SATISFACTION OF CUSTOMERS AT COFFEE SHOPS IN GAS STATIONS IN BANGKOK

A MASTER'S PROJECT
BY
KANYARAT THOMYACHATI

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR

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DEPARTMENT OF WESTERN LANGUAGES

SRINAKHARINWIROT UNIVERSITY

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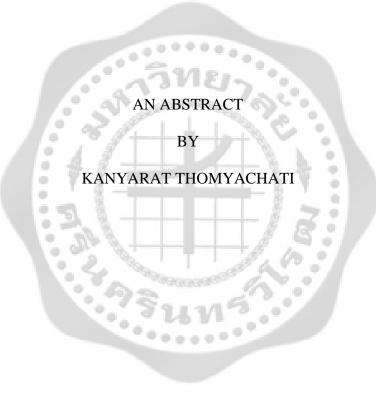
Master of Arts Degree in Business English for International Communication

at Srinakharinwirot University

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Project Advisor: Assistant Professor Sirinna Boonyasaquan.

This study was conducted with the purpose to investigate the satisfaction level of customers with coffee shops in gas stations in Bangkok. The research tool was a questionnaire consisting of two parts. The first part asked about the participants' personal data and their behaviors at the coffee shops, consisting of seven items while the second part asked about the participants' satisfaction with the coffee shops, based on the Marketing Mix strategy (four P's): product, price, place and promotion, comprising 20 items, five items for each element.

The participants, who were purposively selected, were 191 customers who visited the eight purposively selected gas stations from 11 a.m. to 6:30 p.m. during weekdays in March 2012. The eight coffee shops sold one of the four purposively selected coffee brands. The data obtained were analyzed, and presented in terms of percentage and mean score, in the form of tables with plausible explanation.

The results of the study showed key personal characteristics of customers at coffee shops in gas stations. The majority of the participants were male (56.02%) company employees (42.41%), in the age range of 26-35 (38.22%). Most of them visited the coffee shops in gas stations in Bangkok more than three times a week (31.41%), and spent about 35-100 baht per visit (42.93%). They visited the coffee shops in gas stations in Bangkok with an intention to buy coffee (59.16%). Interestingly, their tendency to revisit coffee shops in gas stations was at the highest level (97.38%).

The major findings revealed that, on average, the participants were "very satisfied" with coffee shops in gas stations based on the four P's Marketing Mix (M = 3.54). Out of the four elements, the "price" element was the most satisfying (M = 3.73), followed by the "place" element (M = 3.69), and the "product" element (M = 3.66). The "promotion" element was the least satisfying element (M = 3.09).

When studying each element of the Marketing Mix in detail, it was found that out of the 20 items based on the questionnaire, there were 14 items with which the participants were "very satisfied," and six items "fairly satisfied." None of the items was found "extremely satisfying." The items "Wi-Fi Internet provided free of charge," categorized in the "promotion" element, and "Beautifully decorated and clean coffee shop with pleasant and inviting atmosphere," categorized in the "place" element, were the two most satisfying with an equal mean score (M = 4.01). On the contrary, "Discount Scheme: goods are sold at a special discount on some days," which was categorized in the "promotion" element, was the least satisfying (M = 2.64).

ความพึงพอใจของผู้บริโภคต่อร้านกาแฟในสถานีบริการน้ำมันในกรุงเทพมหานคร



เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมาหาบัณฑิต
สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ
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อาจารย์ที่ปรึกษาสารนิพนธ์: ผู้ช่วยศาสตราจารย์ ศิรินนา บุณยสงวน.

สารนิพนธ์ฉบับนี้ มีวัตถุประสงค์เพื่อศึกษาระดับความพึงพอใจของผู้บริโภคต่อร้านกาแฟในสถานี บริการน้ำมันในกรุงเทพมหานคร

เครื่องมือที่ใช้ในการวิจัยคือแบบสอบถามประกอบด้วย 2 ส่วน คือ ส่วนที่หนึ่งเป็นคำถามเกี่ยวกับ ข้อมูลส่วนบุคคลของผู้บริโภคและพฤติกรรมการบริโภค มีคำถามทั้งหมด 7 ข้อ และส่วนที่สองเป็น คำถามสำรวจความพึงพอใจของผู้บริโภคต่อร้านกาแฟ ซึ่งอ้างอิงจากทฤษฎีส่วนประสมทางการตลาด 4 ด้านได้แก่ผลิตภัณฑ์ ราคา สถานที่ และการส่งเสริมการตลาด มีคำถามด้านละ 5 ข้อ รวมคำถามในส่วน ที่สองทั้งหมด 20 ข้อ

กลุ่มตัวอย่างได้มาโดยวิธีสุ่มตัวอย่างแบบเจาะจง (Purposive sampling) เป็นผู้บริโภคจำนวน 191 คน ที่ใช้บริการที่ร้านกาแฟในสถานีบริการน้ำมันจำนวน 8 แห่งซึ่งได้มาโดยวิธีสุ่มตัวอย่างแบบเจาะจง เช่นกัน ในเดือนมีนาคม 2555 ระหว่างวันจันทร์ - ศุกร์ เวลา 11.00 น. – 18.30 น. นำข้อมูลที่ได้ไป วิเคราะห์ และแสดงผลในรูปของตาราง แสดงค่าร้อยละและค่าเฉลี่ย พร้อมคำอธิบาย

ผลการวิจัยเรื่องข้อมูลส่วนบุคคลของผู้บริโภคและพฤติกรรมการบริโภคพบว่า ผู้บริโภคของร้าน กาแฟในสถานีบริการน้ำมันในกรุงเทพมหานคร ส่วนใหญ่เป็นเพศชาย (56.02%) ประกอบอาชีพเป็น พนักงานบริษัทเอกชน (42.41%) อายุระหว่าง 26-35 ปี (38.22%) และใช้บริการร้านกาแฟในสถานี บริการน้ำมันมากกว่า 3 ครั้งต่อสัปดาห์ (31.41%) ค่าใช้จ่ายเฉลี่ยต่อครั้งต่อคน ประมาณ 35 – 100 บาท (42.93%) ส่วนใหญ่เลือกใช้บริการที่ร้านกาแฟในสถานีบริการน้ำมัน เนื่องจากปกติดื่มกาแฟเป็น ประจำ (59.16%) และผู้บริโภคมีแนวโน้มที่จะใช้บริการร้านกาแฟในสถานีปริการน้ำมันต่อแน่นอน (97.38%)

ผลการศึกษาที่สำคัญคือ ระดับความพึงพอใจของผู้บริโภคที่มีต่อร้านกาแฟในสถานีบริการน้ำมันใน กรุงเทพมหานคร ซึ่งอ้างอิงจากทฤษฎีส่วนประสมทางการตลาด4 ด้าน โดยรวมอยู่ในระดับมาก (M=3.54) และพบว่าผู้บริโภคมีความพึงพอใจต่อร้านกาแฟด้านราคาสูงที่สุด (M=3.73) ตามด้วยด้าน สถานที่ (M=3.69) และ ด้านผลิตภัณฑ์ (M=3.66) ส่วนด้านการส่งเสริมการตลาด เป็นด้านที่ผู้บริโภค มีความพึงพอใจน้อยที่สุด (M=3.09)

เมื่อวิเคราะห์แต่ละด้านของส่วนประสมทางการตลาดโดยละเอียด พบว่าผู้บริโภคมีความพึงพอใจต่อ ร้านกาแฟในสถานีบริการน้ำมันในเรื่องต่างๆในระดับมาก จำนวน 14 เรื่องจากจำนวน 20 เรื่องที่ปรากฏ ในแบบสอบถาม และมีเพียง 6 เรื่องที่ผู้บริโภคมีความพึงพอใจในระดับปานกลาง แต่ไม่พบเรื่องใดที่ ผู้บริโภคมีความพึงพอใจในระดับมากที่สุด ทั้งนี้เรื่องที่ผู้บริโภคมีความพึงพอใจต่อร้านกาแฟในสถานี บริการน้ำมันมาก โดยมีค่าเฉลี่ยสูงที่สุดเท่ากัน (M=4.01) คือเรื่องการตกแต่งสถานที่สวยงาม สะอาด ถูกสุขอนามัย และบรรยากาศดี เชิญชวนให้ใช้บริการซึ่งเป็นด้านสถานที่ และเรื่องการให้บริการ อินเตอร์เน็ตโดยไม่เสียค่าใช้จ่าย ซึ่งเป็นด้านการส่งเสริมการตลาด ส่วนเรื่องที่ผู้บริโภคมีความพึงพอใจ ต่อร้านกาแฟในสถานีบริการน้ำมันน้อยที่สุด คือเรื่อง การจัดรายการลดราคาในบางวันของสัปดาห์ ซึ่ง เป็นด้านการส่งเสริมการสลาด (M=2.64)

3

The Master's Project Advisor, Chair of the Master's Program in Business English for International Communication, and Oral Defense Committee have approved this Master's Project, "Satisfaction of Customers at Coffee Shops in Gas Stations in Bangkok," by Kanyarat Thomyachati as partial fulfillment of the requirements for the Master of Arts in Business English for International Communication at Srinakharinwirot University.

Master's Project Advisor
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Chair of the Master's Program in Business English for International Communication
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Committee
(Mrs. Aranya Srijongjai)
This Master's Project has been approved as partial fulfillment of the requirements for
the Master of Arts in Business English for International Communication at Srinakharinwirot
University.
Dean of the Faculty of Humanities
(Dr. Wanee Aujsatid)
June, 2012

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Genuine appreciation goes to the staff at the coffee shops for providing me with the valuable information, and to the research participants for their precious time in participating in this study. My warmest thanks are also extended to my dear friends for their kind assistance.

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Kanyarat Thomyachati

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CHAPTER I

BACKGROUND OF THE STUDY

Introduction

Coffee shop business in Thailand grows rapidly with an increasing number of Thai people enjoying drinking freshly- brewed coffee in beautifully decorated coffee shops ("VPP Coffee," 2011) as well as at coffee kiosks along the street. According to a study conducted by Kasikorn Research Centre, it was estimated that the value of coffee products in 2005 were 21,000 million baht, rising 10 percent when compared with that in 2000 ("Kasikorn Research Centre," 2005). Interestingly, the coffee shop business has been extended to gas stations in the last few years because of a greater need of customers at gas stations ("PTT sells Cafe Amazon franchise," 2011) and Thai people have been more attached to coffee. Coffee shops at gas stations are found to be another key source of income since investment of a coffee shop is low while return-on- investment is attractive ("Cafe Amazon's embrace," 2011). The target customers of coffee shops in gas stations are those who stop at a gas station to fill up the tank or to relax after a long journey. Some customers at coffee shops are at the gas station for other services, for example, car maintenance service or car wash. Some may even have a business appointment there while others may meet up at coffee shops for personal purposes.

Major gas stations usually have their own brand of coffee shops set up in their boundary. "Café Amazon" coffee shops are found in PTT gas stations, "Inthanin" coffee shops in Bangchak Petroleum Plc., "D'Oro" coffee shops in Shell, and Rabika in Esso.

Due to the fact that coffee shop business at gas stations is intensely getting more competitive, coffee shop operators should develop an appropriate management strategy to

provide customers with the most satisfactory products and service. Coffee shop operators should be aware of the importance of maintaining the standard of the products and services so as to retain customers and attract new ones ("VPP Coffee," 2011). Once the operators are able to ensure that the standard of the products and services meet the needs and gain satisfaction of customers, customers will definitely be loyal and continue buying the same products and services because "purchasing products and services is repetitive" (Sudchukorn, 2000, p. 108).

