

Why Do Customers Buy Coffee at Starbucks, Rather Than Doi-Chaang?

Chomphunot Mongkoltanakul*, Edward Bacon and Amporn Puapradit

Faculty of Rangsit University International College, Rangsit University, Thailand

*Corresponding author: e-mail: Chomphunot.m58@rsu.ac.th

Abstract

The true reasons of customers to buy something is kind of unclear, there are so many factors that influences customers to buy something from different brands. There are a lot of choices of coffee shops for customers to choose to get a drink. With those choices, there are unclear reasons why customers choose Starbucks over Doi-Chaang coffee shops, which is a Thai brand, and the price is more cheaper. Is it because of trend? Brand image? Menu? Or any other external and internal problems of the brand? It is unclear to know. So this research attempts to find out why customers choose to go to get a coffee at Starbucks, rather than Doi-Chaang? Also how can we improve Thai brands to become more effective like a foreign brand, and to know how Doi-Chaang should improve their business. The tool used to collect the data was questionnaires; by asking 200 Starbucks's customers to do either online or off-line questionnaires. This research found out that more than half of customers choose Starbucks over Doi-Chaang because of its convenience that Starbucks provided, such as: location, wifi, and facilities in the shops that match better for customers.

Keywords: Starbucks, coffee customer, drinking behavior, brandname, buying behavior, buying decision

1. Introduction

An increase number of restaurant and coffee shops in Thailand have increased a lot, either from outsider competitors (Starbucks, etc.) or from its own domestic competitors. Doi-Chaang is one coffee brand that has been opened for a long time, it was a coffee shop that doesn't look like they're successful in their business, and now they even have more competitors to challenge with. The question is why don't customers go to Doi-Chaang to buy a drink? Even though it is a Thai brand? Why don't they support Thai brands? Doi-Chaang looks like to have more of a chance to have more customers, since the price is not too high, the customers can afford to buy it. Why Starbucks has become more popular and become the first choice of to have a coffee for customers? When the price is high, more likely to expensive, most of the time you have to stay in line to get the coffee, it can be up to 30 minutes to get a cup of coffee. Why are there still are a lot of customers willing to wait? And not choose to go to Doi-Chaang? We don't know the true reason the customers choose Starbucks over Doi-Chaang. Is it because of the brand image? Taste? Atmosphere? Price? Or any others services the shop offers? How can we make Doi-Chaang which is a Thai brand which has become more popular and more well known for customers?

The buying decision is actually unclear among the customers, as they tend to have a lot of factors influencing them to buy something. We don't know if the true reasons of buying something is because of brand image, prices, advertise, service, taste or fashion. Advertising is one main reason which make customers deciding to buy something, because they saw the advertisement of the products. When customers see an advertisement of a product more than 3-4 times, they tend to buy the product (Adnan Veysel, 2017), but in reality it may not be true, since some brands don't do a lot of advertising. There are still a lot of customers, as an example, NARA which is Thai brand for bags, and from a study (Liang, 2012) it showed that those brands who gave customers knowledge of their products, gave better services and gave better quality in products tend to have more customers to visit their shops, because people love to know what they are going to eat or drink. Starbucks did a very good in giving services and giving knowledge of their products. Packaging is also important for customers, as most customers when they buy something (especially among female customers), want to show everyone to know about it, so if the packaging is looking attractive, they tend to be more successful (Jusuf, 2015). Actually this statement may not right 100% since most male customers don't really care about the packaging. Chaturvedi (2015) said that those brands who gave discounts and special deals for customers, especially among college students are likely to become success, since it's interesting for them and more exciting for college students. Starbucks did very good on this state, as they often give discounts and special deals for customers, while Doi-Chaang hardly ever have these kind of things, but they still can run their business. In reality some brands did offer deals for

