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What accounts for the difference in price of bubble teas in Bangkok?

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Abstract

This study aims to investigate the pricing practice of bubble tea market in Bangkok. Different brands can charge different prices for one glass of bubble tea. So the paper observes basic information from 22 brands of bubble tea. SCP framework is introduced to demonstrate and analyze the market. To strengthen the analysis, 230 samples were surveyed about the bubble tea purchasing decision and preference. According to product differentiation criteria, the paper categorizes product into three types. The result indicates that product differentiation has an effect on prices differently according to the types of bubble tea market. In other words, General tea charges the lowest price with franchise strategy. Tea with special topping launches a new product as much as possible. Premium tea charges the highest price with quality strategy. Interestingly, Tea with special topping category gains the highest popularity even the price is higher than General tea category.

1. Introduction

Due to the hot climate in Thailand, nothing is better than a sweetness and refreshment of bubble tea. A smell of tea with chewy tapioca balls can attract many customers to try this tasty drink. Nowadays, a lot of bubble tea shops are popping up throughout Bangkok. Consumers easily find bubble tea shops in crowded areas such as department store, Central Business District (CBD area), BTS Skytrain, and etc. Since bubble tea became popular for the past few years, customers need to wait long queue for some brands. Many photos and reviews of the popular brand are posted on social media. Some brands stay ahead from their competitors by launching new menus that never exist in the market.

For the basic recipe, bubble tea consists of iced tea, milk, sugar and tapioca balls. However, if you try to observe the price, one glass of bubble tea has the different price ranges for the different brands. Some brands charge price up to 130 baht per glass while others charge only 25 baht. The highest observable price of bubble tea on this paper can buy a good meal in a restaurant. This wide gap of bubble tea price leads to the main question of this paper: What accounts for the difference in price of bubble teas in Bangkok?

According to the wide range of price, this paper attempts to observe and understand the price of bubble tea market and also analyze the reason behind each strategy by taking product differentiation into consideration. Various strategies of each brand provide different market power and degree of competition. Hence, with more understanding of firm's strategy, it tends to be valuable information to beverage industry in Thailand and investors who want to start their business in bubble tea market.

The paper organized the remainder as follows. Firstly, I mainly emphasize on literature review. Then, the paper explains the background of bubble tea industry. The next

section demonstrates economic theory and methodology that adopted in this paper. Lastly, this paper analyzes the results and summarize our finding and implications.

2. Literature review

Law of one price rarely exists in the real world situation. According to Sorensen (2000), “Homogeneous goods are often sold at widely different prices by rival firms, even in environments that seem particularly conducive to economic competition”. Consumers mostly consider products or brands of a various firm to be imperfect substitutes. Although bubble tea has the similar characteristic in the market, different brands can charge different prices for one glass of bubble tea. When looking at the characteristic of bubble tea market, it follows monopolistic competition criteria (see Carlton and Perloff: 2005).

There are many works that link price strategy with location. Many authors (e.g. Gannon, 1997; Steward and Davis, 2005) point out that products at different locations must be treated as different. The basic logic of Hotelling clearly extends to encompass product differentiation in a market that is spatially distributed. We can notice that price of bubble tea in CBD or urban area is different from school or suburb area. Copeland (1940) has been suggested that potential new seller, in considering where to locate, will have to consider not only the number of buyers who might be moved to a prospective location but also the ease or difficulty of moving them.

Other common distinguishing characteristics of products such as design, color, taste, packaging, and advertising image can affect price strategy of each firm (Gannon, 1997). Dana and Fong (2011) stated that competition creates an incentive for the firm to maintain their market share by competing in product’s quality. Gregory (1948) is linked with Dana and Fong (2011) research. He found that if there were many sellers of a fairly standardized and

stable commodity, sellers' rivalry would take the form of price cuts or improved quality or both. Quality competition is an attempt to stimulate sales without reducing prices.

