

# **THE INFLUENCE OF CONSUMER ATTITUDES AND BEHAVIOURS AFFECTING TO STARBUCKS BY TWO CASE STUDY OF THAI AND UK CONSUMERS**

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## **ABSTRACT**

The customers are the most significant in all businesses in the global scene. This is due to the fact that clients are the majority reason for the commercial business to drive towards their goal. In similar, this study also seeks for the various characteristics and behaviours of Thai and British customers of Starbucks. Consumer behaviour is composed of personal, social, cultural and psychological factors. In this study has the mixed methods of research and survey questionnaires were delivered among 200 Thai and British Starbucks customers, with the main goal of determining the consumer attitudes and behavioural factors towards Starbucks which two states. With the 125 of 200 questionnaires analysed by the SPSS program, the results indicated the significant relationship between the respondents' demographics, consumer behaviour and attitudes towards a certain coffee brand, regardless of their nationality or demographical nature. With these identified, it is very clear that Starbucks was able to use the different marketing tools and the market environment analysis tools, considering the fact that it was able to gained Thai customers.

Keywords – Attitudes, Consumer behaviours, Starbucks

## **INTRODUCTION**

In the currently, the customers are the most significant in all businesses in the global because the clients are the majority reasons to drive the commercial to their goal similar to this research was festinating in consumers who are various characteristics and behaviours. This research wanted to concentrate on Cultural factors that there have three sub-culture elements. First, start with culture and customer behaviours, it will be defined to a complex and many terms, widely and broad also depend on originally states from. Furthermore, culture is influenced to customer behaviour purchasing. In contrast, client behaviours and culture were not completed without culture dimensions as power distance, expectation avoidance or privacy collectivism. Starbucks Overview, stated that Starbucks was mainly a local coffee shop which in Pike Place Market in Seattle Washington, more 30 decades it expanded business to over 5,500 stores in 50 states. And Starbucks was ranked at the 97th among the top 100 international brands. In this research, there has two cases study of consumer behaviour in Thailand and UK what are different in many behaviour factors. As Starbucks in Thailand is very strongly stimulate Thai customers' belief, attitudes and behaviours (Simon, 2009). It has more investment in Asian markets especially Thailand (McPherson, 2013) because Thai consumers do the essential role by increasing and developing plan of it in across Southeast Asia. Whereas, Starbucks in UK is also having large plans to expand its business. It has over 700 Starbucks shops in this country.

**Figure 1**

**The Model of consumer behaviour: The consumer's black box (Kotler and Armstrong, 2008)**

ENVIRONMENTAL FACTORS	BUYER'S BLACK BOX	
ENVIRONMENTAL FACTORS	BUYER CHARACTERISTIC	DECISION PROCESS
Economic	Attitudes	Need recognition
Technological	Motivation	Information Search
Political	Perceptions	Evaluation of Alternatives
Culture	Personality	Purchase decision
Demographic	Lifestyle	Post purchase Behaviour
Natural	Knowledge	

### LITERATURE & THEORY

The main purpose is to present detailed consumer behaviours that are the main factors of this literature review. It would define to four majority elements; Culture, Social, Personal and Psychological factors that there have sub-factors relevant to present how consumer behaviours are influenced to customers and grow its business significantly in two different countries to Starbucks brand. According to Akar and Topcu (2011), the attitude is able to define like “ a person’s enduring favourable or unfavourable evaluation, emotional feeling, and action tendencies toward some object or idea.” Moreover, attitudes can make or control human thinking to be yes or no, right or wrong also move them forward to the purpose or escape from them as the same time. Therefore, the consumer attitudes are important to consumer behaviour because of they make them characters and conducts in fit to the right way toward purposes (Akar and Topcu (2011). Culture is widely recognised as a complex and multi-faceted term. It is generally understood to be wide and broad, or dependent on a certain country of origin, such as in the case of consumer behaviour. In this aspect, Nayeem (2012, p.78) identified culture as “a powerful force in regulating behaviour.” This indicates the strong influence of culture in terms of consumer behaviour, which includes buying and purchasing decisions. According to Reynolds (2013), the Starbucks management also has the huge plans of increasing its franchise business in the UK. According to James (2009) the Starbucks’ brand is perceived by the average earning Thais as a high priced coffee. This is primarily has given the fact that a cup of Starbucks coffee is priced with at least half of the total amount of the average salary earned by a Thai. Based on a recent study conducted, the British consumers of Starbucks have been described as “discerning coffee” drinkers. Indeed, a large number of British consumers are big coffee drinkers who can tell the difference between the coffee being sold by another brand and the Starbucks coffee (Baker, 2012). The same study also presented that Starbucks in the UK have boosted its sales and revenue in the recent years because of the success of the Cappuccino and Latte improvements that the company implemented to suit the sensitive taste choices of the British consumers (Baker, 2012). This is an obvious revelation that British consumers of Starbucks expect the taste of the coffee drinks and products of the brand to be customised based on how they define what a good tasting coffee is (Baker, 2012). This research has mainly elaborated the concepts related to the consumer behaviour and the various factors affecting it as illustrated by the consumer behaviour models. These factors are mainly categorised to be under personal, cultural, psychological, social or economic. In support for what the research seeks to pursue, this chapter as well looked into the various literatures illustrating to the consumer behaviours and attitudes of both Thai and British consumers. These consumer attitudes are specifically directed towards the coffee industry through Starbucks, in the attempt of identifying the potential linkages.