customers, but still they don't gain much customers. Again those brands that did advertise are likely to have more customers since it's also the way to make their brand become well known, they might get new customers from the advertising online or through television (Shrivastava, 2014). The atmosphere at the shop is one important reason why customers choose to go to that shop. Customers in the coffee business are likely to sit and drink their coffee and shop, so they tend to go to a coffee shop that have places to sit with a nice interior design because having coffee is relaxing. So people love to have a relaxing atmosphere (Ioana, 2016). Some shops don't have to have a nice interior design to gain customers, if they open at the right location, then they win. For example, Cha-Chuk coffee, they only have two chairs, without air-conditioning, but still a lot of customers goes and buy coffee from them. From the research of (Pop, 2012), it show that customers with higher income tend to buy products with a higher price, which give better services and a higher quality and are more trendy, as they are also more likely to buy other products that they didn't plan on buying. The researcher thinks this statement is not really true as there are a lot of rich people deciding to buy lower priced products, since the functions is almost the same, so why spend more? Most customers love to buy products from those brands that they are familiar with because they know the brand, know the brand and they can predict what they will get from the brands, especially for foreigners, when traveling abroad they are likely to buy from familiar brands, since it can be trusted (Peatfield, Caulfield, Parkinson, & Intriligator, 2015). The income is one of the reasons for customers to buy something. If customers have high income which means they can afford to buy products with a higher price which might offer more functions, they tend to buy it, since it's their money and they have power to buy, so again income is one of the reasons for purchasing behaviors. In reality, a lot of lower income people are likely to buy expensive products too, it makes them looks trendy, so it's not true that only high income people will buy expensive things (Saritas, Penez, 2017). From a study (Ozgoli, 2017) it showed that brand image is one main reason in a purchasing decision. If the brand's image is good or has a good reputation, people are likely to go to that shop, because most people who buy goods from a brand that has a good image, they want to have prestige, and want to look trendy, so no wonder why a lot of college students choose to go to shop with the brand that has a good image. Actually it's not just only the brand's image that make customers decide to buy something from each brand, but because of the quality of the products. For example, as in the case of a horse pen, most customers buy it because of quality not the brand's image.

This research is important, as its impact can change Thai coffee brands, or even other Thai businesses. The researchers will compare the strength and weakness of a Thai business with a foreign business that operated in Thailand and use it to improve the Thai business. The researcher will use the finding of this research to be a guideline for Doi-Chaang in doing business, to improve them, so that it can be an effective and unique company, and have more customers than before.

2. Objectives

The objectives of this research is to analyze the reasons why customers choose to go buy drinks from Starbucks rather than Doi-Chaang? The main focused three objectives are list below:

1. To know what make customers not drink Doi-Chaang coffee.
2. To know what Doi-Chaang should improve in their business.
3. To know the true reason why Staubucks is the first coffee shop that customers choose to go to.

3. Materials and Method

For this research the methodology part will use primary data. A questionnaire is the way to collect the information for the data. There were 200 customers who completed the questionnaire, as they must be those Starbucks' coffee drinkers. Every result from the 200 customers were used to analyze clearly to find out the result for this research. The sampled was selected from the questionnaires who completed both questionnaires (Starbucks and Doi-Chaang), so the researchers can compare the results of the opinion from customers about their feeling towards both brands, and use it to analyze both brands.

4. Results and Discussion

After the researcher collected all the data from the questionnaires (200 respondents, both female and male, at any ages), the data was separate into two parts: customer's related factors and brand related factors. In these two factors, the results will give more about the factors that make customers prefer to buy coffee from Starbucks rather than Doi-Chaang coffee. These two factors can also tell whether the reasons

that factors that made the customers choose not to buy coffee from Doi-chaang because of brand itself or because of the factor from customers' behaviors that change in these days for the trend related to coffee.

Customer-related factors

Actually some the brands do their job very well, even perfect, their products, ideas, service, price and etc are interesting, but still why do some brands or businesses not survive in the business world? In these days if you want to survive in doing business, you must follow the trend, because what you may like, may not be liked by customers, in that they may have different views and desires, thus that means your product or services won't be successful.

In Thailand, in these days, almost everyone use the internet in everyday life, especially Facebook to communicate and interact with other people. So the best way to reach people is not via newspapers or magazines anymore, it have to be through an online channel, such as Facebook or Instagram. So those who did use an online channel to promote or create brand awareness must think again about the way to make people know your brand. Starbucks is one brand that success in creating a brand awareness, as they use an online channel to promote themselves. In the table below one can see that the percentage of the brand awareness between the two brands are totally different, the total number of respondents is 200, both female and male, and at any age.

Table 1 The percentage of brand's awareness

Do you know Starbucks?	Frequency	Percent	Valid Percent	Commulative Percent
Valid	No	2	1	1
	Yes	198	99	99
	Total	200	100	100
Do you know Doi-Chaang?	Frequency	Percent	Valid Percent	Commulative Percent
Valid	No	47	23.5	1
	Yes	153	76.5	99
	Total	200	100	100

Starbucks, as mentioned above, did good in using online channels to create brand awareness and communicate with customers, in contrast with Doi-Chaang, they did not use much online channels to communicate or create brand awareness, which lead to less knowledge of the brand, and this is bad, because one reason that customers don't buy the product is because they did not know about the brand, so they don't know if they want to try something they don't know about or not. To create brand awareness is one important thing to do, in an effort to get more customers.