Additionally, Chioveanu (2012) considers price and quality choice in an oligopoly market. The research showed that consumers have various needs and tastes for quality. Some consumers prefer to buy a low-quality product. Whereas others can afford and prefer to buy a high-quality product. "In the symmetric equilibrium, firms use mixed strategies that randomize both price and quality, and obtain strictly positive profits" (Chioveanu, 2012).

When the true quality of a product is not known before purchase, consumers may rely on a firm's reputation to form expectations of the product's quality. In this case, product prices will depend on firm reputation, as shown by Klein and Leffler (1981), Shapiro (1983), and Allen (1984). Since bubble tea is an experienced product, consumer relies on the reputation of the brand. There is empirical evidence that collective reputation is an important factor in determining price premiums. Landon and Smith (1998) used data from Bordeaux wines to estimate the effect of current product quality and reputation on price. The study demonstrated that reputation is an integral factor in determining price premiums for wine. Quagraine, McCluskey, and Loureiro also found that a common reputation exists and has a positive effect on the price of Washington apples relative to apples from other.

Since bubble tea is invented from Taiwan, brands from the origin can charge a higher price and perceived higher quality than the local brand. Eckhardt (2005) found that Indian consumers perceived a local pizza brand as foreign because the product category's perceived foreignness overshadowed the perceptions of brand localness. Therefore, product categories perceived as foreign, such as pizza in India and coffee in China, are more likely to benefit from perceived brand globalness. Moreover, Steenkamp, Batra and, Alden (2003) research use consumer data from the U.S.A. and Korea. They found that perceived brand globalness is

positively related to both perceived brand quality and prestige and, purchase likelihood.

Besides, perceived brand globalness may provide a significant source of competitive strength: the higher a brand's perceived globalness, the higher its perceived quality, prestige, and purchase likelihood. Perceived quality and prestige cannot be readily copied, and hence provide a more defensible competitive advantage (Shocker et al.,1994).

3. Industry background

Bubble tea is a tea-based drink (e.g. black tea, green tea, milk tea, and fruit tea) served with chewy tapioca balls. It is also known as boba tea, pearl tea, tapioca tea, and many other names. This drink is originated from Taichung, Taiwan. In the late 1990s, bubble tea became a popular drink in most parts of Asia and well received by global consumers from Canada, USA, and Europe.

For Thailand, Mr.shake was the first brand that enters this market since 1999. The popularity of bubble tea attracts many sellers such as Orient station, QQ house, Snow pop, and etc. Nowadays, these brands disappeared from the market except Mr.shake because of the high degree of competition. Although Mr.shake still gain popularity because of first-mover advantage, the market share is extracted by new sellers in the market.

Due to sweetness and hot climate in Thailand, bubble tea has become one of the favorite drinks for Thai consumers. Many bubble tea shops are popping up throughout the city in Thailand especially in Bangkok. Consumers easily found bubble tea shops in different locations such as office building, university, department store, and BTS Skytrain. Different brands of bubble tea in Thailand are owned by the local and multinational company. They use different strategies, different quality, and different recipe to compete in the market. Some sellers introduce high price with the premium ingredient, while others sell cheaper price and

reduce quality to gain some market share. Furthermore, many sellers try to create the wide range of menus and ingredients to differentiate themselves from other brands and satisfy customer needs.

4. Theoretical framework

One of the well-known framework in industrial organization to analyze the market is SCP-paradigm. This framework explains the relationship between market structure, market conduct, and market performance. Since we need to understand the market characteristics and interaction of bubble tea industry, we will go through the market structure, conduct, and performance respectively.

The first element of this framework is a market structure which determines the character and competitiveness of the market. There are many common measurements in this element. So this paper mainly focuses on analyzing product differentiation. The criteria will be used to categorize the type of bubble tea market. “If consumers believe that the products differ and shop accordingly, then the products are effectively differentiated” (Carlton and Perloff, 2005). Since consumers have the variety of preferences, product differentiation can distinguish one product from another and create a competitive advantage for that brand.