To succeed in business, it is necessary that a product or service offered satisfies customers because customers are considered the most important factor in running a business; they are considered kings ("Customer is king," 2012). If customers are extremely satisfied, they are very likely to be loyal to that business and continue being good customers in years ahead (Clegg, 2000). Customers' satisfaction refers to customers' good attitude and pleasure that arise when the customers' requirements of a product or service are met (Hill, Roche & Allen, 2007). In other words, customers' satisfaction is a result of evaluation obtained by comparing customers' expectation before buying a product or receiving a kind of service with their real feelings after having bought the product or getting the service (Lotongkum, 2004). "If customers' expectation set before buying a product or before receiving a kind of service is met after the product has been bought or the service has been delivered, customers are, then, satisfied" (Gronroos, 1990, pp. 40-42).

Business operators, therefore, need to learn about consumers' behaviors because learning consumers' behaviors makes them know how to satisfy consumers, and this is a key factor to succeed in business. "Consumers' behaviors are an individual performance in searching for, selecting, evaluating, as well as approaching a product and service that responds to consumers' needs" (Wongmontha, 2005, pp. 32-46). Hence, learning

consumers' behaviors enhances operators to understand their consumers' decision making process and use it to manage their business efficiently. Proper understanding of consumers' behaviors, consequently, leads to customers' loyalty, association, and relationship with a brand, store, manufacturer, service and others that are based on good attitude and good response to behaviors related to repetitive purchase (Lotongkum, 2004).

Operators should adopt marketing strategies in order to enhance customers' satisfaction. They should be keen in finding ways to retain customers and attract new customers. A basically important strategy which helps promote customers' satisfaction is the Marketing Mix strategy (Kotler & Armstrong, 1997b). The Marketing Mix strategy consists of four variables known as the "four P's", comprising product, price, place, and promotion. "Product" must be of good quality and able to respond to customers' needs. VPP Coffee (2011) indicates that "product" for coffee shop business, for instance, involves good flavor and good smell of coffee, a diversity of coffee products, and well-designed packaging. These are factors which are able to attract coffee drinkers.

Meanwhile, "price" should entirely be appropriate to "product" and service quality. "Place", or the operating site, should nicely be decorated, providing a completely relaxing atmosphere to attract customers and in a good state of cleanliness and convenience.

Lastly, "promotion" which refers to an activity to attract customers to buy products or services such as advertising via media and sales promotion should be launched periodically ("VPP Coffee," 2011).

To recap, customers' satisfaction is an important factor to be considered in running a business so as to succeed. Business operators should try their best to retain their customers as well as attract new ones. They should consider applying a marketing strategy in their operation. The information regarding customers' satisfaction is what business operators should know so as to enhance them to realize the weak and strong

points of their operation. Since coffee shop business has currently been growing, the researcher was interested in studying to find out the level of customers' satisfaction with coffee shops in gas stations.

Objective of the Study

The study aimed to investigate the satisfaction level of customers at coffee shops in gas stations in Bangkok. The satisfaction was based on the four P's Marketing Mix comprising product, price, place, and promotion.

Research Question

This study aimed to find out an answer to a question about customers' satisfaction with a business. The research question was what the satisfaction level of customers with coffee shops in gas stations in Bangkok based on the four P's Marketing Mix was.

Significance of the Study

The results of this study revealed the level of customers' satisfaction with the coffee shops in gas stations, based on the Marketing Mix (four P's). The information gained from the study on this matter would help coffee shop operators both in gas stations, as well as in other locations to improve their business for more efficiency. Those who have planned to set up coffee shop business would also get ideas what particular elements of the Marketing Mix on which they should focus. For example, if the findings revealed that the "price" element was found to be the most satisfying, coffee shop operators might have to carefully consider the issue of setting the prices for their products while they also had to be aware of the product quality in order to grow in this business.

Moreover, the demographic data of the research participants gained would help coffee shop operators and those who might plan to set up a coffee shop to know who their prospective customers were as well as to understand their consuming behaviors. To succeed in business, the information about the customers' behaviors is most important.

Operators need to know about this information prior to a setup of a coffee shop.

Scope of the Study

The researcher investigated the satisfaction level of customers towards coffee shops in gas stations in Bangkok based on the four P's Marketing Mix (Kotler & Armstrong, 1997b), comprising product, price, place, and promotion. The research tool was a questionnaire based on the Marketing Mix strategy.

The participants of the study consisted of 191 customers gained by purposive sampling. These participants made a purchase of coffee products at eight coffee shops on 16 weekdays in March 2012 from 11:00 a.m. to 6:30 p.m. The researcher spent two weekdays at each of the eight gas stations. All the customers who granted consent in filling out the questionnaire were counted as research participants.

Eight gas stations in Bangkok where there was a coffee shop with one of the four chosen coffee chains situated in the boundary were purposively selected as locations for data collection. The coffee shop chains participated in this study comprised Amazon, Inthanin, D'Oro, and Rabika. Two gas stations in the study offered one of the four coffee brands; therefore, the total gas stations in the study were eight. The eight gas stations were located in both business and residential areas as follows: Rama 4, Viphavadirangsit, Charoenkrung, Praditmanutham, Ratchadaphisek, Ratchada-Thaphra, Ekamai and Laksi.

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Definition of Terms

<u>Customer satisfaction</u> is a measure of how a product and service supplied by a company meet or go beyond customers' expectation. The measurement of customers' satisfaction with the product and service is taken from the gap between the customers' expectation of performance and their perceived experience of performance. In other words, it is the difference between perception of performance and expectation of performance ("Customer Satisfaction," 2011).

Marketing Mix comprised four factors that affect customers' decision to buy a product i.e. product, place, price and promotion (Kotler & Armstrong, 1997b). Each element of the Marketing Mix should harmoniously be integrated in order to stimulate customers to buy a product or service from a shop and to build customers' good impression of the product and service (Kotler & Armstrong, 1997b).

<u>Coffee shop business in gas stations</u> in this study refers to the coffee shops that belong to some specific brands and are located in gas stations, selling freshly- brewed coffee and other types of beverages as well as bakery and snacks. They are stand-alone shops of medium size with a few seats and good atmosphere.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents reviews of related articles and studies on customers' satisfaction which affects their decision to buy a product or get service. It comprises five parts: definition of customers' satisfaction, consumers' behaviors, Marketing Mix (four P's), samples of coffee shop business in gas stations in Thailand, and previous related studies.

Definition of Customers' Satisfaction

Customers' satisfaction influences the customers to buy a product or get service.

Several specialists give definitions on customers' satisfaction. Some of the definitions are illustrated as follows:

Morse (1953) says that customers' satisfaction is reduction of a person's tension to a minimum; in particular, more tension contributes to a person's dissatisfaction. Tension results from human's needs. When a human being really needs something, s/he strongly reacts to that need and if her/ his needs gain a sense of fulfillment, s/he is satisfied.

Satisfaction is "a person's delightful feelings because of achievement in goals, wants or motivation" (Wolman, 1973, p. 334).

For Oliver (1985), customers' satisfaction is the state of performance in their evaluation of experience in buying a product or getting service. In other words, customers' satisfaction is fully illustrated in the state of performance of positive feeling in evaluation and comparison of customers' experience in using a product or getting service. "If it is as expected or even exceeds expectation, feeling of satisfaction arises. In

contrast, dissatisfaction means the state of performance of the negative feeling in the evaluation and comparison" (pp. 235-246).

Meanwhile, Kotler and Armstrong (2000a) state that customers' satisfaction is a feeling level resulting from comparison between a person's performance being delivered and expectation about products. Satisfaction of customers can be categorized into three levels; that is, if performance being delivered is lower than expectation, customers become "dissatisfied." On the contrary, customers will be "satisfied" if performance being delivered is exactly equal to customers' expectation. Customers are "extremely satisfied" if performance being delivered is higher than their expectation.

To conclude, customers' satisfaction is customers' positive attitude or expectation towards a product or service. It is a sense of achievement in their needs or expectation.

Consumers' Behaviors

In order to succeed in launching a product or service to meet the needs or expectations of customers, business operators need to understand customers' behaviors. A number of specialists give definition of customers' behaviors, some of which are the following:

American Marketing Association (AMA) defines consumers' behaviors as "human's action that directly relates to cognition, understanding, behaviors, and situation which mutually affect reciprocation for human life's existence" (Peter & Osen, 1990, cited in Serirat, 2002, p. 6). Meanwhile, Loudon and Della (1993) indicate that consumers' behaviors refer to a making-decision process and physical activities that a person acts after evaluating, acquiring, as well as using or consuming goods and service. For Engel, Blackwell and Miniard (1993), consumers' behaviors are "a making- decision process and characteristics of an individual activity in evaluating, acquiring, using and disposing goods and service" (p. 4).

In other words, consumer behavior means a person's behaviors of searching, purchasing, evaluating, using and disposing a product or service (Schiffman & Kanuk, 1997). Generally, consumers expect the product and service to respond to their needs.

Consumers' buying behaviors can be explained as the 'black box' model shown in Figure 1 below.

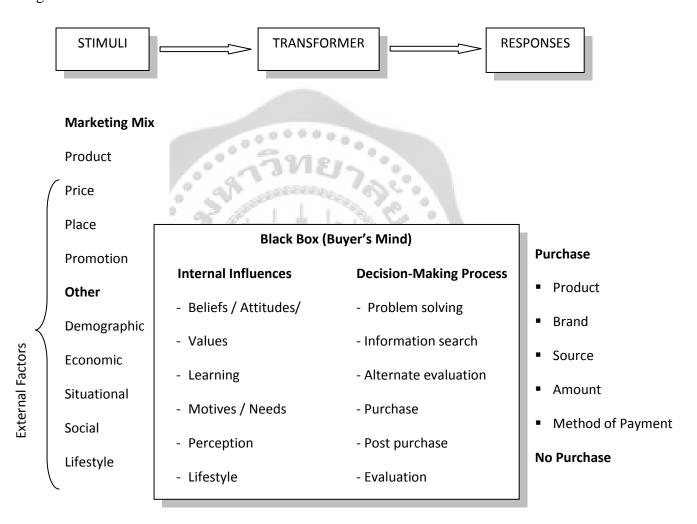


Figure 1: Black box model of consumer s' buying behaviors (Kotler, 2004, p. 242)

Figure 1 presents the relation between the stimulus or external factors and transformer to responses. External factors are the strong stimulus, which are precisely defined in terms of Marketing Mix stimuli and other stimuli. Originally, consumers transform the

stimulus or external factors into responses; that is, consumers' internal influences and the making decision process coordinate with their stimulus or external factors. Eventually, customers will decide between purchase and no purchase. Although the internal influences and making- decision process can be identified, no one knows how coordination between the stimulus, internal influences and making-decision process to give appropriate responses is. Thus, this consumers' behavior model attempts to describe consumers' thought relation that is hidden in their minds as the black box (Kotler, 2004).

In sum, consumers' behaviors refer to consumers' making-decision process. This is particularly a result of consumers' evaluating, acquiring, using and disposing goods and service in terms of their transformation between external factors and internal influences.

Marketing Mix (four P's)

To meet consumers' satisfaction obviously refers to an ability to retain old customers and attract new customers resulting in an increase in sales. It is essential for business operators to apply an appropriate marketing strategy in their administration. A marketing strategy is a process or model to allow a company or organization "to focus limited resources on the best opportunities to increase sales and thereby achieve a sustainable competitive advantage" (Easy-Marketing-Strategies.com, para. 1).

One of the marketing strategies that a number of business operators apply in their administration is the Marketing Mix. The Marketing Mix is a set of controllable marketing variables or tools which operators utilize to achieve marketing objectives of the target customers. Moreover, the Marketing Mix must be continuously developed and improved in accordance with changing marketing situations in order to provide the most satisfaction to customers (Kotler & Armstrong, 1997a)

For Lamb, Hair, and McDaniel, 2006, the Marketing Mix is a combination of strategies, products, distribution, promotion, and price to reciprocate target marketing place and make customers mutually satisfied. The Marketing Mix strategy is reasonably regarded as a plan to produce a product according to people' needs, a selection of a location to sell a product should be an area where people like to visit. Meanwhile the price should fit the value of a product and the promotion of a product should be at an appropriate time; that is, the expected duration of promotion should occur when people want to buy a product (Mindtools.com, 2012).