The trend of going to a coffee shop these days for Thai people is changing, and not all go to a coffee shop to get a coffee or to relax. If you notice at the coffee shop around you, especially in the malls, there will be a lot of customers, but most didn't come to just get a drink but also to have a business meeting there. A lot of customers choose to sit, do some tutoring, do some homework and chat. From Figure 1, the percentage of take home and sit in at the coffee shop, can show that customers choose to sit in at the coffee, rather than take it home. So those coffee shops that want to have customers, or have more of a market share, they should provide the accommodation for customers, there will be tables, chairs and counters for customers to sit in. Moreover, customers always look for those coffee shops that also provide chargers for electronic items (phone, laptop, etc.) that also come with free Wi-Fi, which again, Starbucks did a perfect job with this convenience.

Do you usually take home coffee or sit and drink at the coffee shop?

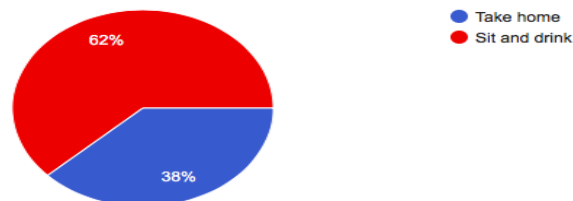


Figure 1 The percentage of take home coffee and sit in at the coffee shop

After the customers who choose to sit in a coffee shop, another trend for Thai people at a coffee shop is that they are likely to sit in a coffee shop rather than a bakery, especially good looking bakeries. They didn't just want to eat those sweets, but they want to take a picture of it, to post on social media, and this is good for every brand. When they post on social media, it's easy to be seen by a lot of people, which means it also increases the brand awareness for their brand, so every coffee shop should have a good-looking bakery, or interesting bakery is another option to get more customers, so using social media as another way to reach customers.

Do you purchase only coffee or do you purchase additional items as well?

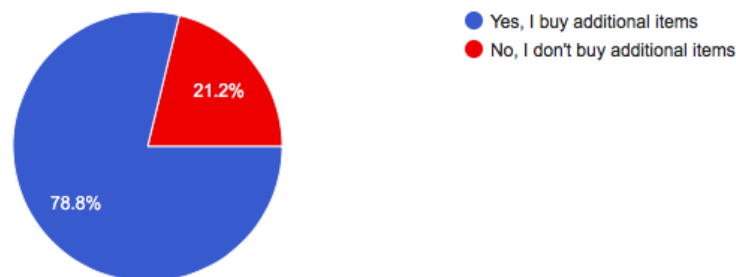


Figure 2 The percentage of buying additional items when purchase coffee

As you can see, 78.8% said yes, meaning that they did buy additional items when they purchase coffee, which means that a lot of customers would like to go to a coffee shop that have additional items for sale. The good example would be Starbucks again, as they did not just only provide the bakery as the additional items, but also specialize cups, coffee beans and so on, but mostly bakery, and those bakery items are not just a sweet cake, but also some sandwiches that adults might prefer to buy. So those coffee shops that provide additional items for sale would have more chance to make money, and would look more attractive for Thai customers.

The price is also a main factors, from the 200 respondents, most of them they are willing to buy a cup of coffee for around 50-80 Baht or more, so this means that they would prefer to go to a fancy coffee shop, not just a booth or buy coffee from the convenient shops.

Actually, most of the customers at coffee shops are university students to working people, and those are usually following trends, and the trend of having a coffee is looking good or looking luxurious. Which means that most customers are likely to go to the coffee shops that probably sell at a high price, so that it feels great to have the coffee cups from there, and some customers didn't go to coffee shops to have a coffee, but to take a picture and post it online to show others that they are at this coffee shop, or in other words, they want to show off that they're rich.

Another point, is that the atmosphere around a coffee shop must be good, because not just a bakery that they will take a picture of, but also around the shop, so those shops that have a good atmosphere and good interior design will be the top coffee shop that customers choose to go to. Starbucks is also a good example, as every shop has a good design that make customers want to sit in the store, same as Amazon coffee shop, the signature rain forest interior design shop is nice to take a picture in.

Thai customers actually did not become loyal to any coffee brand, as they mostly go to the coffee shop that has a good atmosphere, easy to reach and mainly offer special deals. A lot of customers choose to go to fancy coffee shops because those shops offer special deals, either buy one get one free, discount or serving new menu items. Starbucks again, is one brand that succeeds in offering special deals.