To extend the meaning of product differentiation, this paper also applies Salop’s circular model to analyze the bubble tea market. “All firms that offer the differentiated goods are located on a circle with equal distance” (Policonomics, 2012). Consumers will purchase the products that closed to their preference by considering both differentiated products (variety brands of bubble tea) and undifferentiated products from another industry (outside options such as soft drink, fruit juice, and coffee). Thus, this theory will be adopted to support

and interpret the relationship between customer's preferences and product differentiation scheme.

Secondly, market conduct is influenced by the market structure. The conduct can be determined by pricing strategies, quality choice, advertising strategies, R&D, and franchise. Since this research classifies the product by product differentiation, the strategy that each brand used will depend on market conduct in the earlier part. So the detail in market conduct will be discussed more in the result part.

The last element is a market performance which is the consequence of market structure and conduct. Market Performance indicates market power or ability to charge price over the marginal cost. In order to measure the degree of market competition, there are two different measurements which are a rate of return (profits earned per dollar of investment) and price-cost margin (the difference between price and marginal cost). So this paper will focus on price-cost margin to analyze the competition in the market, whether it is perfect competition, monopolistic competition, oligopoly or monopoly.

5. Methodology

To see the linkage between the degree of competition, strategy, and market power of each firm, SCP framework is an appropriate tool to understand the market and answer the main question of this paper. As a result, this paper uses SCP-paradigm as the main framework and relies on primary data collection of pricing in bubble tea market. I observe 22 popular brands of bubble tea by looking at the number of branches, types of tea, the variety of menus and sizes to analyze the pricing scheme. This paper gathers the data based on my observation and views additional information from brand's website. (Appendix 1)

Each type of bubble tea will be analyzed separately to see the characteristics of the market, perceived quality, number of competitors, and degree of competition. Furthermore, the paper analyze the behavior of each type along with the price range. From all analyses, I decide to explore the reason behind why each type charges at that specific amount and why different types of bubble tea set different pricing schemes.

In order to support the interpretation about competition level in bubble tea market, there will be a total number of 230 surveys self-administered questionnaires related to bubble tea purchasing conducted to customer's side. The first part would be a multiple choice related to factors that affect bubble tea purchasing, brand preferences and reason, and quality of bubble tea in each brand. The second section of the questionnaire related to demographic questions including age, gender, income level and education level. Moreover, there are questions about socio-economic status such as free time activity and frequency of going to the department store to reflect consumption pattern and lifestyle for each group of customers.

After that, a descriptive analysis would be used as data analysis approach to the demographic and socio-economic status of the respondents in the first place. Then, the analysis will be conducted pass through the SCP paradigm as it has been written in a theoretical framework.

6. Result

6.1 Types of bubble tea market

Generally, bubble tea consists of a tea base mixed with milk and fruit and served with tapioca balls. However, different brands provide different types of bubble tea with different price ranges. Therefore, this paper attempts to categorize bubble tea into three types by using product differentiation as a criterion (Table1).

Table 1: types of bubble tea by product differentiation criteria

Category	Type of bubble tea	Brands	Quality	Average number of branches	Average price (THB)
General tea	Milk tea, Green tea, Black tea, Fruit tea	Ochaya, Pearly tea, Mochi, Wawa cha, Mr.cup T, Mr.shake, Tea story, Mikucha, Monkey shake, Kin cha, Bubble boy, Chamiji, Bubble republic, 8 hachi tea	Medium - Low	13	42.5 (25-60)
Tea with special topping	Golden bubble, Cheese, Macchiato, Hokkaido milk	KOI The, Kamu, Fuku matcha, Dakasi, Coco, Osaka milk tea	High - Medium	13	87.5 (50-125)
Premium tea	Earl Grey tea, Uji matcha tea, Houjicha tea with golden bubble	Nomi mono, ATM tea bar	High - Medium	1	107.5 (80-135)

