

ปัจจัยที่มีผลต่อการตัดสินใจเลือกซื้อผลิตภัณฑ์ชานมไข่มุก ในเขตกรุงเทพมหานคร

FACTORS AFFECTING BUYING DECISION OF PEARL MILK TEA IN BANGKOK

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Abstract

The purposes of this research were 1) to study consumer behavior in making buying decision of pearl milk tea, 2) to study effects of marketing mix (4Ps) on consumer buying decision of pearl milk tea, and 3) to find overall trend of pearl milk tea business.

This was quantitative research on the population of pearl milk tea drinkers in department stores located in Bangkok with 400 respondents sampled. Statistical analysis tools in use included mean, standard deviation, percentage and descriptive statistical analysis with data analysis software used in analysis of all data collected.

The results revealed that most respondents are female with age ranges of 20-30 years old, working as employees in private sector, and having individual income per month of THB

10,000-20,000. Considering marketing mix, products were Jasmine Tea with pearl topping and low sugar added, pricings were around 25 – 40 Baht, places or distribution channel were from shops by the roads or in the markets, and promotion that could interest them was the loyalty program with card collection. Respondents thought that their buying decisions were influenced by the image-enhancing decorations of those shops. The reason for their purchases was that they believe it could help them get awoken so they purchased around 4-6 cups per week in the evening. They spent around an hour at the tea shop and their friends were the most important factors affecting their buying decision.

Keywords: Marketing mix, Consumer buying decision

Statement of the Problems

According to the legend of Chinese tea, it has been very long in history since 2737 BC and tea became the national drink in China. There were so many type of Chinese tea such as green tea, black tea, oolong tea, white tea and post-fermented tea (Wu, 2014, Online). However, the history of Taiwan domestic tea found in 1717 (Taiwan Tea Corporation, n.d., Online).

Peal milk tea or Bubble tea in Taiwan has found in 1980s and later, this pearl milk tea became very popular and well known drink in Taiwan (Martin, 2007). According to K-Research by Kasikorn bank, 2012 reported that the pearl milk tea introduced about 12 years ago and seemed that pearl milk tea was fail during that time. Nevertheless, pearl milk tea has become very well know and favorite drink in year 2012 according to K-Research by Kasikorn bank, (2012).

From the study of Thai Health Promotion Foundation (2014). Thai people were getting more conscious about their healthy life, food and beverage. Therefore, tea business became very popular in Thailand; on the other hand, tea could penetrate the market by adapting so many kinds of products. However, the popular one is green tea bottle or can products that can serve as a healthy beverage. Beside milk tea, Thai's people started to drink green tea (Yamamoto T., 1997) Moreover, green tea products have become high

demand as good as pearl milk tea, because the seller used to green tea to make the pearl milk green tea as well. Therefore, the market trend has grown very fast and the target group of consumer would be high school student, university, working group and people who like to drink cool tea. (Euro monitor International, 2009)

As mentioned earlier about pearl milk tea trend, it has been in trend again about this particular pearl milk tea in year 2012. Perhaps, the importer of pearl milk tea from Taiwan has learned their lesson from the past 10-12 years. They also studied more consumers' behavior and factor that affecting tea lover by doing in the research about spending, lifestyle of Thai's people. So that they would have an idea about their target group to increase more revenue in their business. For this beverage market has quite large scale and has worth at least 1.3 billion baht and growth rate 3 percent comparing with the previous year. Tea is a healthy beverage and consumer always knows the benefit to drinking tea. In the year 2012, tea market and ready to drink market has worth more than one billion baht and growth rate 20 percent comparing with previous year (K-Research by Kasikorn Bank, 2012). Currently, the pearl milk tea market becomes very popular in Thai's society, especially in the social network pages such as facebook or blog. All of these social media were commenting about milk tea. Therefore, it turns out

to be a drinking trend of teenager and working group. As of today, there were some blogger who reviewed on Facebook. On top of that, some lover of pearl milk tea has created Facebook to associate and exchange their experience of milk tea taste or preferred brands which included the suggestion and share the pictures of each brand through Facebook Fan Page.

From the other report from ASTV, (2012) said that the consumer expected pearl milk tea to be a drink of choice rather than coffee. Packaging would be the other factor that attracted consumer to drink the pearl milk tea becomes the packaging has used a plastic lid closed, clean and easy to carry everywhere. The pearl milk teas have expanded into the variety of places such as department stores, office building, train stations, university and business area. This makes the pearl milk tea unique and becomes everyday drink same with coffee (ASTV, 29 July 2012).