Menus and the way they serve coffee is an important thing as well. The shop that offers various menu items tend to become successful, because there are more choices to choose for customers, since customers might have different desires. Also the way serving it is important, and if you serve coffee in a pretty and interesting way, customers are likely to come again. For example, a latte in the past the barista just poured the coffee in the glass, but now they have to make it special or the bottom part has to be milk and the top part has to be coffee. So the color is from the dark to light, which looks pretty for female customers. The menus must also interesting, not just only serve the original or same old menu, the coffee shop must try to serve a new menu item, maybe just serve those menu items in a special way, so customers would try it before it is gone. Starbucks did this successfully, and they always have special menu items that are served on special occasions. For example, Christmas tree peppermint mocha is only served during December.

So from all factors above, they will be the main factors which make customers choose to go to a specific coffee shop, as most customers who want to sit in a coffee shop tend to go to the shops that offer them with what they desire, they do not care much about the taste really, as they just want to have a nice place to relax.

Brand-related factors

A brand is one important thing that makes a business successful, if you have a good brand image and famous, you already won. Because people tend to do business with that business that has a good reputation and is famous, they know the famous brand always makes a lot of money. In this part, it will be separated into two sections. The first section will be about Starbucks and the second part will be about Doi-chaang, so this part can show us what customers think about these two brands, and whether the reason of not buying the coffee comes from the customer's behavior or Doi-chaang itself. Let us see what customers think about these two brands, what makes them successful and a failure.

Starbucks

Starbucks can be seen as the top coffee brand in the world. It is the most famous American coffee brand that became successful domestically (in America) then came abroad, due to their special uniqueness in serving coffee. One thing that makes Starbucks special is that they write your name on the cup of coffee when they serve it, which is very unique, and they are the only one that did this in the world, which makes them so interesting for some customers, as they just love it to have their name on the cup of coffee. Also another core competence is that they always have a special menu for a specific time of year, which is also very interesting for customers, because you have to wait until the special time comes, so that you can get the special menu, which works very well, especially during December, where the Christmas menu will be available, and it is the most favorite for Thai customers, especially the female customers.

Starbucks studied the market and the target group of customers before they opened at Rangsit University. The researcher has to say that Starbucks knows how to take advantage from Thai peoples' trend to create brand awareness for them, without paying them money, instead they got promoted for free by various customers. Thai people love to take a picture of the products, so they serve good-looking coffee, so that customers would take a picture and post it online, and it goes viral very fast for those special menu items. They choose the best way to communicate with customers, which is an online channel, which will make them survive in this business world where the internet is important.

How did you know Starbucks?

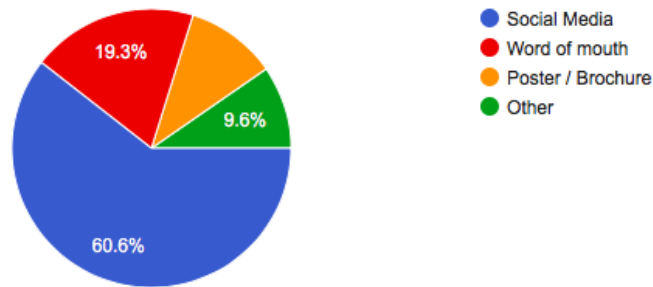


Figure 3 How customers know Starbucks

You can see the percentage of customers of how they know about Starbucks by social media or other online channels is the highest with 60%. In Thailand, almost everyone uses the Internet, so it is the best way to connect to customers, since it will be something they have to look at all time of the day.

What reason did you think makes Starbucks successful?

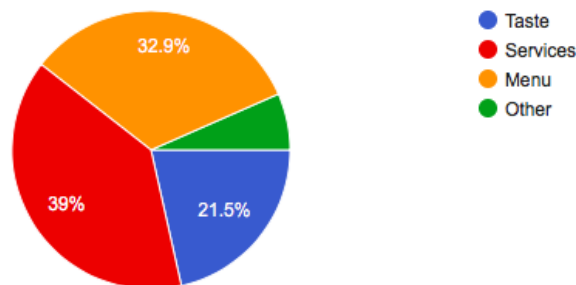


Figure 4 What made Starbucks successful?