Source: constructed from the author's own survey

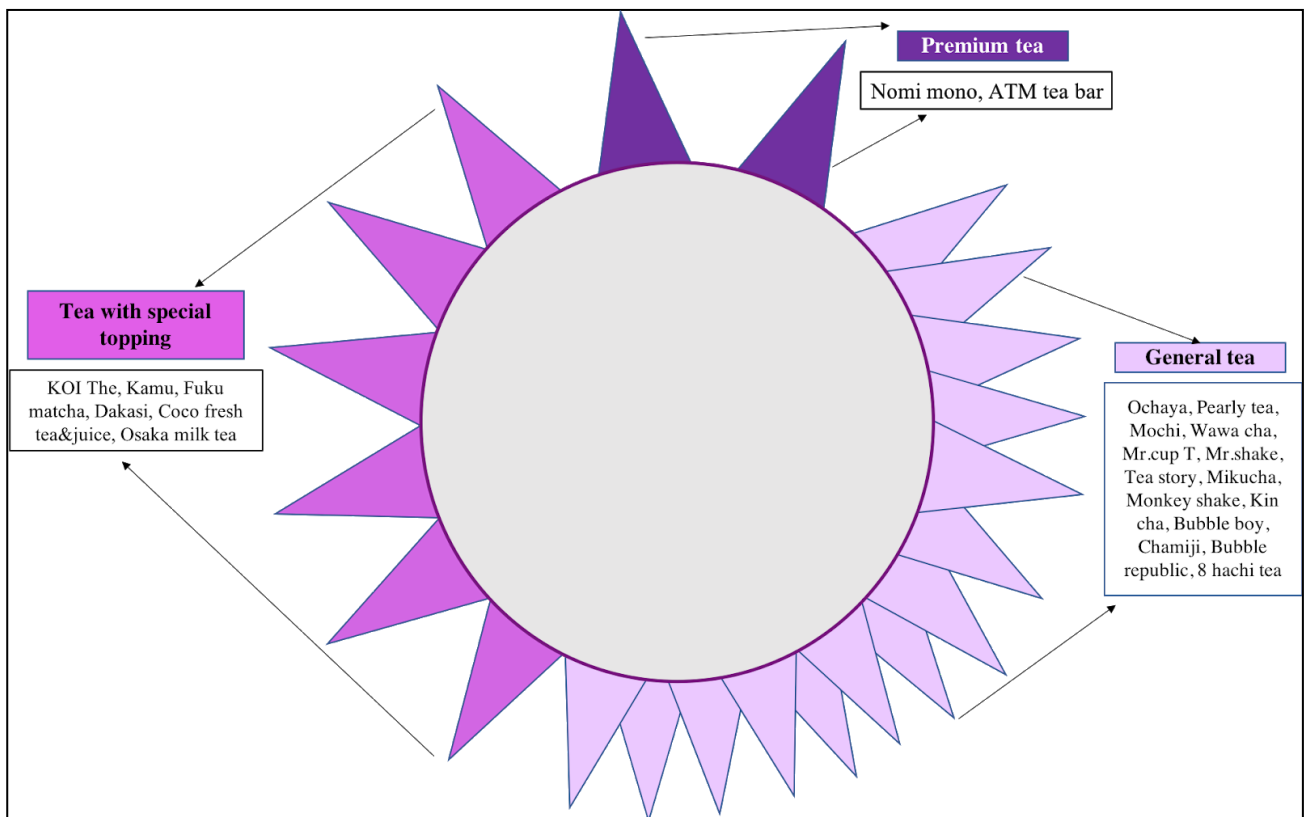
The first category is General tea. Types of tea are used as criteria for differentiated products. Brands that positioned in this type will provide milk tea, green tea, black tea, and fruit tea served with tapioca balls. In other words, most of bubble tea brands will provide these tea drinks on their menus. Some brands offer only bubble milk tea while other brands provide the wide range of tea.