Research Objective

The objective of this study is to study the factors affecting decision making on purchasing pearl milk tea in Bangkok. Below is the objectives question of this research as follows:

1. Have the demographic factors any influence the purchasing decision toward pearl milk tea?

2. Have the marketing mix factors influenced the purchasing decision toward buying milk tea?

3. Has consumer's behavior influenced with the purchasing decision toward pearl milk tea?

Hypothesis

H1: Demographic factor which are age, gender, income, occupation has influence with the purchasing decision toward pearl milk tea

H2: Marketing mix factors which are product, price, place, promotion has influence with the purchasing decision toward pearl milk tea

H3: Consumer behavior has influence with the purchasing decision toward pearl milk tea

Research Methodology

1. Populations and Sample

For the purpose of this research, the researcher need to study the relationship between each of factors that can affect decision making on purchasing pearl milk in Bangkok. According from Polit & Hungler (1999, p. 37) refer "The population as an aggregate or totality of all the objects, subjects or members that conform to a set of specifications" The research will use the number of sample that has been drink pearl milk tea from 5 department store in Thailand which are Siam paragon, Central World, Emporium, Siam

Center, and Pantip Plaza (Toptenthailand, 2012). For the certain amount of sample that has been drink pearl milk tea are not certain, so researcher will used the formula of Taro Yamanei (as cited in Kallaya Vanichbuncha, 2548, p. 28) to calculated amount of population for the confidence level at 95% (e = 0.05) which formula:

$$n = \frac{Z^2pq}{E^2}$$

n = Sample size

Z = The standard normal distribution table (Z score), depend on the level of confidence

P = Proportional to the probability of the population

q = 1 – p

E = Level of error

For the research, used the confidence level at 95% so, Z = 1.96

p = 0.5

E = Accuracy determined to be diverted 5% so,

E = 0.05

$$= \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2}$$

$$= \frac{(3.8416)(0.25)}{0.0025}$$

= 384.16

The calculation result, the population n =385, this research will use a sample of 385 peoples and researcher adding more 15 peoples,

so total population size are equal 400 respondents who like to drink pearl milk tea. And the target groups of respondent's age range start from below 20 to above 40 as a sample size.

According from the observation, researcher distributed the questionnaire at Siam Paragon that is Osaka Milk Tea shop, Central World distributed the questionnaire at Kyoto Milk Tea, Emporium distributed the questionnaire at Coco, Siam Center distributed the questionnaire at Ochaya, and Pantip Plaza distributed the questionnaire at Kamu. Timing from 13 April 2015 to end of May 2015. Researcher will distributed the questionnaire at Siam Paragon about 130 sets, Central World about 80 sets, Emporium 70 sets, Siam Center 62 sets and Pantip Plaza about 58 sets so, total of respondent equal 400 peoples.

2. Research Methodology

For this research, researcher uses a quantitative method to present the data or number of 400 respondents and selected the no probability and convenience sampling to distributed and select the questionnaires

Researcher provides the questionnaires can divided into four parts as following:

Part 1 General Information of consumer (Demographic)

Part 2 Opinion of the marketing mix of customer

Part 3 Information about behavior of consumer purchasing decision toward pear milk tea

Part 4 Factors affecting consumer's purchasing decision of pearl milk tea

Questionnaire part 4 will be a questionnaire as a Likert's Scale that has 5 level called interval scale method which design to measure the influence variables.

3. Data Collection

For the data collection procedure, can divided into two parts that are primary data and secondary data. They are following:

1) Primary data

Bryman and Bell (2007) has been said "Primary data is information that the researcher gathers on his own, for instance by using interviews, questionnaires and tests" Primary data is information that collect specific for the purpose of this research and process by the decision maker. However, researcher will distribute the questionnaire about 400 sets to observe during 11 April 2015 to 22 May 2015 and questionnaires were used for analysis in each step.

2) Secondary data

"Secondary data refers to the data such as literature, documents and articles that is collected by other researchers and institutions" (Bryman & Bell, 2007). In this research, researcher took some libraries sources that related to the topic of pearl milk tea in order to apply the

information to the framework and apply the concept to this research.

4. Data Analysis

After collected all information, the researcher will analysis the quantitative data analysis by researcher uses the data from the 400 sets of questionnaires. Classified and analysis the information by using Data Analysis Program and making a conclusion are in the following:

1) Descriptive: Data used to were analyze and present the frequency, percentages, means, and standard deviations.

2) Independent T-Test is to analysis something about 2 groups whether the different in gender and social media network media have influenced consumers' purchasing decision toward online facial skin care products and whether we should accept or reject according to our hypothesis. The research hypothesis would be tested with 0.05 level of significance. If the significant level is less than 0.05, it means this hypothesis supposed to be reject, unless, the significant level is more than 0.05, it means this hypothesis could be accepted.

