
Twitter * Level of bubble tea consumption by frequency	Between Groups	37.721	2	18.861	3.158	0.045
	Within Groups	1176.43	197	5.972		
	Total	1214.16	199			
YouTube * Level of bubble tea consumption by frequency	Between Groups	1.156	2	0.578	0.418	0.659
	Within Groups	272.424	197	1.383		
	Total	273.58	199			
LINE * Level of bubble tea consumption by frequency	Between Groups	0.152	2	0.076	0.194	0.824
	Within Groups	77.428	197	0.393		
	Total	77.58	199			

## APPENDIX E

### ASSOCIATION BETWEEN BUBBLE TEA CONSUMPTION AND TYPE OF BUBBLE TEA, AVERAGE SPENDING ON BUBBLE TEA, THE MOST EXPENSIVE PRICE OF BUBBLE TEA THAT RESPONDENTS ARE WILLING TO PAY FOR, AND PURCHASING TIME

	Characteristic	Heavy Consumption		Medium Consumption		Light Consumption	
		Count	Column Total N %	Count	Column Total N %	Count	Column Total N %
When you purchase bubble tea, do you prefer bubble milk tea or bubble tea without milk?	Bubble Milk Tea	52	80.00%	72	87.80%	40	75.50%
	Clear bubble Tea	13	20.00%	10	12.20%	13	24.50%
What is the normal time you purchase bubble tea?	10.00 - 12.59	11	16.90%	5	6.10%	6	11.30%
	13.00 - 15.59	37	56.90%	57	69.50%	38	71.70%
	16.00 - 18.59	11	16.90%	17	20.70%	8	15.10%
	19.00 - 21.59	6	9.20%	3	3.70%	1	1.90%
How much is your average spending when purchasing a cup of bubble tea?	Less than 35 THB	1	1.50%	3	3.70%	1	1.90%
	35 - 44 THB	5	7.70%	6	7.30%	3	5.70%
	45 - 55 THB	13	20.00%	16	19.50%	10	18.90%
	56 - 65 THB	11	16.90%	17	20.70%	7	13.20%
	66 - 75 THB	11	16.90%	10	12.20%	14	26.40%
	76 - 85 THB	9	13.80%	10	12.20%	6	11.30%
	86 - 95 THB	4	6.20%	5	6.10%	8	15.10%
	More than 95 THB	11	16.90%	15	18.30%	4	7.50%
How much is the most expensive bubble tea you are willing to pay for?	Less than 100 THB	15	23.10%	24	29.30%	13	24.50%
	101 - 120 THB	20	30.80%	17	20.70%	12	22.60%
	121 - 140 THB	10	15.40%	12	14.60%	9	17.00%
	141 - 160 THB	11	16.90%	15	18.30%	9	17.00%
	161 - 180 THB	4	6.20%	6	7.30%	4	7.50%
	181 - 200 THB	5	7.70%	5	6.10%	5	9.40%
	More than 200 THB	0	0.00%	3	3.70%	1	1.90%

		Level of user by frequency
When you purchase bubble tea, do you prefer bubble milk tea or bubble tea without milk?	Chi-square df Sig.	3.579 2 0.167
What time do you normally purchase bubble tea?	Chi-square df Sig.	9.375 6 .154 <sup>a</sup>
How much is the most expensive bubble tea you are willing to pay for?	Chi-square df Sig.	5.367 12 .945 <sup>a</sup>
How much is your average spending on purchasing a cup of bubble tea?	Chi-square df Sig.	12.334 14 .580 <sup>a</sup>

# APPENDIX F-A

## ANOVA ANALYSIS OF LEVEL OF BUBBLE TEA CONSUMPTION BY FREQUENCY AND DIFFERENTIATION IN PURCHASING FACTOR

		Sum of Squares	df	Mean Square	F	Sig.
Quality of Raw Material * Level of user by frequency	Between Groups	0.194	2	0.097	0.193	0.825
	Within Groups	98.741	196	0.504		
	Total	98.935	198			
Taste of tea * Level of user by frequency	Between Groups	1.463	2	0.732	2.653	0.073
	Within Groups	54.332	197	0.276		
	Total	55.795	199			
Taste and texture of bubble * Level of user by frequency	Between Groups	0.24	2	0.12	0.285	0.752
	Within Groups	82.915	197	0.421		
	Total	83.155	199			
Price * Level of user by frequency	Between Groups	4.684	2	2.342	3.946	0.021
	Within Groups	116.331	196	0.594		
	Total	121.015	198			
Variety of menu * Level of user by frequency	Between Groups	2.731	2	1.366	1.505	0.225
	Within Groups	178.824	197	0.908		
	Total	181.555	199			
Promotion * Level of user by frequency	Between Groups	7.425	2	3.712	3.523	0.031
	Within Groups	207.57	197	1.054		
	Total	214.995	199			
Location of shop * Level of user by frequency	Between Groups	2.87	2	1.435	2.437	0.09
	Within Groups	115.402	196	0.589		
	Total	118.271	198			
Delivery Service * Level of user by frequency	Between Groups	9.865	2	4.932	3.606	0.029
	Within Groups	269.49	197	1.368		
	Total	279.355	199			
Trend on social media * Level of user by frequency	Between Groups	0.718	2	0.359	0.322	0.725
	Within Groups	219.902	197	1.116		
	Total	220.62	199			
Recommended by friend, family, influencer * Level of user by frequency	Between Groups	4.359	2	2.18	2.338	0.099
	Within Groups	183.641	197	0.932		
	Total	188	199			