## RELATED WORKS OR DISCUSSION

The purpose of eliciting specified conclusions based on how data is analysed, this section will further explain the research results and attempts how other supplied data will be integrated. These will make up as the answers to the research questions of the research, prior to the identification of the consumer attitudes and behaviour concepts that are known in literature. The results of the research indicated that more female respondents consider price of Starbucks products, although factors of atmosphere and environment, quality of product and brand reputation showed equal distribution regardless of the gender. Such response could indicate how females, regardless of their age, educational background, occupation or whether they are Thais or British have always looked into the price factor of coffee products. Apparently, this could illustrate two sides that may represent both the positive and negative connotations. For the purpose of discussion, females tend to be concerned on the price of coffee products, which might only purchase based on their allocated budget. This aspect drags the females' incomes and occupation and their capacities of Starbucks purchase while Focusing on the Thai consumers, there are differentiating factors that elaborate and could even explain their approach on purchasing Starbucks who they see as different from other coffee brands. This research has indeed further justified other similar research studies like James (2009), who regarded that most of the Starbucks customers in Thailand are wealthy. They are those who belong to the high-income individuals considering that the price of one Starbucks coffee is almost half the average daily income of ordinary Thais; or about £2.00 GBP out of £6.00 GBP average salary (James, 2009). This can also explain the expectations raised towards the quality of Starbucks products. However, this instigation is mainly undertaken for the sole purpose of justifying the connection between price and consumer attitudes. Hence, Starbucks was able to attract Thai consumers as reflected by the respondents of this research.

## METHODOLOGY

In this lesson have provided methodology to approach the purposes. In terms of the appropriate numerical test, it has to concentrate on the total research design and performance (Pallant, 2010). Therefore, the study utilised the frequency to obtain the descriptive statistical for variable sections to illustrate the respondents attribute. There is one segment of a questionnaire to spit out the stats such as gender, age, highest education level, nationality, occupation and income in order to encourage the researcher knows to the sample background. Kolmogorov-Sminov test for the normality test has applied for the score dependent variant division. And raw data from questionnaire should be anatomised by SPSS. The results of research will be explained to tables and charts. For Inferential statistical refers to hypothesis test by frequency, independent T-test and Pearson relations that can search the correlation between dependent and independent variant. The hypothesis of this research is an attitudes and behaviours among Thai and British consumers towards Starbucks. To analyse ascriptions are shown the level of confident at 95 % and 5% tested that typical significant range is made at  $\alpha 0.05$  (Coakes, and Steed, 2003).

## RESULTS

This research was 125 samples in various genders, nationalities, age ranges, educations and incomes that there were respondents of the questionnaire. The results were processed by SPSS software in order to reach the research questions through hypothesis testing. First, the outcomes were from demographical participants that females had more pricing consideration than males. Then, age factor was related to different customer's quality attitudes. Whereas, various incomes were relevant to quality of product such higher incomes would expect more quality of goods. Moreover, genders had relation to frequency in purchasing as well as the results shown that nationalities differed related to consumer behaviours and product choices were affected to an individual's economics. Therefore, the cause of different economic condition and situation between Thailand and UK customers, it made consumer behaviours of both countries differed. Likewise, Thai respondents purchased Starbucks products less than UK. Also, Thai participants spent times on Starbucks shops were lower than British's. In term age, there were variety behaviours of buying and spending times on the product while,

income factor was influenced to customer frequency purchasing. So the most influenced factor was the atmosphere and environment method that increased and improved the frequency in purchasing product such good attitudes towards quality of the product and raise demanding up.

### **CONCLUSION AND FUTURE WORK**

This final suppositions about the conducted research study, prior to the methods undertaken in order to acquire the primary and secondary data. Fundamentally, the research seeks to identify the varying attitudes and behaviours factors of Thai and British consumers of the famous coffee brand, Starbucks. Doing so constitutes essentiality on the marketing and advertising fields, which further reinstates how attitudes and behaviours influence the important components of a brand that further depict sales. Hence, the results indicated the significant relationship between the respondents' demographics, consumer behaviour and attitudes towards a certain coffee brand, regardless of their nationality or demographical nature. Each of these components can be broken down into more specific constituents that will further provide concepts and significant thoughts differentiating the Thai and British Starbucks customers. Within the main concept presented in this research, the recommendations are directed towards the Starbucks Company and even other company managers in utilising the consumer attitudes and behaviours in a deep manner. This is better illustrated in the creation and establishment of strategies for the better marketing design.

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