3) Anova Test is to analysis more than 2 groups, One Way Anova Test is to measure more than 2 groups such as product, price and promotion has influenced for purchasing decision of facial skin care products and we should accept or reject according to the hypothesis. The research hypothesis would be tested with 0.05

level of significance. If the significant level is less than 0.05, it means this hypothesis supposed to be reject, unless, the significant level is more than 0.05, it means this hypothesis could be accepted.

Conclusion of this research

1. Demographic factor which are gender, age, income, occupation that has influence with the purchasing decision

H1.1: gender has influence with the purchasing decision revealed that there were no significant difference in purchasing decision based on gender with statistical significance higher than 0.05. This means that gender has no influence with the purchasing decision.

H1.2: age has influence with the purchasing decision revealed that there were significant difference in purchasing decision as Product based on age with statistical significance less than 0.05. This means that age has influence with the purchasing decision on Product.

H1.3: occupation has influence with the purchasing decision revealed that there were significant difference in purchasing decision as Product and Price based on occupation with statistical significance less than 0.05. This means that occupation has influence with the Product and Price.

H1.4: income has influence with the purchasing decision revealed that there were no significant difference in purchasing decision

based on income with statistical significance higher than 0.05. This means that income has no influence with the purchasing decision.

2. Marketing Mix of Customer has influence with the purchasing decision

H2.1: The most types of milk tea to purchase has influence with the purchasing decision revealed that there were no significant difference in purchasing decision based on the most types of milk tea to purchase with statistical significance higher than 0.05. This means that the most types of milk tea to purchase has no influence with the purchasing decision.

H2.2: The topping always adding has influence with the purchasing decision revealed that there were significant difference in Price based on the topping always adding with statistical significance less than 0.05. This means that the topping always adding has influence with Price.

H2.3: The level of sugar has influence with the purchasing decision revealed that there were significant difference in Product based on the level of sugar with statistical significance less than 0.05. This means that the level of sugar has influence with Product.

H2.4: The cost to pay has influence with the purchasing decision revealed that there were significant difference in purchasing decision and Product, Price, Place, Promotion based on

the cost to pay with statistical significance less than 0.05. This means that the cost to pay has influence with Product, Price, Place, Promotion.

H2.5: Place usually buy has influence with the purchasing decision revealed that there were significant difference in purchasing decision in Product , Price, Place, Promotion based on place usually buy with statistical significance less than 0.05.This means that place usually buy has influence with Product, Price, Place, Promotion.

H2.6: The promotions has influence with the purchasing decision revealed that there were significant difference in Product and Price based on the promotions with statistical significance less than 0.05.This means that the promotions has influence with Product and Price.

H2.7: The factors that support to purchase has influence with the purchasing decision revealed that there were significant difference in purchasing decision about Product, Price, Place, Promotion based on the factors that support to purchase with statistical significance less than 0.05.This means that the factors that support to purchase has influence with Product, Price, Place, Promotion.

H2.8: The most media take intention to purchase has influence with the purchasing decision revealed that there were significant difference in Product, Price, Place, Promotion based on the most media take intention to purchase with statistical significance less than

0.05.This means that the most media take intention to purchase has influence with purchasing decision and Product, Price, Place, Promotion.

3. Consumer behaviour has influence the purchasing decision toward pearl milk tea

H3.1: The objective of buying has influence the purchasing decision toward pearl milk tea revealed that there were significant difference in Price (Sig. = .001) based on the objective of buying with statistical significance less than 0.05.This means that the objective of buying has influence with Price.

H3.2: The approximately to purchase has influence the purchasing decision toward pearl milk tea revealed that there were no significant difference in Price (Sig. = .001) based on the approximately to purchase with statistical significance higher than 0.05.This means that the approximately to purchase has no influence with purchasing decision.

H3.3: The period of time to purchase has influence the purchasing decision toward pearl milk tea revealed that there were significant difference in Promotion (Sig. = .004) based on the period of time to purchase with statistical significance less than 0.05.This means that the period of time to purchase has influence with Promotion.

H3.4: The duration of the service has influence the purchasing decision toward pearl milk tea revealed that there were significant difference in Product (Sig. = .000) Price (Sig. = .007) Place (Sig.= .001) Promotion (Sig.= .000) based on the duration of the service with statistical significance less than 0.05. This means that the duration of the service has influence with Product, Price, Place, Promotion.