The second type is Tea with special topping. This category is differentiated by topping and premium ingredients. Since there are many brands of bubble tea in the market, brands of this type provide additional toppings such as golden bubble, cheese, Hokkaido milk, and macchiato. The paper mainly focuses on 6 well-known brands; KOI The, Kamu, Fuku matcha, Dakasi, Coco, and Osaka milk tea. To attract customers, location is an

important factor. These brands mostly located in the crowded area such as office building, department store and BTS Skytrain.

The last category is Premium tea. The producer sells premium tea that other brands do not have such as Earl Grey tea, Uji matcha tea, and Hojicha tea with golden bubble. So the type of tea, topping, premium ingredient, location, and uniqueness are the criteria for this type. This paper included two brands in this category which are Nomimono and ATM tea bar. The process of bubble tea is visibly shown to customers. Brands demonstrate that they use premium ingredient instead of artificial one with hygiene and meticulousness. The product can be made to order for each customer such as sweet adjustment, a richness of tea, and additional topping. Moreover, both of the brands are located in high income and crowded area; Paragon and Siam Square.

Figure 1: Salop's circular model with brand's location



In addition, figure 1 represents the brand's location. The circle determines location with no endpoints while each triangular shows all brands of bubble tea market in this paper. From Salop's circular model, the seller of each category sets price by taking the number of brands into account. "That is, the further away other stores are from your store, the greater the market power you have to the customers located near your store" (Carlton and Perloff, 2005). For instance, Premium tea is considered as monopoly region since there are only 2 firms in the market. On the other hand, brands in General tea (competitive region) are located closer together and compete for the same consumers. So it easier to lose customers to two its nearest rivals.

6.2 Survey analysis

The paper uses the result from the survey to construct customer's characteristic and support the analysis. From Appendix 2, more than half of the respondents are female who get income lower than 15,000 baht and age between 19-23. Furthermore, there is a question about frequency of going to department store which imply socio-economic status. I divided customer into three groups by using types of department store as a criteria. Customers who mostly go to Paragon, Emquartier, Emporium, and Central World are categorized in grade A customers. The Central group is classified as grade B customers. Lastly, customers who go to The mall, Lotus, and Big-c are grade C customers. The table in appendix 2 shows that most of respondents are grade B customer.

6.3 Market structure (Product differentiation)

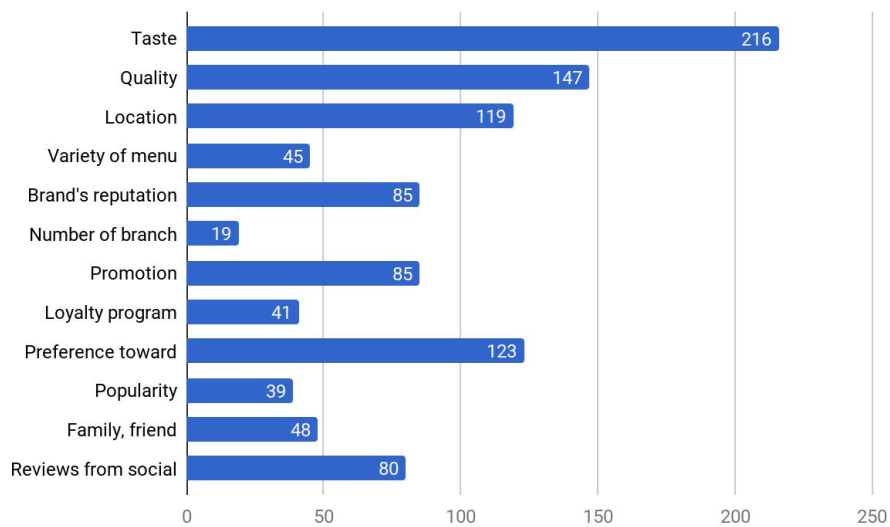
From considering bubble tea characteristics, there are a lot of competitors in this market. We can see bubble tea shops throughout Bangkok. The barrier to entry in this market is considered to be low since producers do not need a huge amount of money to invest and no

special licensed needed. Although this market looks familiar to perfect competition, products in this market are not identical due to product differentiation.