A marketing plan is one important thing that makes Starbucks become successful in the coffee business, and people love promotions or new offers, since it sounds interesting for them. The reason that Starbucks get the customers is that they always have a good promotion for customers, since some Thai customers are still college students or some people might have limited income to spend. Next important one is service, which is also the most popular one. Most people love to get good service back when they buy a high priced product. Starbucks coffee count as a high priced product for Thai people, as it is 115 Baht for a small size, while the Thai brand coffee costs just only 70 Baht included topping, but it is worth to pay for since the service at Starbucks is excellent, the employees always smile, are cheerful and polite to all customers, no matter how old they are.

From below, Table 2, The Attitude to Starbucks, tells how customers think about Starbucks, which can lead to why they may or may not go to Starbucks when they want to have a coffee. Overall Starbucks did a good job with their business, they almost all got a high score in every criteria, except the 'price' the means of it is 2 round to 3, and they also got 1 from it, which means that some customers think

that the price of Starbucks's coffee is not reasonable. Mostly they think that it's too expensive, as you can buy the same size of coffee with just only 70 from Doi-Chaang include topping.

Table 2 The attitude to Starbucks

The Attitude to Starbucks	N	Minimum	Maximum	Mean	Std.Deviation
Taste	200	3	5	3.77	0.735
Quantity	200	3	5	4.05	0.785
Packaging	200	3	5	4.26	0.689
Price	200	1	5	2.58	1.077
Menu	200	3	5	4.28	0.763
Promotion	200	3	5	4.46	0.608
Service	200	3	5	4.22	0.769
Accommodation	200	3	5	4.43	0.74
Atmosphere	200	3	5	4.21	0.763
Location	200	3	5	4.34	0.705
Good Brand	200	3	5	4.27	0.762
Communication	200	3	5	4.27	0.762
Valid N (listwise)	200				

Starbucks did a good job in almost every section in business, as they have no problem with the quality of coffee, and no problem with the shops at all which is why it is the perfect place to sit in and relax for customers. Moreover, we have to say that they have a very good marketing plan, as they can adapt from their shops in America to their shops in Thailand. This goes along well with Thai trends, so that's why it has become the most favorite coffee shop for Thai customers in every age, especially working people.

Doi-Chaang

Doi-Chaang is a Thai coffee brand, and originally come from Chiang Rai, Thailand. They originally did not plant coffee beans, but then King Rama 9 did not want people to plant this kind of plant that gives bad effects to health, so he supported people to plant other kinds of plants that can grow in cold weather, which became the coffee as the best choice. Doi-Chaang is one Thai coffee brand that grow a lot, from just a small brand into the brand that now exports coffee beans abroad, and they also got the award of specialty coffee, from the way the Arabica beans taste, as it has a sour taste from fruit acid and has a low caffeine rate which makes the taste of coffee become unique and different, so this is why they became well-known as a Thai coffee brand.

Some Thai people may have seen it before when they travel to the north, especially in Chiang Rai, but they also open their shop all around Thailand as well, but the shop is quite small and open in obscure locations, so that is maybe the reason why the customers do not know about it that much, as some do not even know that exists in Thailand.

Do you know Doi-Chaang coffee shop?

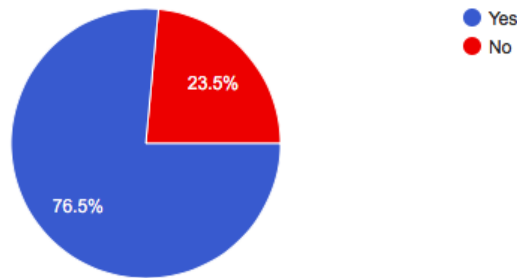


Figure 5 The percentage of Doi-Chaang brand awareness

Even Doi-Chaang is one of the signature Thai brand coffee, still there are a lot of people who don't know them, as Figure 5 shows the percentage of Doi-Chaang brand awareness, and the percentage of people who don't know Doi-Chaang is up to 23.5%, which is quite high. So that means they may have a problem in promoting or how they create brand awareness is not suitable in Thailand.

How did you know Doi-Chaang?

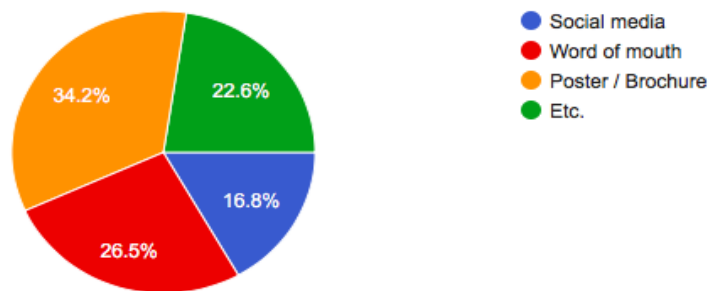


Figure 6 How did you know Doi-Chaang?

