

Customers' Attitudes towards Marketing Mix Affecting Purchasing Behavior of Starbucks Coffee (Thailand) Customers in Bangkok

Authors : Polamorn Tamprateep, Warapong Thakanun

Abstract : This research's objectives are: 1. To study the customer demographics that affects the purchasing behavior; 2. To study the marketing mix that affects the purchasing behavior; 3. To study the relationship between purchasing behavior and customers' perception of Brand Equity. Population of this research is Starbucks Coffee (Thailand) customers in Bangkok. The tool used in this study was questionnaire created from concepts, theories and related researches. The study showed that, of 400 respondents, overall opinion received high score ($\bar{x} = 3.77$). When each item is considered, it was found that 'Staff are knowledgeable in providing service.', 'Staff are friendly.', 'Staff possess good communication skill with customers.', 'Staff know all types of coffee well.', and 'Staff are enthusiastic in giving service.', all these items received high score with a mean of 3.92, 3.87, 3.77, 3.71 and 3.63, respectively.

Keywords : mix attitude of the product, consumer, buying behavior, Starbucks

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