In case of bubble tea market, a product can be differentiated by type of tea, topping, premium ingredient, location, and uniqueness. Each category has different factors in product differentiation. Besides, these factors are consistent with the survey of customer side.

From the survey, there are many factors that affect consumer purchasing. (Figure 2). Consumers will purchase a drink that closed to their preference. Taste and quality are the most significant factors that affect customer purchasing. Customers consider good taste and good quality of bubble tea with reasonable price. In addition, consumers also take location into account. Many opinions from customer indicate that they not willing to buy bubble tea that far away from their home even that brand has high a reputation. In other words, cost and time of transportation may affect the purchasing decision. Therefore, we can notice that many brands try to extend their branches to attract customers. Some brands are located in high populated to gain higher market share. Additionally, I classified the respondents into three levels of socioeconomic status (Appendix 3). The result also demonstrates that taste, quality, preference toward bubble tea, and location are the most important factors that customers considered.

Figure 2: Factors that affect bubble tea purchasing



Source: constructed from the author's own survey

6.4 Market conduct and performance (strategy and market power for each type)

Since the paper uses product differentiation as a criteria to categorize the type of bubble tea, this section will separately explain strategy and performance of each type.

6.4.1 General tea

Table 2: Information on general tea

Category	Type of bubble tea	Brands	Quality	Average number of branches	Average price (THB)
General tea	Milk tea, Green tea, Black tea, Fruit tea	Ochaya, Pearly tea, Mochi, Wawa cha, Mr.cup T, Mr.shake, Tea story, Mikucha, Monkey shake, Kin cha, Bubble boy, Chamiji, Bubble republic, 8 Hachi tea	Medium - Low	13	42.5 (25-60)

Source: constructed from the author's own survey

The paper considers 16 brands in the market (Table 2). The perceived quality of customer side is medium to low (Appendix 4, category 1). The number of branches varies from 5 to 39. So I approximately calculate the number of branches to analyze the market

share¹. Since there are many competitors in this market, general tea can charge the lowest price. The average price is around 42.5 baht. The price also affects the location of brand. Due to a low price, brands in this category are located in various locations such as hypermarket, gas station, department store and school/university area to match with their target market.

Mostly, brands in this category use franchise strategy to compete in the market. The franchise is one special type of vertical relationship. This strategy relies on franchisor-franchisee relationship. In other words, a franchisee will pay a purchase fee or percentage of sales to franchisors, while franchisee gets initial training, a trademark license, raw materials, operation manuals, and etc. in return. Sellers expand the number of branches as much as they can to attract customers and gain market share instead of competing with price. For instance, Ochaya and Pearly tea have the highest number of branches in this observation which are 39 and 35 respectively. Bubble republic is another interesting example. This brand has strong distribution system by selling products through Family Mart, 7-eleven, Tops, and Villa market. This will facilitate the product's reach into its target market. Some brands such as Monkey shake and Kin Cha have only five branches in Bangkok but they have a lot of branches in many provinces in Thailand. That is to say, each brand has the different channel of distribution to maintain their market share.

The market for General tea is considered to be competitive because there are a lot of sellers and buyers in this market. Sellers do not have the power to set price since they need to follow franchise's regulation. Although most of the brands use artificial ingredients to lower the cost of production, the price charged is still low when comparing to other categories. Namely, General tea market has the lowest market power to charge price over marginal cost.

¹ The average number of branch excludes Chamiji and Bubble republic to avoid overestimation. Chamiji has approximately 100 branches in Bangkok and 600 branches in Thailand. Bubble republic has approximately 200 branches in Bangkok and 400 branches in Thailand.