You can see that the highest rate of how people know Doi-Chaang comes from posters/brochures which is kind of out of date these days, especially in Thailand which is a country that most people use the internet to get information and connect to new things, so this means that Doi-Chaang did not use a lot of internet to promote themselves. That is why some people don't know about them, and it's not good, because sometimes people don't know that they exist, or they may not buy your products or services.

Table 3 The attitude to Doi-Chaang

The Attitude to Doi-Chaang	N	Minimum	Maximum	Mean	Std.Deviation
Taste	200	3	5	4.28	0.751
Quantity	200	2	5	4.06	0.764
Packaging	200	1	5	2.72	0.92
Price	200	3	5	4.62	0.684
Menu	200	1	5	2.67	0.925
Promotion	200	1	5	2.19	0.764
Service	200	2	5	4.17	0.773
Accommodation	200	1	5	2.91	1.087
Atmosphere	200	2	5	3.57	0.86
Location	200	1	4	2.61	0.707
Good Brand Communication	200	1	4	2.58	0.792
Valid N (listwise)	200				

From Table 3, the attitude to Doi-Chaang, as can be seen above, the minimum section, they got a very low score, even 1, which is the lowest, which is bad. It means that the customers don't like their service. The low score come from most of it, the packaging, menu, promotion, accommodation, location and good brand communication. It is a lot, but they also got a high score on taste and price, from the 200 respondents they gave the minimum for taste at 3 and a price 3 as well, which can be their core competence to compete with other brands in the future. If they have a good marketing strategy and improve some sections of the organization to fit Thai trends or make it more interesting or different for customers.

There is one marketing strategy that Lameez Omarjee wrote about Nando's success, which Doi-Chaang can adapt to their business. First, 'Customer acquisition', Nando's have promoted their brand through Youtube for 3 months, and use social media to create brand awareness before they open a new branch. Doi-Chaang have to use social media to reach customers. Since mentioned above that Thai people use internet a lot, thus internet can be a middle man between brand and potential customers. Doi-Chaang have to promote or advertise more about the brand to create brand awareness. This is one thing that make Starbucks become well known as well, as they keep in contact with their customers through social media.

Another strategy that should be considered is 'Theory of 6 Ws' from ITOP Plus. First, we have to analyze the 6 Ws: Who, we must understand our customers behaviors first. Second: What, understand what customers want to buy, in this case, most customers go to coffee to buy 'chill', so we must provide more than a coffee such as Wi-Fi. Third; 'Where', where did our customers love to go the most, such as in the mall, so Doi-Chaang should consider to open branches at big malls so that they will have more potential customers. Fourth; 'Why', why do customers have to buy? We have to find out the reasons why customers buy the product, if it's for satisfaction, social reasons, or because it is a trend. For example, if you know that Thai customers love cheese, you should add cheese- whip into your menu, and it turns out that customers love it. You will have more customers, and it means that your product will provide what they need. Fifth; 'When', when your products can be bought, is it a seasonal product or can it be sold year round?. For Doi-Chaang coffee, customers can buy products all year round, but you have to be unique, so it's more interesting. For example, if it is winter season, customers buy winter products since it is trendy at the time, then Doi-Chaang should create winter menus, or just do winter advertising that relate to their products. Sixth; 'Whom', who is a part of the buying decision? Sometimes customers buy something, but it doesn't mean they actually want to buy that, but it's because something or someone else motivated them to. For example, if one Thai teenager bought your coffee and said her friend recommended this brand to her, then you should analyze her friends, and find out how can you reach out to this type of customer. Such as if it is a teenager, then you should have the brand communicate with them through the internet, or have a branch at the place that they love to go to, try to find the way to get their intention. If it is a housewife, then you should try to promote your brand through coupons or on magazines that most of them read.

So at this rate, the customers still are not very keen about Doi-Chaang, which is the representative for Thai brand coffee. So how can we make them become successful and work efficiently to compete with other foreign brands? If we don't improve Thai brand, the foreign brands will come and take over business in Thailand, and Thai businesses will be lost to them. If we don't do something, in the future we might lose travelers to come and spend money in Thailand, and the money flow will now increase, the economy might decline because there is no unique thing in Thailand. Thus in the future the nature places for tourism destination may not be attractive enough for visitors to come, so why not improve Doi-Chaang to be more unique that tourists want to come and try it, since it has potential to become successful because their core competence is high.