The Marketing Mix is a set of controllable marketing factors that operators use to satisfy the target market. In other words, the target market is motivated to buy goods or get service by the marketing factors (Serirat, 2003). The elements of Marketing Mix factors comprise product, price, place and promotion which are described in detail as follows:

Product is whatever sold to respond to customers' needs and make customers satisfied. Products can be touchable and untouchable. Product elements also include packaging, color, quality, brand name, service and operators' famous name. Product can specifically be defined in terms of goods or the staff's service. Importantly, customers decide to buy a product when it is of great utility and value in their viewpoints (Serirat, 2003).

Price means whatever that is exchanged for products. It is identified and presented into various forms including the list prices, discounts, allowances, credit terms, payment period, rental and lease (Kotler & Armstrong, 1996).

Place means "various methods of transporting and storing goods, and making them available for the customer ("Marketing Mix", 2011)." It is regarded important to deliver the product to the right distribution channel or place. Place is where product is distributed

or it is a channel where product is shown to customers' eyes. Customers should be able to access the products as conveniently as possible. The choice of distribution method will depend on a variety of circumstances. It will be more convenient for some manufacturers to sell to wholesalers who then sell to retailers, while others will prefer to sell directly to retailers or customers ("Marketing Mix", 2011).

Promotion is a communication tool between operators and customers. It gives information that helps customers make a decision to buy a product or service. It is also a way to gain satisfaction to the trademark and service from a person in order to enhance needs and remind customers to recognize the product. It actually affects a person's belief, and his/her buying behavior. Promotion includes advertising, personal selling, sales promotion, and public relations (Serirat, 2003). Successful promotion increases sales (Marketing mix, 2011); therefore, promotional campaigns should be well designed.

However, it is suggested by Booms and Bitner (1981) that adding three more elements to a business marketing strategy helps ensure customers' satisfaction and leads to success. The three P's comprise "people", "process", and "physical evidence" are integrated to the four P's, product", "price", "place", and "promotion" and this marketing strategy is called the seven P's.

"People" refer to the staff of an organization who delivers the service to customers.

They should be well selected and trained to be very skilful and have the right attitude for their duties. "Process" is the proper procedure of activities to offer efficient service as well as accurate and speedy service to customers. "Physical evidence" is the presentation of overall quality to meet the customers' expectation. It includes cleanliness of the service area, pleasant manner of staff and speedy service, etc.

The seven P's Marketing Mix strategy has been used with studies that emphasized more on service. Studies of a number of researchers applied the seven P's Marketing Mix

strategy in their studies and it was found that the researchers wanted to find out the satisfaction of customers with the service. Lertthongpaiboon (2007), for example, focused the study on customers' satisfaction with the service offered by Thai bank personnel while Chaisit (2010) with the service provided by hospital personnel and Kaoputhai (2010) with the dog grooming service. Meanwhile studies of Suvagondha and Soparat (2008) as well as Serra (2010) also used the seven P's Marketing Mix strategy as a key tool in finding out the answers to their research questions on satisfaction with the service customers got. The researcher of this study focused more on the four elements of the Marketing Mix which consisted of product, price, place, and promotion. The four P's already covered all the issues that deemed important in operating a coffee shop business. As known, the service offered by staff at coffee shops in gas stations was very minimal. Therefore, it was appropriate to investigate the satisfaction of customers at coffee shops in gas stations, applying the four P's Marketing Mix strategy.

To recap, Marketing Mix is a key marketing strategy which helps run a business to success. The four elements of the Marketing Mix were applied in this study and all the four elements should be integrated into one to enable a business reach the set goal.

Samples of Coffee Shop Business in Gas Stations in Thailand

There are several successful brands of coffee shops in gas stations in Thailand, four of which are presented. The information about these four brands is to enable better understanding of coffee shop business in gas stations.

"Café Amazon", a brand of coffee shops located in gas stations of Petroleum Authority of Thailand (PTT), was established by PTT in 2002. Later in 2007, PTT expanded its coffee shop branches up to a total of 397 which was the greatest number of coffee shop branches in Thailand. In 2010, Petroleum Authority of Thailand set up 120

more branches of the Café Amazon coffee shops and developed a new image called "The Amazon Embrace" ("Café Amazon's Embrace," 2011). With this concept, Café Amazon coffee shops have been decorated in the style of lush environment on a natural land, Amazon. The Café Amazon coffee shops are significant to the PTT gas stations development as places for relaxation of consumers and travelers ("Café Amazon's Embrace," 2011).

In the same way, Bangchak Petroleum Public Company Limited (BCP) has established "Inthanin" coffee shops to serve its customers in Bangchak gas stations. The Inthanin coffee shops give attention to selection of raw materials and coffee-making processes. Furthermore, the atmosphere in the coffee shop is completely natural to make customers relaxed from a journey with the concept of "natural and relaxing" ("Inthanin Coffee," 2011).

Another brand, "Rabika" is a known coffee shop brand located in Esso, Caltex, and Petronas gas stations. In order to serve customers with authentic taste of coffee, Rabika coffee brand selects quality coffee seeds from the highest quality raw material source that is well controlled, based on agricultural techniques. The process of manufacture is efficient, applying high technology operating by experienced coffee specialists while the recipe of coffee brew is special. Coffee addicts seem impressed with the taste of coffee as the concept of Rabika is "Taste to Remember". There are currently a total of 62 branches in the country ("Rabika Coffee," 2012).

Lastly, "D' Oro" coffee shops firstly provided its service in Shell gas stations. The atmosphere in D'Oro coffee shops is warm and unique. The operators of D' Oro coffee shops give attention to all processes of raw material manufacturing and selection as well as the coffee-making process. Also, the products are of reasonable prices. In order to

respond to customers' needs, there are overall a total of more than 70 D' Oro coffee branches in Bangkok, suburbs and in the country ("Caffe D' Oro," 2011).

Previous Related Studies

As a general rule, operators want to contribute the most satisfaction to their customers. The following local and overseas studies are about customers' satisfaction.

Local studies

A number of researchers conducted studies which are related to this study. Kullawat (2003) studied the marketing factors toward operation management of fresh coffee booths in Bangkok metropolitan area: a case study of fresh coffee booths in gas stations. The participants comprised an equal number of males and females who were mostly 21- 40 years old, and they normally visited the coffee shops from 12:01 – 3:00 p.m. Significantly, the findings revealed that place and staff's service factors were the most important factors towards business operation, followed by product, price and promotion factors respectively.

Areeprasertkul (2006) studied customers' satisfaction towards service marketing mix factors of Banrai coffee stores in Bangkok. A questionnaire was used to gather data. Four hundred and fourteen participants of eighteen branches in Bangkok were gained by random sampling. The data were analyzed in the form of frequency, percentage, mean and standard deviation. The factors which made customers satisfied at the high level were the "product" factor, i.e. taste and quality of coffee, followed by the "process" factor comprising accurate cash registering, rousing welcome, and accurate order receiving. The third factor was the "people" factor which included the staff's dressing, their polite service and effective communication. The fourth factor was the "physical evidence"

factor referring to cleanliness and decoration of the coffee stores, product display, and comfortable atmosphere. The last factor was the "place" factor which referred to the coffee stores' locations at gas stations.

In the mean time, the factors which influenced customers at the medium level were first, "price" which included reasonable prices compared with the "product" quality. The next factor was "place" as the coffee stores were located at various sky train stations, followed by the "promotion" factor which comprised getting a discount coupon when becoming a member, or advertising through various kinds of media, and downloading the store picture onto cell phone to obtain a discount.

Chanchiew (2007) studied foreign customers' satisfaction and expectation toward Thai restaurants: a case study of Buddy Lodge restaurant on Khao Sarn Road. The research tool was a set of questionnaire. The participants comprised fifty foreign customers who dined at Buddy Lodge Restaurant on Khao Sarn Road in July 2007. The results were presented in terms of percentage. It was found that overall foreign customers were satisfied with various factors at the high level, especially, the quality and taste of food and beverages, price, speedy service and cleanliness. These were the most important factors when they decided to dine at Thai restaurants.

Overseas studies

Researchers in foreign countries are also interested in the topic of customers' satisfaction. Ko and Chiu (2006) conducted a study on customers' satisfaction which was closely related to a decision-making process in setting up a new coffee shop in Taiwan. This study was aimed to find the best location of coffee shop. Three alternatives, the commercial area, school, and hospital were evaluated based on the performance criteria such as reasonable price, food and drink quality, promotion, professional service, and

environment. The findings indicated that the commercial area was the best location for planning a new coffee shop. The results also revealed that service, price and quality were the most important factors that made customers satisfied.

Another study was conducted by Lin and Roberts (2007). These two researchers examined the association of customers' satisfaction, lifestyles and consumers' culture to enhance high satisfaction of consumers to the Starbuck brand in Taipei without advertisement. The questionnaires in English and Chinese were used as a tool to collect the data of customers at Starbuck coffee shops. Five representative locations of the Starbuck coffee shop in Taipei and eighty participants in each location were randomly selected. The participants were asked about their level of agreement to rate on a five-point Likert Scale. The customers' demographic information, customers' satisfaction, customers' lifestyles and consumers' culture were analyzed. The results of this study showed that the Starbuck coffee shops were clearly distinguishable because they were good places to chat, simply drink coffee, study, have a date, relax, sit, and observe people, and undoubtedly, the Starbucks make the respondent felt more prestigious, trendy and distinctive than others because of its high quality.

Yeh, Huyen, Chung, Quan, and Chen (2010) studied the correlations of the influence of brand awareness toward the relations between perceived quality and customers' satisfaction of G7 instant coffee brand in Vietnam. Also, the study examined the attitude of Vietnamese customers toward G7 instant coffee brand concerning brand awareness, perceived quality, brand loyalty, and customers' satisfaction. The participants were randomly selected, comprising 300 Vietnamese in Ho Chi Minh City. These people were highly favorable of drinking G7 coffee. The findings revealed that brand awareness was greatly affected the relations between perceived quality and customers' satisfaction.

In summary, this chapter reviews literature on customers' satisfaction in relation to the Marketing Mix strategy as well as consumers' behaviors. Information about the coffee shop business in Thailand, which is growing rapidly, is provided. Lastly, previous studies related to the research topic are presented.



CHAPTER III

METHODOLOGY

This chapter is about the methodology of this study. It consists of three parts: the participants and locations of the study, research instrument, and research procedure.

Participants and Locations of the Study

Participants

The participants of this study were purposively selected. The purposes in selecting the sample group were that all the customers who visited the purposively selected eight coffee shops at the purposively selected eight gas stations on weekdays in March 2012 from 11:00 a.m. to 6:30 p.m. were counted as research participants. Moreover, all these customers must be willing to fill out the questionnaire during the specific days and time allocated for data collection were participants of the study (Fraenkel & Wallen, 2006). The total number of the participants who met the purposes set for this study was 191.

The data collection lasted for 16 weekdays, two weekdays at each of the eight sampled gas stations. The researcher chose to collect the data from 11:00 a.m. to 6:30 p.m. on weekdays for some reasons. During the specific time, customers were found to be freer and more relaxed and tended to spend more time at the coffee shops. Although the researcher found from the interviews of coffee shop staff at gas stations and the researcher's observations herself that the peak time when large groups of students and office employees visited the coffee shops in gas stations was from 7.00 a.m. to 9.00 a.m. and from 3:30 p.m. to 6:30 p.m. Customers generally did not have much free time in the morning. They seemed to come to the coffee shops for a cup of coffee or other kinds of

products only, and did not have time to sit and relax at the shops. Obviously, they were unavailable to fill out the questionnaire. Meanwhile, those who were likely to spend some time either for business or leisure purpose, were at the coffee shops from lunch break on. It was possible that during this time these customers might have business appointments, wait for car service available at the gas station, relax at the coffee shops or take a short rest after work. Therefore, the researcher decided to collect the data from 11:00 a.m. to about 6:30 p.m.

