

Factors Affecting Consumers' Behavior at Cafe Amazon

Awirut Soontaranantaki*

**International Business, International College / Suan Sunandha Rajabhat University,
Bangkok, Thailand*

E-Mail: s.awirut17@gmail.com

Abstract

Cafe Amazon was first introduced in 2002 from the vision of PTT Public Company Limited executives who saw an opportunity to increase the market potential of PTT gas stations. Café Amazon has put the concept into a business in PTT gas station that generates revenue for the station and more responsive to the lifestyles of consumers and traveler. Branding "Cafe Amazon" starts from the idea that Brazil, which is the original coffee and land, has the Amazon forest, the ultimate in the natural rainforest of the world. rich in the charm of nature both plants, trees, water, various kinds of wildlife and also a source of pure air This concept is therefore used to create a coffee shop with a cool atmosphere with shade trees and surrounding water. Throughout the past, Café Amazon has been developed as a meeting point for travelers. Cafe Amazon decorates in green tones presenting a natural image by using gardens and fountains to create a cool and comfortable atmosphere, relaxing feeling this is unique to Cafe Amazon as an oasis for travelers and with a unique, intense coffee drink flavor Therefore Cafe Amazon became the slogan "Taste of Nature". This study aims to explore factors affecting the decision to buy Cafe Amazon Coffee. The question dealing with the reason of consumers in terms of taste of the coffee, service, branding, price and quality of coffee bean. The questionnaires will be distributed to 40 consumers using random sampling method.

Keywords: Cafe Amazon, Coffee, Marketing mix

Introduction

If talking about coffee shops in Thailand today, Amazon coffee shop is popular coffee shop. Believe that many people will think of a coffee shop with a logo as a parrot on the background of green leaves first because it is the business of Thai people, famous both at home and abroad, starting from Café Amazon was founded in 2002 from the vision of executives of PTT (Public) Company Limited who are aware of opportunities to enhance marketing competency of PTT gas station. As a result, the concept was set to be the business in PTT gas station which generates income to PTT gas station and meet the lifestyle of consumers and travelers (PPT Oil and Retail

Business, 2017).

Recently, coffee shops in Thailand have come up very quickly, giving people a lot of choices, but each person's purchase depends on many factors as well, such as price, location, branding, quality, taste, service. Or choosing to use the promotion of that brand as well. But the Amazon coffee has grown to this day because there are really good places to support the PTT petrol station. Where there is PTT, there must be an Amazon there. Each branch location. Most of the Amazon branches are in the petrol station, which during the rush time, people will neglect the morning rice and in compensation for breakfast is the coffee drinking and the purchase of coffee during the rush time would not be beyond To pump oil to Oil or personal errands and pick up coffee at the gas station PTT has many branches across the country, making coffee Amazon advantage of this great deal. Therefore, this research tends to analyze factors associated with consumers decision making, such as taste of the coffee as well as other marketing factors that may affect with consumers' decision to buy Cafe Amazon coffee.

Literature Review

Everyone recognizes a roasted coffee bean, but you might not recognize an actual coffee plant. Coffee trees are pruned short to conserve their energy and aid in harvesting, but can grow to more than 30 feet (9 meters) high. Each tree is covered with green, waxy leaves growing opposite each other in pairs. Coffee cherries grow along the branches. Because it grows in a continuous cycle, it's not unusual to see flowers, green fruit and ripe fruit simultaneously on a single tree.

To analyze factors associated with choices of consumers deciding on coffee consumption, marketing mix is the most appropriated method to do it. Price refers to the value that is put for a product. It depends on costs of production, segment targeted, ability of the market to pay, supply - demand and a host of other direct and indirect factors. There can be several types of pricing strategies, each tied in with an overall business plan. Pricing can also be used a demarcation, to differentiate and enhance the image of a product. Product refers to the item actually being sold. The product must deliver a minimum level of performance; otherwise even the best work on the other elements of the marketing mix won't do any good. Place refers to the point of sale. In every industry, catching the eye of the consumer and making it easy for her to buy it is the main aim of a good distribution or 'place' strategy. Retailers pay a premium for the right location. In fact, the mantra of a successful retail business is location. Finally, location refers to all the activities undertaken to make the product or service known to the user and trade. This can include advertising, word of mouth, press reports,

incentives, commissions and awards to the trade. It can also include consumer schemes, direct marketing, contests and prizes (Kotler and Armstrong, 2013).

Methodology

This research aims to study factors that affect the decision making of consumers choosing to buy product from Cafe Amazon. Researcher uses quantitative research methods with simple random sampling from 40 Cafe Amazon customers. Questionnaires have been introduced to customers who buy Cafe Amazon products. The questions consist of marketing mix factors as well as the purpose of the customers using Cafe Amazon product and service. Statistics used in this research includes mean, standard deviation, and linear regression.

Results

The purpose of this research was to study the factors of buying Amazon coffee by using a survey method from the distribution of 40 questionnaires. Table 1 indicates demographic results of 40 respondents.

Table 1

Demographic data of respondents

Profile factors	Particulars	%
Sex	female	66.7
Old	25-35 Year.	49.5
Income	20,000 – 30,000 Baht	60.7
How often do you use	2-3 time/month	58.4
Main menu	Coffee	54.4

According to the survey, 66.7% of the users are mostly female and 25-35 years old, 49.5% are older. Next, users earn 20,000-30,000 baht. 60.7% and most services 2-3 times / month and the main purpose of buyers drink coffee, around 54.4%.

Table 2 below shows marketing mix factors that affecting the decision of consumers to buy coffee from Cafe Amazon.

Table 2

Factors affecting consumers' decision

Objective	R ²
Shop atmosphere	0.875
Quality	0.812
The taste	0.643
Production factor	0.655
Price factor	0.566
Location factor	0.755

Objective	R²
Promotion factors	0.416

From the table the main factor of choosing to purchase the Amazon is the quality and atmosphere of the shop. From the survey, the distribution of the store's atmosphere is very satisfying as well as the quality and location of the shop. Most of the Amazon is located in the PTT gas station which has many convenient features to choose from. The less satisfied part for the Amazon Cafe is the promotion, but it is not possible. There are too many people who are satisfied with the promotion as well.

Conclusion

This research studied the factors affecting consumers' decision making using simple random sampling method to distribute a questionnaire of 40 sets and using marketing questions or Marketing Mix include price, product, place and promotion. Statistic program that has been used to analyze is "Fathom" program. Based on data analysis from the questionnaire, it was found that marketing mix has contributed to making people choose to buy product from Cafe Amazon, both at a reasonable price with quality, quality products, convenient locations, good atmosphere as well as promotions every month.

References

- Kotler, P. and Armstrong, G. 2013. *Principles of Marketing (15th ed.)*. New Jersey: Prentice Hall.
- PTT Oil and Retail Business PCL. 2017. Amazon Inspiring Campus (AICA). Retrieved from <http://www.cafe-amazon.com/aica.aspx?Lang=EN>.