## APPENDIX F-B

### MEAN OF DIFFERENTIATION IN PURCHASING FACTOR

	Heavy Bubble Tea Consumption			Medium Bubble Tea Consumption			Light Bubble Tea Consumption			Total		
	Mean	N	Std. Deviation	Mean	N	Std. Deviation	Mean	N	Std. Deviation	Mean	N	Std. Deviation
Quality of Raw material	4.283	53	0.66151	4.2099	82	0.64645	4.2615	65	0.81542	4.2426	200	0.70687
Taste of tea	4.7547	53	0.43437	4.5488	82	0.56987	4.6769	65	0.53349	4.645	200	0.52951
Taste and texture of bubble	4.3962	53	0.66041	4.4756	82	0.61314	4.4154	65	0.68219	4.435	200	0.64642
Price	3.7547	53	0.80636	3.8765	82	0.82739	4.1385	65	0.65852	3.929	200	0.78178
Variety of menu	3.0566	53	0.96904	3.3049	82	0.96467	3.0769	65	0.92378	3.165	200	0.95516
Promotion	3.5283	53	0.99235	3.6951	82	1.09645	4.0154	65	0.96002	3.755	200	1.03941
Location of shop	3.6226	53	0.79	3.9136	82	0.67449	3.7385	65	0.85288	3.779	200	0.77287
Delivery Service	3.4528	53	1.04819	2.9024	82	1.13974	3.1692	65	1.29385	3.135	200	1.18482
Word of mouth and on social media	2.9245	53	1.08927	2.9024	82	1.10677	2.7846	65	0.96002	2.87	200	1.05292
Recommended by friend, family, or influencer	3	53	1.03775	3.1829	82	1.03194	3.3846	65	0.80414	3.200	200	0.97197

## APPENDIX G

### SCORING OF 19 BUBBLE TEA BRANDS IN BANGKOK AREA

	KAMU	KOI Thé	Fuku Matcha	Fire Tiger by Seoulcial Club	Mr. Shake	DAKASI tea	Ochaya	The ALLEY	Coc Fres Tea & Juic
Valid	148	145	78	73	79	68	73	67	
Missing	52	55	122	127	121	132	127	133	
an	3.4595	3.4552	2.9744	3.0411	2.7215	3.0294	2.7534	2.7313	2.8
. Deviation	1.31645	1.32277	1.35775	1.53151	1.36754	1.4139	1.41206	1.42044	1.412
m score	512	501	232	222	215	206	201	183	

	Brown Café & Eatery	GAGA Attitude In A Cup	ATM	Cha Bar	Bear House	Pear Bubble Tea	BRIX Dessert Bar	Monkey Shake	Tea Story	TEA
Valid	39	33	27	24	17	13	11	10	9	
Missing	161	167	173	176	183	187	189	190	191	
an	2.8718	3.3333	2.6296	2.9583	2.6471	2.7692	2.0909	2.1	2	2.33
. Deviation	1.39886	1.49304	1.21365	1.57367	1.65609	1.30089	1.04447	1.37032	0	1.502
m score	112	110	71	71	45	36	23	21	18	

**APPENDIX H**

**ANOVA ANALYSIS OF LEVEL OF BUBBLE TEA CONSUMPTION BY**

**FREQUENCY AND AWARENESS OF SUGAR CONSUMPTION**

		Sum of Squares	df	Mean Square	F	Sig.
Do you know the daily recommended amount of sugar intake by the World Health Organization? * Level of user by frequency	Between Groups	2.233	2	1.117	4.607	0.011
	Within Groups	47.747	197	0.242		
	Total	49.98	199			
Do you know the amount of sugar in a cup of regular sweetness bubble tea exceeds the daily recommended amount of sugar intake by the World Health Organization? * Level of user by frequency	Between Groups	1.998	2	0.999	5.078	0.007
	Within Groups	38.757	197	0.197		
	Total	40.755	199			
Are you concerned about the amount of sugar when you purchase bubble tea? * Level of user by frequency	Between Groups	0.147	2	0.073	0.311	0.733
	Within Groups	46.473	197	0.236		
	Total	46.62	199			

## BIOGRAPHY

Name	Miss Benyathip Bussara
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