Locations

As to locations, the researcher purposively selected eight gas stations in Bangkok where there was a coffee shop with one the four purposively selected coffee chains, situated in the boundary for data collection. The eight coffee shops in the eight gas stations in the study were purposively selected on the basis of the following purposes:

- 1. Those coffee shops in the eight gas stations offered one of the four coffee brands purposively selected for the study. Two gas stations in the study served one of the four coffee brands; this totaled eight coffee shops with four coffee brands. The four coffee shop brands in the study comprised Amazon, Inthanin, D'Oro, and Rabika.
- 2. The eight gas stations for the study were situated near government offices, education institutes, and residences. In other words, they were located in both business and residential areas in Bangkok. The gas stations participating in the study were situated at Rama 4, Viphavadirangsit, Charoenkrung, Praditmanutham, Ratchadaphisek, Ratchada-Thaphra, Ekamai and Laksi.

Different locations of gas stations and brands of coffee shops presented diversified characteristics of coffee shops as well as participants. The number of participants and locations as well as coffee shop brands and gas stations in this study is shown in Table 1.

Table 1: The participants and locations for the study (N = 191)

No.	Coffee Shop Brand	Gas Station	Location in BKK	n
1	Amazon	PTT	Rama 4	29
2	Amazon	PTT	Viphavadi Rangsit	25
3	Inthanin	Bangchak	Charoen Krung	33
4	Inthanin	Bangchak	Praditmanutham	18
5	D'Oro	Shell	Ratchadaphisek	22
6	D' Oro	Shell 1/18	Ratchada-Thaphra	20
7	Rabika	Esso	Ekamai	21
8	Rabika	Esso	Laksi	23

Research Instrument

The questionnaire was used as a research instrument for this study. The questionnaire was designed by the researcher to meet the objective of the study and was, first of all, approved by the Master's Project advisor. To make the questionnaire valid, two lecturers of the M.A. in Business English for International Communication program were asked to comment and recommend on the questionnaire. The questionnaire was adjusted according to the specialists' comments and recommendations. Also, in order that the questionnaire was more valid, a pilot study was conducted on five customers at two coffee shops in two gas stations in Bangkok. These five customers did not participate in the real study. Two of the customers were at a "D'Oro" coffee shop at Shell gas station, Suanplu branch while three were at an "Amazon" coffee shop at PTT gas station,

Rama 4 branch. The "D'Oro" coffee shop at Shell gas station, Suanplu branch did not participate in the real survey, but the "Amazon" coffee shop did; this is to observe if there was any problem regarding the sites for the study. The pilot study was done to see if there was any problem particularly in terms of comprehension, wordings, administration of the questionnaire or other matters related to the questionnaire. The results from the pilot project were taken into account. The final revised questionnaire was used for the survey consisting of two parts as follows:

Part I: General Information of the Participants

Customers' satisfaction towards coffee shops in gas stations in Bangkok was associated with customers' personal information and behavior. The first part of the questionnaire consisted of the questions about personal background of the participants comprising seven issues: gender, age, occupation and the questions on their behavior towards their frequency of visits to coffee shops in gas stations, their expenditure per time of a visit, the reasons for a visit to coffee shops in gas stations, and a tendency towards a revisit to coffee shops in gas stations.

Part II: Customers' satisfaction level towards coffee shops in gas stations in Bangkok based on the four P's Marketing Mix strategy

The second part of the questionnaire was related to customers' satisfaction based on the Marketing Mix strategy (Kotler & Armstrong, 1997a) comprising four elements: product, price, place, and promotion. The questionnaire consisted of 20 items altogether, five items were based on each of the four elements.

The five-point Likert scale (McLeod, 2008) was applied to assess the participants' satisfaction as follows: 5 = Extremely satisfied, 4 = Very satisfied, 3 = Fairly satisfied, 2 = Very dissatisfied, and 1 = Extremely dissatisfied. In order to avoid any misunderstanding in terms of language which might affect the data, a questionnaire used

for the survey was in Thai (See Appendix B). The Thai questionnaire was later translated into English for international understanding (See Appendix A).

In short, this study was a survey and the research instrument was a set of Thai questionnaire. It comprised two parts: Part I was about the participants' personal information and their behavior at coffee shops in gas stations in Bangkok consisting of seven items while Part II was related to customers' satisfaction level towards coffee shops in gas stations in Bangkok based on the four P's Marketing Mix strategy consisting of 20 items.

Data Collection Procedures

The data were gained from 191 participants' responses to the questionnaire. The participants were customers who visited eight coffee shops in gas stations in Bangkok during the time of data collection for 16 weekdays, two weekdays for a gas station, in March 2012 from 11.00 a.m. to 6.30 p.m. All the customers, both male and female of different ages, who visited the coffee shops at the specific time and who were willing to participate in the study were the participants of the study (Fraenkel & Wallen, 2006). The total number of the participants was 191.

Data Analysis Procedures

The collected data were analyzed. The results of the study were presented in the form of tables in terms of percentage, mean score and standard deviation. Plausible explanations for the findings were attempted to give possible reasons for the findings. The mean scores showing customers' satisfaction level gained from the data analysis were interpreted as follows (Pisarnbut, 2007):

5.00 - 4.21 = Extremely satisfied

4.20 - 3.41 =Very satisfied

3.40 - 2.61 =Fairly satisfied

2.60 - 1.81 =Very dissatisfied

1.80 - 1.00 = Extremely dissatisfied

The mean score range of 5.00-4.21 indicates that customers were "extremely satisfied" with coffee shops in gas stations, that of 4.20-3.41 indicates that customers were "very satisfied" with coffee shops in gas stations, that of 3.40-2.61 conveys that the customers were "fairly satisfied" with coffee shops in gas stations, that of 2.60-1.81 means the customers were "very dissatisfied" with coffee shops in gas stations while that of 1.80-1.00 shows that customers were "extremely dissatisfied" with coffee shops in gas stations.

CHAPTER IV

FINDINGS

This chapter presents the findings of the research question which asked the study on satisfaction of customers at coffee shops in gas stations in Bangkok. The findings are shown in the form of tables comprising the following topics: the participants' personal information, and the participants' satisfaction level at coffee shops in gas stations in Bangkok, based on the Marketing Mix.

The participants' personal information

The research participants' personal information regarding gender, age, occupation, frequency of visits to coffee shops in gas stations, expenditure per visit, reasons for the visits and a tendency to revisit the coffee shops in gas stations was presented in Tables 1-7.

Table 1: Participants' gender (N=191)

Gender	n	%
Male	107	56.02
Female	84	43.98

Table 1 reveals that out of 191 participants in the study, 107 (56.02%) were male, 84 (43.98%) were female.

Table 2: Participants' age (N=191)

Age	n	%
25 or less	31	16.23
26 - 35	73	38.22
36 – 45	62	32.47
Over 46	25	13.08

Table 2 shows that the participants in the age range of 26-35 were at the highest number with the total of 73 (38.22%), followed by those of 36-45 with the total of 62 (32.47%), those of 25 or less with the total of 31(16.23%), and those over 46 with the total of 25 (13.08%) respectively.

Table 3: Participants' occupation (N=191)

Occupation	n	%
Students	25	13.08
Government / Government Enterprise Officers	30	15.71
Company Employees	81	42.41
Business Owners	39	20.42
Others	16	8.38

Table 3 illustrates the participants' occupations. It was found that the participants who were company employees were at the highest number, with the total of 81 (42.41%), followed by those who were business owners, with the total of 39 (20.42%), government officers or government enterprise officers, with the total of 30 (15.71%), students, with the total of 25 (13.08%), and lastly those with other kinds of occupations, with the total of 16 (8.38%).

Table 4: Participants' frequency of visits (N=191)

Frequency of Visits	n	%
Once a week	49	25.66
Twice a week	53	27.75
Three times a week	29	15.18
More than three times a week	60	31.41

Table 4 reveals that the participants who visited coffee shops in gas stations more than three times a week were the highest in number (31.41%), followed by those who visited coffee shops in gas stations twice a week (27.75%), once a week (25.66%) and three times a week (15.18%) with the total participants for each group of 60, 53, 49 and 29 respectively.

Table 5: Participants' expenditure per visit (N=191)

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Expenditure per Visit	n	%
35 – 60 baht	82	42.93
61 – 100 baht	82	42.93
101 – 150 baht	18	9.43
More than 151 baht	9	4.71

Table 5 shows that two groups of participants of equal number, 82 each, spent 35 -60 baht and 61 - 100 baht per visit (42.93%), followed by those who spent 101-150 baht per visit with the number of participants of 18 (9.43%), and those who spent more than 151 baht with the total number of participants of 9 (4.71%) per visit respectively.

Table 6: Reasons for visits to coffee shops in gas stations

Reason for Visit	%
Relaxing after a long journey	37.17
Having a business appointment	17.80
Dropping by after filling up the tank	29.84
Feeling good with the coffee shop atmosphere	32.98
Intending to buy coffee	59.16
Others	20.94
Total	100

Table 6 illustrates the reasons for the participants' visits to coffee shops in gas stations. The participants' intention to buy coffee was found to be the major reason (59.16%), followed by their desire to relax after a long journey (37.17%), and their good impression with the atmosphere of the coffee shop (32.98%). The next reason was that they took a chance to visit the coffee shop when they filled up the tank (29.84%), followed by other personal reasons which were not listed in the questionnaire (20.94%). Lastly, the reason that was found at the lowest level was that the participants had a business appointment (17.80%).

Table 7: Participants' tendency to revisit a coffee shop in a gas station (N=191)

Intention to Revisit a Coffee Shop in a Gas Station	n	%
Revisit for certain	186	97.38
Do not plan to revisit	1	0.52
Reluctant whether will revisit or not	4	2.10

Table 7 reveals that 186 out of 191 participants intended to revisit a coffee shop in a gas station (97.38 %). Only four participants were still reluctant if they would revisit a coffee shop in a gas station or not (2.10%) while one participant indicated that they would not revisit a coffee shop in a gas station.

In brief, most research participants were male, aged between 26-35 years old. Most of them were company employees and visited coffee shops more than three times a week. They spent about 35-100 baht per visit. Most of them visited the coffee shops because they wanted to buy coffee. Particularly, it was found that they would certainly revisit the coffee shops in gas stations in the future.

Satisfaction Level of Customers at Coffee Shops in Gas Stations in Bangkok

The findings about the satisfaction level of customers at coffee shops in gas stations, based on the Marketing Mix (four P's), is shown in Tables 8-13. The sequence of the data is according to the questionnaire used as a research tool in this study (See Appendix A).

Table 8: Participants' overall satisfaction level with coffee shops in gas stations based on Marketing Mix

Marketing Mix (four P's)	М	SD	Meaning
The "price" element	3.73	0.80	Very satisfied
The "place" element	3.69	0.97	Very Satisfied
The "product" element	3.66	0.80	Very Satisfied
The "promotion" element	3.09	1.24	Fairly Satisfied
Total	3.54	0.95	Very satisfied

Table 8 shows that on average, the participants were "very satisfied" with coffee shops in gas stations based on the Marketing Mix (four P's), with the overall mean score of 3.54. The "price" element was the most satisfying element (M = 3.73), followed by the "place" element (M = 3.69) and the "product" element (M = 3.66). The "promotion" element was the least satisfying element, with the total mean score of 3.09. It was found that the participants were "very satisfied" with the three elements, except for the "promotion" element with which the participants were fairly satisfied.

Table 9: Participants' satisfaction level based on the "product" element of Marketing
Mix

"Product" Element	M	SD	Meaning
Flavor of coffee and other beverages	3.91	0.65	Very satisfied
Freshness and quality of raw materials	3.87	0.70	Very Satisfied
for coffee and beverages e.g. coffee			
beans and milk			
A variety of coffee and beverage menu	3.61	0.89	Very Satisfied
as well as bakery and snacks			
Beautiful and appropriate package	3.52	0.91	Very Satisfied
design	SEE 16	182	
Freshly-baked cake and cookies as well	3.37	0.84	Fairly Satisfied
as tasty snacks	PAR	1:4	
Total —	3.66	0.80	Very satisfied

Table 9 shows that the participants were, on average, "very satisfied" with the "product" element of the Marketing Mix with the total mean score of 3.66. The participants were "very satisfied" with the item "Flavor of coffee and other beverages" at the highest level (M = 3.91) while they were satisfied with the item "Freshly-baked cake and cookies as well as tasty snacks" at the lowest level (M = 3.37).