H3.5: The most person influencing decision to purchase toward pearl milk tea revealed that there were no significant difference in Price (Sig. = .001) based on the most person influencing decision to purchase with statistical significance higher than 0.05. This means that the most person influencing decision to purchase has no influence with purchasing decision.

Discussion

H1: Demographic factor such as age and income has influence with the purchasing decision that "Agree" with Niorn Singhirunroung (2555) has studied "Consumer behavior and preference of consumer behavior toward coffee shop decoration at AmphoeMuang Nakhonratchasima" found that the difference demographic factors has influencing with difference satisfaction of consumers. And "Agree" with Nattant Viboolhukoon (2555) has studied about "Perception of integrated marketing communications of Starbuck coffee" found that most of demographic are influencing

the perception of the integrated marketing communication of Starbuck coffee. So demographic (gender, age, occupation, income) are influencing with the perception of the integrated.

H2: Opinion of Marketing Mix of Customer such as The topping always adding, The level of sugar, The cost to pay, The frequency to purchase, The promotions, The factors that support to purchase and The most media take intention to purchase that "Agree" with Manij (2005) has research about the "Purchasing behavior on Ready Coffee Can in Bangkok Metropolitan" found that The marketing mix theory found that Product is very important factors for a good taste and reasonable price. The distribution channel is though the convenient store, supermarkets in the small shop. And the promotion is through television advertising that is very important and strong association with buying behavior theory. And "Agree" with Natta Pralpsup (2010) has been studied "Behavior and factors influencing consumer's decision making on entering life insurance through commercial bank in Muang Nakornpathom province" found that The service market mix and attitude have influenced with the consumers' decision making on entering the life insurance through commercial banks in Muang, Nakornpathom Province.

H3: Consumer behaviour such as The objective of buying, The approximately to purchase, The period of time to purchase, The

duration of the service and The most person influencing decision to purchase has influence the purchasing decision toward pearl milk tea that “Agree” with Wuttipong Krobbuaban (2553) has been researching about “Mix factors of marketing that influencing the consumer behavior about herbal tea, Jiaogulan in Amphoe Mueang, Chaiyaphum district, Chaiyaphum” found that The consumers have a difference factors and difference opinion about marketing mixes are influencing with the consumer behavior to buy herbal tea, Jiaogulan. Significantly Statistical level of .05. And “Agree” with Fonthong Tinpongnga (2555) has studies about “Customer motivation toward Amazon café in the gas station in Bangkok” found that Factors of marketing mixes are not related with the motivation of consumer toward Amazon Café’ in the gas station in Bangkok, Significantly a Statistical level of 0.05. Also consistent with Varunee Panhun (2551) has been studies about “Consumer behavior toward coffee in department store at Pathumthani” found that The factors of marketing that affecting consuming of coffee are Price, image, service, place, product, and marketing.

Recommendations for Further Application

The overall purchasing decision toward pearl milk tea, the relevant should take new idea to upgrade the consumers’ satisfaction and their attitude about this product pearl milk tea. For

developing consumers’ overall perception of pearl milk tea the relevant would take to extend their flavor to identify innovative distribution channel. Create more campaign, more promotional activities to extend brand image. The consumers have perceived that the pearl milk tea relevant is not available so pearl milk tea should set-up vending machine and use other shopping store to make it available to the consumer. The consumer have perceived that the pearl milk tea do not have different flavor so pearl milk tea vendor must add a different type of flavor as consumer like. The consumers have also perceived that the coffee is status-full so pearl milk tea vendor should take initiative to increase its status. They can improve about new package, create new system; most importantly need intensive promotional activities indicating that tea is an important part of our history and tradition consumers have perceived that the pearl milk tea vendor has no any good tea shop or tea house like as coffee house, so pearl milk tea vendor should setup aristocratic, and traditional and very attractive tea house. Ready tea should be available in every where near the hand of consumer. Smell and taste of tea should be increased. On the other hand pearl milk tea vendor should maintain and improve their quality to satisfy their customers.

Recommendations for Future Research

The limitations of the study in the limitation are the scope of the sample. It is concentrated in a particular pearl milk tea vendor, so it should be replicated with samples from other beverage vendor, because like in soft drink habit and other beverage like Coffee, Smoothie will not be the same, as in those beverage is more available than pearl milk tea. Another limitation is attributes, it may be varied in other pearl milk tea, for example in developing or underdeveloped cost is one the main things for purchasing decision whether they will drink pearl milk tea. There are some future directions that should be considered. First, why the company are not interested to serve pearl milk tea through vending machine, second if the company start to serve pearl milk tea in vending machine whether consumer will consume or not, or what are the expectation of consumers?

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