Discussion

In this discussion part, we'll see what Doi-Chaang has to mainly improve to become a more efficient competitor to compete with foreign brands in order to survive and gain more market share in coffee business in Thailand. We'll only focus on those sections that got a minimum score of 1. Doi-Chaang has to improve a lot of sections in their business, but they are not very serious, because the two parts they did perfect, taste and price are the heart of the business are already perfect, but the rest of the sections should improve since it also affects the brand.

First, packaging: the packaging of the coffee cup from Doi-Chaang at some branches need improvement. For example, the Doi-Chaang shop at Rangsit University is not unique at all, as it is just a simple style that every coffee shop can use. Compared to Starbucks, it is a very unique style, Doi-Chaang doesn't have to use write the name on the cup (like Starbucks), but the style has to be different and look fancy to hold, since a lot of Thai people love to hold fancy cups of coffee to take a picture.

Second, Menu: as mentioned earlier, if you provided more options for customers, you'll have more chance to sell the products, since people might have different desires, but it doesn't mean that Doi-Chaang have to provide tons of menu items, but customers need options. Another way is that they can just do like Starbucks and serve special menus at specific times only, to make their brand look more interesting and not boring for customers.

Third, promotion: promotion is the best way to get customer's attraction because of the special deals for them. Starbucks did this successfully because their promotions are attractive, and they always have promotions for customers. In contrast Doi-Chaang doesn't provide much promotion for customers, so they should have more promotions to get customers.

Fourth, accommodation: accommodations are chairs, tables and the like that are provided for customers. The trend of going to coffee shops has changed and more customers go to coffee shops to do their business and not just drink anymore, so they should provide larger places for customers to sit in and also provide free Wi-Fi service as most customers tend to go relax at the place that has Wi-Fi for them to use for free.

Fifth, location: the branch that they open should be located at attractive places, or the place that easily accessible for customers to reach, not just some where that you desire. We have to think where you will get a lot of customers. So Doi-Chaang should open their branches at a big mall. For example: Future-Park Rangsit, which has places that has a lot of customer who visit.

Last, good brand communication. This one is about the communication or connecting between brand and customers, and the best way in these days is through an online channel. So this means that Doi-Chaang should use the advantages of the internet to reach out to customers, especially Facebook since it is the application that Thai people use the most. They should keep posting about their brand, and also at the same time look for what is happening with Thai customers, and decide a good marketing strategy to get customers. It is one tool that make Starbucks become successful, as from the post of their product or brand from the customers, and in the end, increasing brand awareness for them, but at no cost.

As for the remaining criteria, they got a minimum score of 3 which is already good, so they don't have to change 100%, but just keep on working good. It is good that one of those sectors got a high score and the core competences are hard to imitate from the competitors, which is taste. This is one that can make Doi-Chaang become the main competitors for foreign brands since it is unique to their brand so those who come to Thailand must come and try coffee from Doi-Chaang, since it can't be found at any other countries.

What reason did you think makes Doi-Chaang successful?

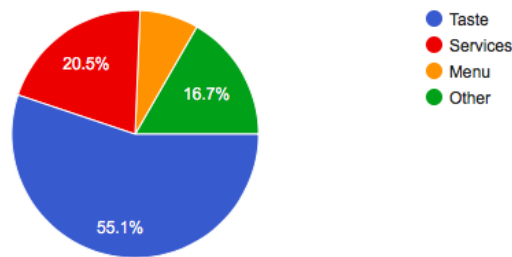


Figure 7 What made Doi-Chaang successful?

The other factor that Doi-Chaang won Starbucks is price, as the price of a cup of coffee from Doi-Chaang is way more cheaper, just only 70 Baht while the smallest size of Starbucks coffee is 110 Baht and that does not include added topping. Most of the income per month of Thai people are between 9,000-15,000 Baht or more, so the price of a cup of coffee from Doi-Chaang is more reasonable and not too high for customers to purchase, because in these days, the economy in Thailand is not stable, so people will spend less. From Figure 6, the opinion of the price of coffee from Starbucks can tell us that customers also think that the price is too expensive, so Doi-Chaang can take advantages from it. It is not always bad to sell at a low price, since a large group of customers are those who have less income.

Do you think the price of drinks from Starbucks is expensive for customers?