Table 10: Participants' satisfaction level based on the "price" element of Marketing Mix

"Price" Element	M	SD	Meaning
Fixed price for all products, with price tags	4.00	0.87	Very Satisfied
Reasonable pricing when compared with	3.79	0.74	Very Satisfied
overall service of the coffee shops			
Various and reasonable pricing according to	3.75	0.86	Very Satisfied
the sizes of coffee/beverage containers			
Reasonable pricing when compared with	3.72	0.74	Very Satisfied
the product quality and quantity			
Reasonable pricing for baked products and	3.37	0.76	Fairly Satisfied
snacks	El ?		
Total	3.73	0.80	Very Satisfied

Table 10 shows that the participants felt, on average, "very satisfied" with the "price" element with the total mean score of 3.73. The participants were satisfied with the item "Fixed price for all products, with price tags" at the highest level (M = 4.00) while they were satisfied with the item "Reasonable pricing for baked products and snacks" at the lowest level (M = 3.37).

Table 11: Participants' satisfaction level based on the "place" element of Marketing Mix

"Place" Element	M	SD	Meaning
Beautifully decorated and clean coffee	4.01	0.85	Very Satisfied
shop with pleasant and inviting			
atmosphere			
Newspapers, magazines and music are	3.81	1.04	Very Satisfied
provided to read and listen to at the			
coffee shop			

Table 11: Participants' satisfaction level based on the "place" element of Marketing Mix (continued)

"Place" Element	M	SD	Meaning
Appropriate service time	3.74	0.83	Very Satisfied
Large and convenient area in the coffee	3.48	0.98	Very Satisfied
shop			
Convenient and sufficient parking space	3.42	1.11	Very Satisfied
Total	3.69	0.97	Very Satisfied

Table 11 shows that the participants were, on average, "very satisfied" with the "place" element with the total mean score of 3.69. The participants were "very satisfied" with the item "Beautifully decorated and clean coffee shop with pleasant and inviting atmosphere" at the highest level (M = 4.01) while they were "very satisfied" with the item "Convenient and sufficient parking space "at the lowest level (M = 3.42).

Table 12: Participants' satisfaction level based on the "promotion" element of Marketing Mix

"Promotion" Element	M	SD	Meaning
Wi-Fi Internet provided free of charge	4.01	1.20	Very Satisfied
Customers' bonus point collection for a free product or membership for special privileges, e.g. rights to win a prize when purchasing up to a certain amount or rights to win a lucky draw	3.02	1.20	Fairly Satisfied
A free gift offered on special occasions, e.g. on Mother's Day/ a gift offered when buying two cups of coffee or any beverages/ a free drink offered when spending 1,000 baht filling up the tank.	2.92	1.32	Fairly Satisfied

Table 12: Participants' satisfaction level based on the "promotion" element of Marketing Mix (continued)

"Promotion" Element	M	SD	Meaning
Advertising through brochures, e-mails,	2.88	1.18	Fairly Satisfied
SMS, posters and signage			
Discount scheme: goods are sold at a	2.64	1.28	Fairly Satisfied
special discount on some days			
Total	3.09	1.24	Fairly Satisfied

Table 12 reveals that the participants were, on average, "fairly satisfied" with the "promotion" element with the total mean score of 3.09. The participants were "very satisfied" with the item "Wi-Fi Internet provided free of charge" at the highest level (M = 4.01) while they were "fairly satisfied" with the item "Discount scheme: goods are sold at a special discount on some days" at the lowest level (M = 2.64).

In sum, the findings revealed that the majority of the participants were male (56.02%) company employees (42.41%), with an age range of 26-35 (38.22%), visited coffee shops in gas stations more than three times a week (31.41%), and spent about 35-60 baht and 61-100 baht of equal number of participants (42.93%). Most of the participants went to a coffee shop in a gas station with an intention to buy coffee (59.16%). A great number of the research participants (97.38%) indicated that they would certainly revisit a coffee shop in a gas station in the future.

The major results showed that, on average, the participants were "very satisfied" with coffee shops in gas stations in Bangkok (M = 3.54). Out of the four P's Marketing Mix elements, the "price" element of the marketing mix strategy was the most satisfying element to the participants (M = 3.73). The participants were "very satisfied" while the "promotion" element was the least satisfying element (M = 3.09).

Detailed Analysis of All the Items in the Questionnaire

To observe the customers' satisfaction level in detail, all of the items based on the four elements of the Marketing Mix, as shown in the questionnaire, were studied. All the data gathered and analyzed in terms of the mean scores were rearranged from the highest to the lowest mean scores, and shown in Table 13 as follows:

Table 13: Participants' satisfaction level with each items based on Marketing Mix from the highest to the lowest mean scores

Participants' Satisfaction Based on the Four P's Marketing Mix	М	SD	Meaning
Beautifully decorated and clean coffee shop with pleasant and inviting atmosphere (Place)	4.01	0.85	Very Satisfied
Wi-Fi Internet provided free of charge (Promotion)	4.01	1.20	Very Satisfied
Fixed prices for all products, with price tags (Price)	4.00	0.87	Very Satisfied
Flavor of coffee and other beverages (Product)	3.91	0.65	Very satisfied
Freshness and quality of raw materials for coffee and beverages e.g. coffee beans and milk (Product)	3.87	0.70	Very Satisfied
Newspapers, magazines and music are provided to read and listen to in the coffee shop (Place)	3.81	1.04	Very Satisfied
Reasonable pricing when compared with overall service of the coffee shops (Price)	3.79	0.74	Very Satisfied

Table 13: Participants' satisfaction level with each items based on Marketing Mix from the highest to the lowest mean scores (continued)

Participants' Satisfaction Based on the Four P's Marketing Mix	М	SD	Meaning
Various and reasonable pricing according to	3.75	0.86	Very Satisfied
the size of coffee/beverage containers			
(Price)			
Appropriate service time (Place)	3.74	0.83	Very Satisfied
Reasonable pricing when compared with the	3.72	0.74	Very Satisfied
product quality and quantity (Price)			
A variety of coffee and beverage menu as well as bakery and snacks (Product)	3.61	0.89	Very Satisfied
Beautiful and appropriate package design (Product)	3.52	0.91	Very Satisfied
(Floduct)	- 2	Y :	
Large and convenient area in the coffee shop	3.48	0.98	Very Satisfied
(Place)	1	2:1	
Convenient and sufficient parking space	3.42	1.11	Very Satisfied
(Place)	150		
Freshly- baked products and tasty snacks	3.37	0.84	Fairly Satisfied
(Product)			·
Reasonable pricing for baked products and	3.37	0.76	Fairly Satisfied
snacks (Price)			,
Customers' bonus point collection for a free	3.02	1.20	Fairly Satisfied
product or membership for special			
privileges, e.g. rights to win a prize when			
purchasing up to a certain amount or to win			
a lucky draw (Promotion)			

Table 13: Participants' satisfaction level with each items based on Marketing Mix from the highest to the lowest mean scores (continued)

Participants' Satisfaction Based on the Four P's Marketing Mix	M	SD	Meaning
A free gift offered on special occasions, e.g.	2.92	1.32	Fairly Satisfied
on Mother's day/ a gift offered when buying			
two cups of coffee or any beverages/ a free			
drink offered when spending 1,000 baht			
filling up the tank. (Promotion)			
Advertising through brochures, e-mails, SMS, posters and signage (Promotion)	2.88	1.18	Fairly Satisfied
100 M	0° C 13		
Discount Scheme: goods are sold at a	2.64	1.28	Fairly Satisfied
special discount on some days (Promotion)	10 J. C.	: : 1	
Total	3.54	0.95	Very Satisfied

Table 13 shows the participants' satisfaction level in terms of the mean scores from the highest mean score to the lowest mean score. It was found that the total mean score of the satisfaction level was 3.54 indicating that the participants were on average "very satisfied with coffee shops in gas stations.

When considering the items that most satisfied the participants, it was found that there was no item with which the participants were "extremely satisfied." The highest mean score fell on two items, "Wi-Fi Internet provided free of charge" and "Beautifully decorated and clean coffee shop with pleasant and inviting atmosphere." The participants were "very satisfied" with these two items at the same equal highest mean score of 4.01. The former was categorized in the "promotion" element while the latter in the "place" element. Altogether, there were 14 items with which the participants felt "very satisfied" while the rest six items they were "fairly satisfied" with. The item "Discount scheme:

goods are sold at a special discount on some days" which was categorized in the "promotion" element was the least satisfying with the mean score of 2.64.

In summary, the results were shown in this chapter in terms of percentages, mean scores, and standard deviation in the form of tables. It can be concluded that the findings are able to answer the research question: what the satisfaction level of customers with coffee shops in gas stations in Bangkok based on the four P's Marketing Mix was. The answer was that, on average, the participants were "very satisfied" with coffee shops in gas stations. "Wi-Fi Internet provided free of charge" and "Beautifully decorated and clean coffee shop with pleasant and inviting atmosphere" were two items with which the participants were satisfied at the highest level. The former was categorized in the "promotion" element while the latter was in the "place" element.

CHAPTER V

CONCLUSION AND DISCUSSION

The conclusion of the study is presented in this chapter. The discussions about the findings in terms of the participants' demographic data and their satisfaction level with coffee shops in gas stations were also provided.

Conclusion

The purpose of this study was to investigate the satisfaction level of customers at coffee shops in gas stations in Bangkok. The research instrument was a set of Thai questionnaire designed by the researcher with recommendations of the researcher's project advisor and two specialists who are lecturers of the MA in Business English for International program at Srinakharinwirot University. The questionnaire was adjusted according to the advice of the specialists. In addition, to make the questionnaire more valid, a pilot study was conducted. Five customers, who did not participate in the final survey, were from two coffee shops in two gas stations in Bangkok were asked to be participants of the pilot study. There was neither problem about understanding of the questionnaire nor about the research sites.

The final revised questionnaire used for the study comprised two parts. Part I, consisting of seven items was about the participants' personal information and their behaviors as consumers at coffee shops in gas stations in Bangkok. Part II was related to customers' satisfaction towards coffee shops in gas stations in Bangkok, based on the four P's Marketing Mix strategy consisting of twenty items, five items based on each element of the Marketing Mix.

Eight coffee shops in eight gas stations in Bangkok were purposively selected. The sampled coffee shops were located either near government offices, education institutes, or residences in eight areas comprising Rama 4, Viphavadirangsit, Charoenkrung, Praditmanutham, Ratchadaphisek, Ratchada-Thaphra, Ekamai and Laksi. These eight coffee shops served one of the four coffee shop brands, purposively selected for the study. The four coffee shop brands in the study comprised Amazon, Inthanin, D'Oro, and Rabika in Bangkok.

The research participants were purposively selected. The purposes were that all the customers, who visited one of the eight coffee shops in gas stations in Bangkok from 11:00 a.m. to 6:30 p.m., on 16 weekdays (The data collection took place for two weekdays at each gas station.) in March 2012 and granted consent in filling out the questionnaire, were counted the research participants. The total number of the participants was 191.

The results about the participants' personal data showed that the majority of the participants were male (56.02%) company employees (42.41%), in the age range of 26-35 (38.22%). Most of them visited the coffee shops in gas stations in Bangkok more than three times a week (31.41%), and spent 35-100 baht per visit (42.93%). The participants visited the coffee shops in gas stations in Bangkok with an intention to buy coffee (59.16%). Particularly, their tendency to revisit coffee shops in gas stations was at the highest level (97.38%).

