

Abstract

Title : Consumer's Behavior On Fresh Coffee Consumption Of Students At Siam University

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The objective of this research was to study the relationship between general demographic characteristics with consumer behavior on fresh coffee. The research analyses customer behavior on buying fresh coffee as well as coffee consumption of fresh coffee of students at Siam University. The sample in this study are students enrolled in studies for a Bachelor degree in Siam University. The sample size was $n = 387$. The statistical analysis for this study includes Frequency Distribution, Percentage, Mean, Standard Deviation and Chi-square for the result of hypothesis.

The majority of coffee consumers are females. The age group is over 23 years is the largest group of consumers. The average salary of this age group is approximately 10,000 baht per month. Their parents are mostly company employees.

The analysis of the questionnaires has shown that the main purpose of consumption fresh coffee is to reduce drowsiness and most students drink only one cup of coffee a day, between 8 am. to 11.59 am. The most preferred coffee drink is Cappuccino.

The decisive factors for the consumers buying a certain fresh coffee product in the order of importance were a) service of staff b) price of the product c) taste and variety of product, and the least given precedence is promotion.

In summary the study confirmed that personal factors as gender, age, income and the social background of their parents are related to their consumer behavior on fresh coffee. Furthermore the element of buying coffee that including product, price, service and promotion were related with consumer behavior on fresh coffee consumption of students at Siam University.

This research in conclusion shows that the students in Siam University like to drink fresh coffee. It is a good opportunity for coffee entrepreneurs to expand their markets as well as a good investment opportunity for investors with by targeting students at Siam University and other similar universities. . Have to think about the coffee seed quality, price tag, seller and promotion for make customer come back again.

Keywords : Behavior, Consumer, fresh coffee