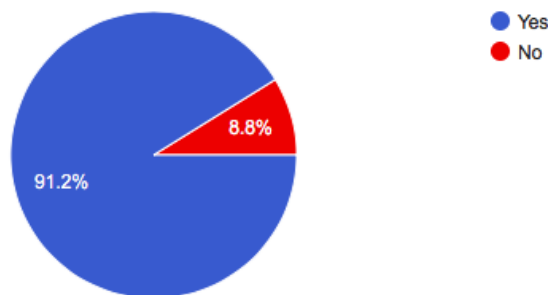


Figure 8 The opinion to the price of coffee from Starbucks

Overall, Doi-Chaang just have to change some factors in their business to follow the trend, as they have to engage more with customers on the internet in order to understand the trend of business, so that they can survive and gain more of a market share and become the main competitors in their business fields. In the future, they may expand their brand to overseas to increase sales and brand awareness.

5. Conclusion

From the data analyzed, the major finding for the true reason that makes customers prefer to buy coffee from Starbucks rather than Doi-Chaang is mainly because of trends. Doi-Chaang does have a

unique taste of coffee and the price is acceptable for customers, but the way they organize their shop and marketing strategy is still not good enough for customers. Doi-Chaang just has to do more research about their customer target, to know what is interesting. The business that follows the trend can survive, but those who do not may not survive and get lost. Another thing is that Doi-Chaang has to do more to communicate with customers, keep interacting and engaging more with them, to know more about customer's desire and adapt them to the brand. The reason that they have to adapt is because nowadays people love to sit at coffee shops, and the shop must provide facilities, especially free Wi-Fi for them to use, pretty interior design, drinks and bakery in a pretty style. In addition for customers to take a picture to post online. For a bakery, Doi-Chaang should have a special bakery, to have a signature menu served only at their shop, because a lot of customers are likely to buy additional items when they buy coffee, so it's another way to make money. Most customers tend to go to the shops that provided those facilities above, since it is trendy these days. But also they must not forget to keep their core competence as high as possible since it is the main thing that they use to compete with other brands. The suggestion for further research is that there should be more research about Doi-Chaang's core competences, and see what they can improve on, and also keep collecting data of customer's attitude towards it, whether it improves or not, and why it does not improve. Also to see if the way to adapt the brand is a good plan for them or not, or they should just do business as the same way they used to, maybe they are better with exporting the coffee beans only, the branches that they open may not be the right strategy to make their brand become successful.

6. Acknowledgement

The researcher would like to thank Dr. Kanitsorn Terdpaopong and Mr. Edward Bacon for their advice and giving guideline in this research project. Without their advice, this research project could not have been completed. Also a big thanks to all the 200 respondents that completed the questionnaires. Also the researcher has to say thank you to Miss Nipawan Tanitgunsarn and twins-sister for being cheerful during this research.

7. References

- Adnan Veysel, E., & Ahmad, A. (2017). The role of social media advertising in consumer buying behavior. *International Journal of Commerce and Finance*, 2(1), 81-90.
- Chaturvedi, R. K., & Yadav, S. K. (2015). Influence of product characteristics, promotions and reference factors on impulse buying. *Prerana. Journal of Management Thought & Practice*, 7(2), 43-55.
- Ioana, O. (2016). The influence of retail store image and individual factors on consumer buying decisions. *Studies and Scientific Researches: Economics Edition*, 0(23), xx-xx.
- Jusuf, Z., & Vjollca Visoka, H. (2015). The role and impact of the packaging effect on consumer buying behaviour. *Ecoforum*, 4(0), xx-xx.
- Liang, Y. (2012). The relationship between consumer product involvement, product knowledge and impulsive buying behavior. *Procedia - Social and Behavioral Sciences*, 57(International Conference On Asia Pacific Business Innovation And Technology Management), 325-330. Doi:10.1016/J.Sbspro.2012.09.1193
- Ozgoli, F. (2017). The relationship between company image and relationship marketing with customers' trust (case study: Kerman Motor company). *International Journal of Scientific Management & Development*, 5(8), 395-403.
- Peatfield, N., Caulfield, J., Parkinson, J., & Intriligator, J. (2015). Brands and inhibition: A Go/No-Go task reveals the power of brand influence. *Plos One*, x(11), xx-xx. Doi:10.1371/Journal.Pone.0141787
- Pop, N. A., & Pelau, C. (2012). The influence of the income on the consumer behavior and on the quality of life. *Romanian Journal of Marketing*, x(4), 18-24.
- Saritas, A., & Penez, S. (2017). Factors of purchasing decision and measuring brand loyalty: an empirical study of automotive sector. *Journal of Marketing & Management*, 8(1), 1-10.
- Shrivastava, A., & Bisen, V. (2014). Impact of advertisement on consumers' buying behavior: a study on Fmcg products in Lucknow City. *Clear International Journal of Research in Commerce & Management*, 5(4), 1-5.