The major findings gave answers to the research question which asked the satisfaction level of customers at coffee shops in gas stations based on the Marketing Mix (four P's). On average, the participants were "very satisfied" with coffee shops in gas stations with the overall mean score of 3.54. Out of the four elements, the results revealed that the participants were satisfied with the "price" element at the highest level (M = 3.73), followed by the "place" element (M = 3.69), and the "product" element (M = 3.66). The "promotion" element was found to be satisfying at the lowest level of satisfaction (M = 3.09).

Discussion

The discussion in this part comprised three aspects. The first discussion is on the research participants' personal information to observe the characteristics of customers at coffee shops in gas stations. The second discussion is about what the satisfaction level of customers with coffee shops in gas stations in Bangkok was.

Research participants' personal information

The study revealed that the male participants were the majority of coffee shop customers (56.02%). It can plausibly be explained that, in general, the male participants might enjoy drinking coffee more than the female participants. Some of them might wish to relax during the lunch time or after office hours. The finding of Pengto (2008)'s study supported that of this research. Pengto found that most customers of the Wawee coffee shops in Chiang Mai province were male. In contrast, Yatphrom (2007)'s study revealed that most customers of Starbucks coffee shops in Bangkok were female. It can plausibly be explained that the Starbucks coffee shops were mostly found in shopping centers where a great number of customers were female who generally enjoyed shopping more than the male customers.

Regarding the age of the participants, it was found that the participants in the age range of 26-35 were the majority of customers (38.22%). This finding was similar to that of the study of Si-Ngam (2009) which revealed that the participants were mostly in the age range of 20-45. Another study that also supported the finding on this issue was done by Kullawat (2003) who found that most participants were in the age range of 21-40. It is plausible to explain that the majority of the participants were working people and students. These people might want to enjoy themselves at coffee shops during their free time. Also,

coffee shops generally provided customers with free Wi-Fi Internet, customers might benefit from this service doing either personal or business affairs. At the same time, it is also possible that some people of this age range might be salespeople or business people who might have business appointments at coffee shops where they found the place convenient, cost-free and of good atmosphere.

Concerning the participants' occupation, the majority of the participants (42.41%) were company employees. It is plausible to explain that products of the same kinds sold at coffee shops in gas stations were rather high-priced when compared with those available at coffee carts or old style coffee shops along the roadside. However, company employees could afford to pay since their monthly income was moderate or quite high. Coffee shops in gas stations usually opened early in the morning and closed late in the evening. They could visit the coffee shops before office hours, during lunch break or after office hours. It seemed that whenever they wanted to buy a cup of coffee, coffee shops in gas stations were there to serve them. The study of Yatphrom (2007) also showed similar results that most customers at Starbucks coffee shops were company employees.

As of frequency of visits, the majority of participants visited coffee shops more than three times a week (31.41%). It is possible that first, at the time when the study was conducted, Thai people favored drinking freshly-brewed coffee because of its lovely flavor and nice smell. Particularly, some customers might be addicted to coffee. Second, coffee shops in gas stations generally provided relaxing and pleasant atmosphere as well as additional services, e.g. free of charge Wi-Fi Internet service. The Internet has become important to people in their everyday life. Another reason is that coffee shops selected for this study were situated near offices, residences, and in the travel routes; therefore, participants often visited coffee shops in gas stations because it was convenient to them.

In contrast, the results of the study of Yatphrom (2007) revealed that customers visited Starbucks coffee shops occasionally. It can plausibly be explained that the products at Starbucks coffee shops were targeted up-market. The product prices were high and Starbucks coffee shops were not located in the gas stations and rarely found along the streets. Rather, they were generally found in shopping centers, big office buildings, hospitals, etc.; therefore, people might infrequently visit Starbucks coffee shops, and usually various brands of coffee shops were available at the same locations as where the Starbucks were located. Customers had a freedom of choice.

About the expenditure per visit, two groups of participants of equal number spent 35 - 100 baht and 61–100 baht at the coffee shops (42.93%) at the highest level. It can plausibly be explained that customers' buying behavior was of two kinds judging from the amount of money they spent. One was those who bought only a cup/glass of coffee or beverage and the other was those who bought more. This finding was the same as that of the study of Yachawana (2006) which revealed that the expenditure per visit was 41-60 baht. It could plausibly be explained that the coffee shops in Yachawana's study were not franchises; the products, including the bakery or snack, were not expensive.

However, the finding was not the same as that of Wijackanaphan (1999) whose research result revealed that the participants spent 100 - 200 baht per visit. It is possible that that the sample coffee shops in Wijackanaphan's study which were Starbucks, Coffee World, UCC Espresso or Au Bon Pain coffee shops were targeted at middle to upper income customers; consequently, the products available were high-priced but probably of a better quality.

As of reasons for visits, most participants indicated that they intended to go to coffee shops to buy coffee (59.16%) at the highest level. It can plausibly be explained that the participants might enjoy the quality of coffee, the reasonable prices of products, the

location of the coffee shops, or a marketing promotion offered by the gas stations which motivated them to visit the coffee shops. It was also possible that the participants themselves were addicted to coffee.

Besides, the findings revealed that the majority of the participants at coffee shops in gas stations intended to revisit the coffee shops in gas stations (97.38%) in the future. It is plausible to explain that the participants were very impressive with the products and services provided, for instance, the product quality, coffee flavor, product varieties, reasonable prices, pleasant and relaxing atmosphere as well as free of charge Wi-Fi Internet. Also, it might be that it was convenient to them to buy a cup of coffee at a gas station which was located in the participants' routes of travel. It was, also, possible that participants had to stop at the gas stations in order to use other services available at the gas stations, for example, to fill up the tank, to get car care service, etc., so they took the chance to also visit the coffee shops.

To recap, plausible explanations were attempted to explain the characteristics of the research participants in this study in terms of gender, occupation, age, frequency of visits to gas stations, expenditure per visit, reasons for the visits, and the intention to revisit. The information gained was most useful to coffee shops operators and those who planned to set up the coffee business to understand their customers, particularly in terms of customers' behavior.

Researcher Question: What was the satisfaction level of customers with coffee shops in gas stations in Bangkok?

The findings revealed that, on total average, the customers were "very satisfied" with coffee shops in gas stations in Bangkok with the mean score of 3.54 (See Table 8). When considering the results based on the Marketing Mix (four P's), the customers were "very satisfied" with three out of the four elements, comprising the "price" element at the highest level (M = 3.73), followed by the "place" element (M = 3.69), the "product" element (M = 3.66). Only one element was found to be "fairly satisfied" and it was categorized in the "promotion" element (M = 3.09). Surprisingly, there was no element that was found to be "extremely satisfying".

As indicated, the participants were found "very satisfied" with the "price" element at the highest level (M = 3.73), plausible explanations are attempted to support the research findings. Out of the five items categorized in the "price" element, shown in the questionnaire (See Table 10), the participants were satisfied with the item "Fixed prices for all products, with price tags" at the highest level (M = 4.00). It is plausible to explain that customers were most satisfied with the policy of fixing the price of the products available at the coffee shops and the prices were clearly identified by price tags. Customers might not want to bargain, or in worse cases, be cheated. Having price tags for all products of which prices were fixed helped customers to make a quick decision whether they should buy a product. Particularly, when there were a variety of products, it was convenient for the participants, as customers, to choose from the fixed-price menu and to place an order. In some coffee shops, for example, a price increase tag for adding whipping cream in coffee or chocolate was shown; it was reasonably fair to the participants that the coffee shops informed them of this information before they made an order.

The item that was found the second highest satisfaction in the "price" element was "Reasonable pricing when compared with overall service of the coffee shops." The participants were "very satisfied" with this item with the mean score of 3.79 (See Table 10). It is possible that that running coffee shops in gas stations was a highly competitive business and, in general, they were well- managed in all aspects. Overall service of the coffee shops started from the first step in the shop of customers when they might warmly be welcomed by the staff, at least by saying hello to them. They were probably well taken care of while making orders, with pleasant and warm manners of the staff. While waiting for the products or spending time in coffee shops, there were trendy magazines to read, beautiful music to listen to, and the Wi-Fi Internet to get accessed to in order to pass time. Therefore, they thought the products available were of reasonable price; it was worth the service they got from the coffee shops.

The item that was ranked third in this category was "Various and reasonable pricing according to the size of coffee and beverage containers." The participants were also very satisfied with this item (M = 3.75) (See Table 10). As known, coffee or other beverages are sold in different sizes of containers, generally in small, medium and large containers. It can plausibly be explained that participants thought it was perfectly fair to customers as they could choose the size of containers as required and being able to afford it.

The item that came fourth in this category was "Reasonable pricing when compared with the product quality and quantity" with which the participants were "very satisfied" (M=3.72) (See Table 10). It is plausible to explain that the participants were happy with the products at the coffee shops. Coffee, in particular, belonged to the four coffee shop brands, Amazon, Inthanin, D' Oro and Rabika, of which good quality was recognized. Moreover, customers found that the prices were reasonable. The average price of coffee and other beverage menu at coffee shops in gas stations was from 40 baht to 60 baht per

cup ("Rabikacoffee," 2012) while the price of the same coffee menu at premium coffee shops, such as at Starbucks coffee shops, was from 90 baht up ("Cookiecoffee," 2012) per cup of the same size.

The last item categorized in the "price" element of the Marketing Mix with which the participants were satisfied at the lowest level was "Reasonable pricing for baked products and snacks" (M = 3.37) (See Table 10). It is possible that the participants' major purpose of visit to a coffee shop was just to buy coffee or other beverages, not the baked products or snacks. Probably, the baked products and snacks were not of good quality when compared with the price. According to the researcher's survey, the average price of the bakery and snack product was around 35 to 60 baht which was rather high-priced. This item was, as a result, found satisfying at the lowest level.

The findings of this study which revealed that the "price" element was ranked the most satisfying element were similar to those of many studies. First, the research of Watcharapreecha (2005) indicated that the participants were very satisfied with the "price" element; significantly, the highest item that the participants were most satisfied was about the fixed price. It can plausibly be explained that the fixed price of products available in coffee shops in gas stations, with price tags, was the issue that powerfully influenced customers to visit the coffee shops. If the coffee shops were able to maintain the reasonable prices as well as all quality services, they might surely be able to retain the customers.

Similarly, Phollachan (2010)'s study on customer satisfaction towards the services of Shabugu shop in Chiangmai also revealed that the customers were very satisfied with the "price" element. Meanwhile, Inyiaw (2002)'s research findings on consumer behavior and Marketing Mix factors affecting consumers in selecting Japanese restaurants in

Muang District, Chiangmai showed that the customers were enormously influenced by the price factor when compared with the product quality.

Also, the study of Ko and Chiu (2006) on customers' satisfaction which was closely related to a decision-making process in setting up a new coffee shop in Taiwan revealed that service, price and quality were the most important issues that made customers satisfied. The "price" element was indicated as one of the major satisfying factors.

The results of this study regarding the "price" element also coincided with those of Chuetuajaroenkij and Pachravanich (2011) of which results showed that the reasonable prices compared with products quality were the immensely influential issue in consumers' making decision to buy a product.

On the contrary, the findings of the study of Areeprasertkul (2006) contradicted those of this study. It was found that the "product" element was the most influencing issue in terms of customers' satisfaction at Banrai coffee stores in Bangkok while the "price" element made customers satisfied at the medium level only. Interestingly, the findings of Areeprasertkul were supported by those of study of Yatphrom (2007) which yielded the same results. Yatphrom found that customers were satisfied with the "product' element of the Starbucks at the highest level. The results were relevant to a statement which stated that the most important issue that strongly influenced the coffee shops' success was the coffee quality; that meant capability to maintain the coffee flavor ("Coffeemade," 2012).

However, the results of Lin and Roberts (1996)'s study revealed differently that the Starbuck coffee shops were clearly distinguishable because they were good places to chat, simply drink coffee, study, have a date, relax, sit, and observe people. It is implied that the "place" element played a key role, not the "product" element nor the "price" element.

In summary, the participants of this study were, on average, "very satisfied" with the coffee shops in gas stations (M = 3.54). Out of the four P's elements, the "price" element was found to be "very satisfying" at the highest level (M = 3.73)

Detailed analysis of all the items shown in the questionnaire based on Marketing Mix

To find out the level of customer' satisfaction with coffee shops in gas stations, detailed analysis was carried out. Out of the 20 items, 14 items "very satisfied" the customers at the coffee shops in gas stations in Bangkok (Table 13) comprising the following: 1) "Wi-Fi Internet provided free of charge" (M = 4.01), 2) "Beautifully decorated and clean coffee shop with pleasant and inviting atmosphere" (M = 4.01), 3) "Fixed prices for all products, with price tags" (M = 4.00), 4) "Flavor of coffee and other beverages" (M = 3.91), 5) "Freshness and quality of raw materials for coffee and beverages e.g. coffee beans and milk" (M = 3.87), 6) "Newspapers, magazines and music are provided to read and listen to at the coffee shop" (M = 3.81), 7) "Reasonable pricing when compared with overall service of the coffee shops" (M = 3.79), 8) "Various and reasonable pricing according to the size of coffee/beverage containers" (M = 3.75), 9) "Appropriate service time" (M = 3.74), 10) "Reasonable pricing when compared with the product quality and quantity" (M = 3.72), 11) "A variety of coffee and beverage menu as well as bakery and snacks" (M = 3.61), 12) "Beautiful and appropriate package design" (M = 3.52), 13) "Large and convenient area in the coffee shop" (M = 3.48), and lastly, 14) "Convenient and sufficient parking space" (M = 3.42). Discussion on each of the 14 items which were found "very satisfying" is provided as follows:

The findings revealed that out of the 14 items that were found to be "very satisfying," two items were equally rated at the highest level with the mean score of 4.01. The two items were the items "Wi-Fi Internet provided free of charge," categorized in the

"promotion" element of Marketing Mix and "Beautifully decorated and clean coffee shop with pleasant and inviting atmosphere," categorized in the "place" element.

It is plausible to explain that the participants were very satisfied with the free Internet service of the coffee shops. As almost all working people, business people, and students were addicted to the Internet; they generally accessed the Internet most of the time, either via their mobile phone or notebook. Almost all coffee shops currently offered Wi-Fi Internet service to the customers, provided that the customers asked for a password to access the Internet free of charge. The promotion of Wi-Fi Internet issue was found to be very influential in attracting customers to the coffee shops and it was surprising that this was the only item categorized in the "promotion" element that the participants were "very satisfied." The participants felt only "fairly satisfied" with the rest items in the category of the "promotion" element found in the questionnaire.

It is possible that the participants did not benefit much from other ways of promotional programs offered by the coffee shops in gas stations in Bangkok. For example, the participants might not benefit from the discount scheme which goods were sold at a special discount on some days or from receiving advertising messages via emails or SMS. Therefore, they did not find the other four items to be "very satisfying."

The other item, that was equally rated as very satisfying at the same mean score (M = 4.01) as the item "Wi-Fi Internet provided free of charge," was the item "Beautifully decorated and clean coffee shop with pleasant and inviting atmosphere," categorized in the "place" element. It was possible that the primarily most important item that attracted customers to visit the coffee shops was the appearance of the coffee shop. Therefore, coffee shops that were clean and beautifully decorated with pleasant and inviting atmosphere would definitely attract the participants to drop by.

To recap, there were two items that were equally rated at the highest level and the participants found them "very satisfying." One belonged to the "promotion" element and the other the "place" element.

The item that came third in terms of customers' satisfaction was "Fixed prices for all products, with price tags" which was categorized in the "price" element (M = 4.00). The participants were "very satisfied" with this issue. As earlier discussed, it is plausible to explain that generally, customers preferred buying products with fixed prices and with price tags. Customers, at the time when the study was conducted, were accustomed to going shopping at malls or convenience stores like 7-Eleven, Top Market, etc. where all products had fixed prices with price tags.

It is also noticeable that the item categorized in the "price" element was rated the third in terms of customers' satisfaction while the whole element of "price" of the Marketing Mix was rated the first, being the most satisfying element. It could be explained that, as a whole, all the five items categorized in the "price" element were of almost at the same level of importance, enhancing this element to be in the first rank.

The next two items "Flavor of coffee and other beverages" and "Freshness and quality of raw materials for coffee and beverages e.g. coffee beans and milk" were found "very satisfying" at the fourth and fifth highest satisfying items with the mean scores of 3.91 and 3.87 respectively. Both items were categorized in the "product" element. It is possible that all coffee shops in gas stations might select high quality coffee beans from high quality raw material sources. The recipe of coffee brew as well as a variety of beverage menu was developed to respond to the customers' need. Also, the staff at the coffee shops were very skilful at coffee and beverage brew ("Rabika Coffee," 2012). The flavor of coffee and other beverages was so good that the participants felt very satisfied and would like to revisit. It was observed that the research participants were much concerned with

the quality of coffee and beverages in every step of the process, starting from the raw materials to the finished products which were related to the flavor.

The following item was "Newspapers, magazines and music provided to read and listen to at the coffee shop" which came at the sixth highest satisfying (M = 3.81) and was in the category of the "place" element. It can plausibly be explained that customers who spent some time at the coffee shops, not just buying a cup of coffee, had some purposes, either to relax, take a rest, chat with friends, have a business appointment, etc. For those who did not have a business purpose might need some newspaper or magazines to read and some beautiful music to listen to so that they could relax, enjoy themselves or pass time while drinking coffee or beverages in the shop or while waiting for someone. This item was, consequently, "very satisfying" to the participants of this study.

The seventh highest satisfying item (M = 3.79) was "Reasonable pricing when compared with overall service of the coffee shops." This item which the participants felt satisfied with was categorized in the "price" element. As earlier discussed, it can plausibly be explained that the participants were so happy with the service provided by the coffee shops that they did not find the products high-priced. It was also possible that the customers compared the quality of products and service with the high-end coffee shops like the Starbucks or Black Canyon.

The eighth item that the participants were "very satisfied" with was "Various and reasonable pricing according to the size of beverages" (M = 3.75). This item was classified in the "price" element which has been discussed earlier. The reason why the participants were "very satisfied" with this item could be that it was a common sense of the general public that the bigger the container, the more expensive the product; people in general accepted this fact. Once there were various sizes of products, people were able to judge on their own how much they could afford.

The ninth item, "Appropriate service time," was also found by the participants "very satisfying" with the mean score of 3.74. This item was in the "place" element of Marketing Mix. Operating time was connected with the site which was the "place" element. Generally, coffee shops in gas stations open from 6:00 a.m. to 8:00 p.m. daily. It is plausible to explain that whenever the majority of the customers, who were found in this study to be company employees (42.41%) (See Table 3), visited the gas stations, the coffee shops were in operation. It might be concluded at this stage that when customers' needs were met, they were very satisfied.

The tenth item that the participants found "very satisfied" was "Reasonable pricing when compared with product quality and quantity" (M = 3.72). This factor was categorized in the "price" element of the Marketing Mix. As discussed earlier, it was possible that the participants might find that product prices at coffee shops in gas station were not as high as other brand name coffee shops. The research participants who were already happy with the products, consequently, did not find the products to be high-priced. Rather, they found that when comparing the product quality and quantity with the money they paid, product pricing was reasonable.

The next two items which were rated the eleventh and twelfth "very satisfying" items were both categorized in the "product" element of the Marketing Mix with the mean scores of 3.61 and 3.52 respectively. They were "A variety of coffee and beverage menu as well as that of bakery and snacks" and "Beautiful and appropriate package design." It is plausible to explain that these two items were additional quality of the products to make the products more valuable. Customers should have a right to choose the products that meet their needs and a variety of products could better serve customers. Once there were various kinds of products to choose from, and those products were in containers that were

in a beautiful and appropriate package design, it was, psychologically, value-added to the products.

The last two items that were rated as "very satisfying" were both categorized in the "place" element comprising "Large and convenient area in the coffee shop" (M = 3.48) and "Convenient and sufficient parking lot" (M = 3.42). They were rated at the thirteenth and fourteenth respectively. It can plausibly be explained that these days, coffee shops in gas stations were regarded as one of the key attractive items that gas station operators or petroleum companies put a great emphasis on. Therefore, a spacious area was allocated for a coffee shop in a gas station, realizing that a coffee shop was a selling point. Obviously, since the coffee shop was located in the gas station, there was a convenient and sufficient parking space available.

In summary, out of the 14 items that the participants felt "very satisfied" with, five items were categorized in the "place" element, four each in the "product" and "price" elements, and only one item was in the "promotion" element. Plausible explanations were attempted to explain the findings.

Application of the Study

The findings of this study provided coffee shop operators, both in gas stations and other locations, with fruitful information in many aspects. The demographic data gained allowed coffee shop operators and those who plan to set up a coffee shop to know who the customers were as well as to understand their behavior. In order to succeed in business, the information about the customers' behaviors is most important. Operators need to know about this information prior to a setup of a coffee shop. Moreover, the answers to the two research questions, what the customers' satisfaction level was, definitely gave useful information, particularly, on the customers' satisfaction based on the four P's

Marketing Mix strategy, to coffee shop operators to improve their business for more efficiency. Those who have planned to set up coffee shop business would also get ideas what particular elements they should focus on.

Limitation of the Study

The study had some limitations. Firstly, the information gained from the staff of coffee shops in gas stations and from the researcher's observation showed that there were a lot of customers at the coffee shops in gas stations from 7:00 a.m. to 9:30 a.m. and from 3:30 p.m. to 6:30 p.m. However, the researcher could not distribute the questionnaire to the customers in the morning because the customers did not have much free time. Rather, they had to rush to their workplace. The researcher decided to distribute the questionnaire to the customers who visited the coffee shops from 11:00 a.m. to 6:30 p.m. Consequently, the data gained might not have covered all aspects of customers, particularly the customers who usually visited the coffee shop in the morning.

Secondly, the researcher purposively selected only eight coffee shops of four brands to collect the data because of time limitation. Hence, the results of this study might not show the comprehensive picture because of the limited number of selected coffee shops.

Thirdly, the researcher found some problem regarding the items categorized in the "promotion" element in the questionnaire (See Appendix A). Some participants were not regular customers at the selected coffee shop brands, so they did not receive the information about the promotion. Therefore, the results on the "promotion" element might not accurately present the actual opinion of the whole population.

Fourthly, there was a problem regarding a question about a frequency of visits to coffee shops in gas stations as shown in Part I in the questionnaire (See Appendix A). It was found out the four alternatives still did not cover all the answers of the participants.

The participants who rarely visited a coffee shop in a gas station could not answer this question because the least frequency shown in the questionnaire was only "once a week."

Another problem was found with the question on "Reason for visits the coffee shop" which allowed the participants to give more than one answer. The results could not reveal the exact number of participants because the participants could give more than one answer. For further studies, if a researcher wants to get an answer in terms of the number of the participants, there should be specific directions that only the best answer is required. However, the major focus for this study was on the reasons why the customers visited the coffee shops, not the number of the participants.

Next, there was another problem regarding the "price" element. An item "Various and reasonable pricing according to the size of coffee or beverage containers" caused some problems. Most coffee shops in gas stations offered only one container size, unlike those located in shopping malls or office buildings. Therefore, the participants' aspects towards the price item on this point might not accurately represent the participants' satisfaction level.

Lastly, the questionnaire lacked a blank space used as a recommendation part in the questionnaire, allowing for the participants' additional opinion. The information gained from this part would have provided very useful for the operators to utilize the participants' opinion to develop coffee shops' services to meet the customers' satisfaction.

Recommendation for Further Studies

From the experience gained from this study, the researcher would like recommend the following topics for further studies. Firstly, there are a number of coffee shops located in gas stations along the highways, both inbound and outbound Bangkok. There should be studies which focus on a larger number of customers at coffee shops and emphasize on

coffee shops located along the highways, both inbound and outbound, so that the findings will be comprehensive to the overall coffee shops in gas stations.

Secondly, the staff's service is generally another key element that influences customers' satisfaction. If the customers feel impressed with the staff's service, they wish to revisit the coffee shops. There should be studies which include questions relevant the coffee shop staff's service in the questionnaire. In other words, the studies may be based on the seven P's service Marketing Mix strategy. The results may better help existing or new operators to improve and develop the coffee shops to enhance customers' satisfaction.

Lastly, since coffee shops in gas stations business is a highly competitive business and the findings revealed that the participants were least satisfied with the "promotion" element, it would be interesting to focus particularly on the "promotion" element. This is to see if the participants are really unhappy with the promotional marketing strategy with regard to coffee shop business.

In conclusion, a study on satisfaction of customers at coffee shops in gas stations in Bangkok has revealed many interesting and fruitful results although there were some limitations. The researcher confidently expected that coffee shop operators and those who planned to run this business would learn from the findings. The researcher has also suggested some topics which resulted from her experience in doing this study for further studies.



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Questionnaire

This questionnaire is designed for a research project for a Master of Arts Degree in Business English for International Communication at Srinakharinwirot University. The objective is to investigate satisfaction of customers at coffee shops in gas stations in Bangkok. Your cooperation in completing this questionnaire will highly be appreciated. All the information gained will be treated confidentially.

Part 1	: Demographic information
	Please mark "✓" in the box that best describes you.
1.	Gender
	☐ Male ☐ Female
2.	Age
	\square 25 or less \square 26 - 35
	□ 36 - 45 🗓 □ Over 46
3.	Occupations
	☐ Students
	☐ Government/Government Enterprise Officers
	☐ Company Employees
	☐ Business Owners
	□ Others
4.	Frequency of Visits
	☐ Once a week ☐ Twice a week
	\Box Three times a week \Box More than three times a week
5.	Expenditure Per visit
	\square 35 – 60 baht \square 61 – 100 baht
	\square 101 – 150 baht \square More than 151 baht
6.	Reasons for Visits (More than one answer is possible.)
	☐ Relaxing after a long journey
	☐ Having a business appointment
	☐ Dropping by after filling up the tank
	☐ Feeling good with the coffee shop atmosphere
	☐ Intending to buy coffee
	☐ Others (please specify)
7.	Intention to revisit a coffee shop in a gas station
	☐ Revisit for certain
	☐ Do not plan to revisit
	☐ Reluctant whether will revisit

Part II: Satisfaction levels with coffee shops in gas stations in Bangkok

Please mark " \checkmark "in the answer slot that best indicates your opinion.

Satisfaction Levels

				LICTUS		
Items	I am satisfied with the following items:	Extremely satisfied (5)	Very satisfied (4)	Fairly satisfied (3)	Very dissatisfied (2)	Extremely dissatisfied(1)
	Product					
1.	Flavor of coffee and other beverages					
2.	Freshness and quality of raw materials for coffee and beverages e.g. coffee beans and milk					
3.	A variety of coffee and beverage menu as well as bakery and snacks					
4.	Freshly- baked products and tasty snacks					
5.	Beautiful and appropriate package design					
6. 7.	Price Fixed price for all products, with price tags Various and reasonable pricing according to the sizes of coffee/beverage container	7				
8.	Reasonable pricing for baked products and snacks					
9.	Reasonable pricing when compared with the product quality and quantity					
10.	Reasonable pricing when compared with overall service of the coffee shops					
11.	Place Beautifully decorated and clean coffee shop with pleasant and inviting atmosphere					
12.	Newspapers, magazines and music provided to read and listen to at the coffee shop					
13.	Large and convenient area in the coffee shop					
14.	Convenient and sufficient parking space					
15.	Appropriate service time					

Items	I am satisfied with the following items:	Extremely satisfied (5)	Very satisfied (4)	Fairly satisfied (3)	Very dissatisfied (2)	Extremely dissatisfied (1)
16.	Promotion Customers' bonus point collection for a free product or membership for special privileges, e.g. rights to win a prize when purchasing up to a certain amount or to win a lucky draw					
17.	Discount Scheme: goods sold at a special discount on some days					
18.	A free gift offered on special occasions, e.g. on Mother's day/ a gift when buying two cups of coffee or any beverages/ a free drink when spending 1,000 baht filling up the tank.					
19	Advertising through brochures, e-mails, SMS, posters and signage	N				
20.	Wi-Fi Internet provided free of charge					

APPENDIX B THAI QUESTIONNAIRE

แบบสอบถามความพึงพอใจของผู้บริโภคต่อร้านกาแฟในสถานีบริการน้ำมัน ในเขตกรุงเทพมหานคร

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ ภาควิชาภาษาตะวันตก มหาวิทยาลัยศรีนครินทรวิโรฒ โดยมีวัตถุประสงค์เพื่อศึกษาเรื่อง ความพึงพอใจของผู้บริโภคที่มีต่อร้านกาแฟในสถานีบริการน้ำมันในเขต กรุงเทพมหานคร ผู้วิจัยใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถาม ทั้งนี้ข้อมูลทั้งหมดจะใช้เพื่อการ ศึกษาวิจัยเท่านั้นและจะถือว่าเป็นความลับ

ผู้วิจัยหวังเป็นอย่างยิ่งว่าจะได้รับความร่วมมือจากท่าน และขอขอบพระคุณเป็นอย่างสูง มา ณ โอกาสนี้

ส่วนที่	1 : ข้อมูลทั่วไป			
	คำชี้แจง : โปรดทำเ	ครื่องหมาย 🗸 ลงในช่องที่ตรงกั	บความ	มเป็นจริงเกี่ยวกับท่าน
1.	เพศ	20° -59181	۰.	
		🛘 ชาย	b	หญิง
2.	อายุ	25 1 1 1		e ·
	<i>A</i> :	🗌 25 ปี หรือ น้อยกว่า		26 - 35 ปี
	A :	☐ 36 - 45 1		46 ปี ขึ้นไป
3.	อาชีพ	3	1	
	100	ื่ ☐ นักเรียน/นักศึกษา	To.	ข้าราชการ/พนักงานรัฐวิสาหกิจ
	1	🗌 พนักงานบริษัทเอกชน	⊿	ธุรกิจส่วนตัว
		🗌 อื่นๆ	Z	
4.	ท่านใช้บริการที่ร้านก	้ าแฟในสถานีบริการน้ำมันบ่อยเพีย	งใด	
		่	- 40 "	2 ครั้ง/สัปดาห์
			П	มากกว่า 3 ครั้ง/สัปดาห์
5.	- ค่าใช้จ่ายเฉลี่ยที่ท่าน:	—	— ริการน้ำ	
٥.	Γ	☐ 35 – 60 บาท		61 – 100 บาท
		101 – 150 บาท		151 บาทขึ้นไป
6.	- เหตุผลในการเล็อกใ	ชับริการที่ร้านกาแฟในสถานีบริกา	— รน้ำนั	
0.		☐ เพื่อพักผ่อนจากการเดินทาง		นัดเจรจาเรื่องงาน
		แวะเติมน้ำมันอยู่แล้ว		มีความประทับใจในร้านกาแฟนี้
		ปกติดื่มกาแฟเป็นประจำ		
7				ริการน้ำมัน(สาขาใดก็ได้) ต่อหรือไม่
1.	PWGWILLALLINWRW1	เผมกจะเขบมกามกมาหกาแพเผลเ] ใช้บริการต่อแน่นอน		ไม่ใช้บริการต่อแน่นอน
		_ เชบมกามขอแผนอน] ยังลังเลใจ		PM P T T T 1 1 1 1 1 1 1 1 1
	L	□ \01\06\01		

ส่วนที่ 2 : ความพึงพอใจของท่านต่อร้านกาแฟในสถานีบริการน้ำมันในเขตกรุงเทพมหานคร คำชี้แจง : โปรดทำเครื่องหมาย 🗸 ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

ระดับความ

พึงพอใจ

ข้อ	ข้าพเจ้ามีความพึงพอใจกับสิ่งต่าง ๆ ต่อไปนี้	มากที่สุด (5)	มาก (4)	ปาหกลาง (3)	ห้อย (2)	ห้อยที่สุด (1)
	ผลิตภัณฑ์					
1.	รสชาติของกาแฟและเครื่องดื่มอื่นๆ					
2.	ความสดใหม่และคุณภาพของวัตถุดิบ เช่นเมล็ดกาแฟ นมสด					
3.	ความหลากหลายของเมนูกาแฟ เครื่องดื่มอื่นๆ เบเกอรี่และขนมต่างๆ					
4.	รสชาติและความสดใหม่ของเบเกอรี่ และขนมต่างๆ					
5.	การออกแบบบรรจุภัณฑ์ที่สวยงามและเหมาะสม					
6.	ราคา กำหนดราคาสินค้าทุกประเภทไว้อย่างชัดเจน และแสดงป้ายราคาสินค้าไว้					
7.	ราคากาแฟและเครื่องดื่มอื่นๆ มีความหลากหลายและเหมาะสม ตามขนาดของบรรจุ ภัณฑ์					
8.	ราคาเบเกอรี่ และขนมต่างๆ เหมาะสม					
9.	ราคาสินค้าที่คุ้มค่า เมื่อเปรียบเทียบกับคุณภาพ และปริมาณ					
10.	ราคาสินค้าที่คุ้มค่า เมื่อเปรียบเทียบกับการบริการโดยรวมของร้าน					
11.	สถานที่ การตกแต่งสถานที่สวยงาม สะอาด ถูกสุขอนามัย และบรรยากาศดี เชิญชวนให้ใช้ บริการ					
12.	ทางร้านมีบริการเสริม เช่น มีหนังสือพิมพ์และนิตยสารหลายประเภทให้เลือกอ่าน และมีดนตรีไพเราะให้ฟัง					
13.	พื้นที่ที่ให้บริการในร้านกว้างขวางและสะดวกสบาย					
14.	พื้นที่จอดรถเพียงพอและเหมาะสม					
15.	เวลาเปิดปิดให้บริการเหมาะสม					

ข้อ	ข้าพเจ้ามีความพึงพอใจกับสิ่งต่าง ๆ ต่อไปนี้	มากที่สุด (5)	มาก (4)	ปาหกลาง (3)	ห้อย (2)	ห้อยที่สุด (1)
16.	การส่งเสริมการตลาด การจัดโปรโมชั่นคูปองสะสมแต้มเพื่อแลกรับสินค้า หรือการจัดทำบัตรสมาชิกเพื่อรับส่วนลดหรือสิทธิประโยชน์พิเศษอื่นๆ เช่น สมาชิกซื้อสินค้าตามเกณฑ์ที่กำหนด มีสิทธิ์ชิงโชคลุ้นรับรางวัล เป็นต้น					
17.	การจัดรายการลดราคาในบางวันของสัปดาห์ เช่น ทุกวันพุธ เมื่อใช้บริการของร้านจะ ได้รับส่วนลด 15%					
18.	การแจกของแถมในเทศกาลสำคัญ เช่น เทศกาลวันแม่เทศกาลปีใหม่ ซื้อกาแฟหรือ เมนูเครื่องดื่มใด ๆ 2 แก้ว เลือกรับของชำร่วย 1 ชิ้น หรือ การแจกของแถมร่วมกับ การเติมน้ำมัน เช่น รับฟรีเครื่องดื่มเมนูใดก็ได้ 1 แก้ว เมื่อเติมน้ำมันครบ 1,000 บาท					
19	มีการประชาสัมพันธ์ผ่านสื่อต่างๆ เช่น แผ่นพับ ป้ายหน้าร้าน, จดหมายอิเล็คโทรนิคส์ (E-mail) และ SMS					
20.	มีบริการ Wi-Fi Internet โดยไม่เสียค่าใช้จ่าย					



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