6.4.2 Tea with special topping

Table 3: Information of tea with special topping

Category	Type of bubble tea	Brands	Quality	Average number of branches	Average price (THB)
Tea with special topping	Golden bubble, Cheese, Macchiato, Hokkaido milk	KOI The, Kamu, Fuku matcha, Dakasi, Coco, Osaka milk tea	High - Medium	13	87.5 (50-125)

Source: constructed from the author's own survey

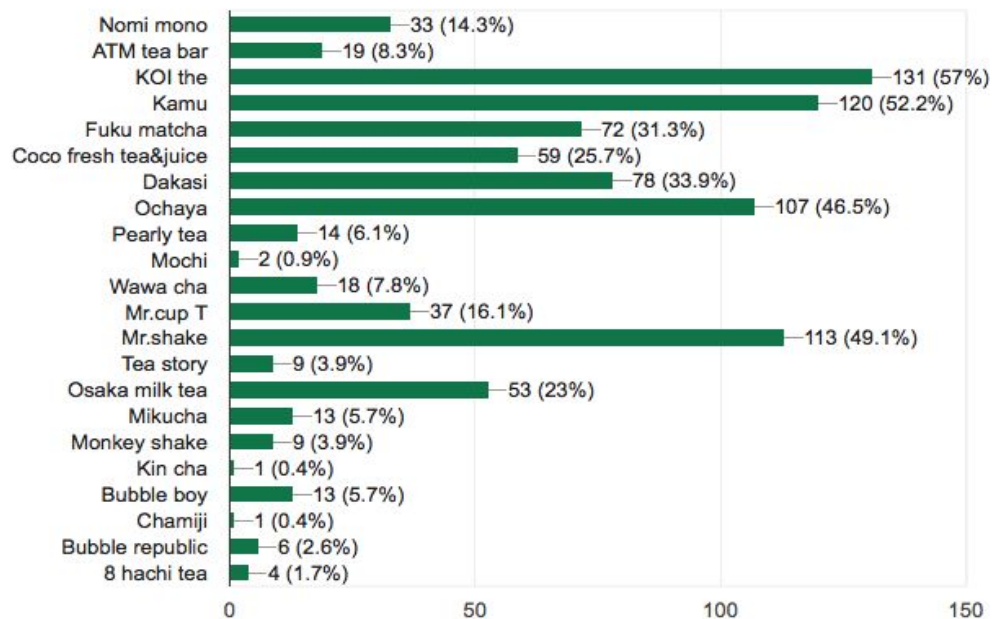
The second category is Tea with special topping by considering six well-known brands (Table 3). Osaka milk tea is only one brand that owned by Thai people while the remaining brands are owned by multinational companies such as Taiwan and Japan. The perceived quality from the customer perspective is considered to be high to medium due to the origin of the brand (Appendix 4, category 2). The number of branches varies from 1 to 25. The average price is around 87.5 baht.

To stay ahead of high competition market, these brands try to differentiate their products and attract customers attention by providing special topping that General brand does not have. Although the average number of branches is the same with the first category, the average price of this market is higher than the first category more than double. This strategy may help sellers in this market to gain more market share or profit and survive in this market. In addition, this strategy is linked with Salop' circular model. Customer will choose the product closed to their preference. As a result, sellers in this category try to differentiate the products to attract the customer and to satisfy their need since the customer has the different preference.

The number of buyers in this category is high when considering popularity from figure 3. KOI the and Kamu gain the highest popularity even though the price is higher than

the first category. On the other hand, there are only six brands that provided this type of product. Since the market has high demand and low supply, it implies that market has a lower level of competition than the first category which leads to higher market power.

Figure 3: Favourite brand of bubble tea from customers



Source: constructed from the author's own survey

When classified the respondents into three levels of socioeconomic status, it implies that different grade of customers have different preferences. Appendix 5 demonstrates that more than half of grade A and B customers prefer brands in Tea with special topping category. Whereas the most popular category of grade C customer is General tea. Interestingly, Premium tea category only gain popularity from grade A customer.

6.4.3 Premium tea

Table 4: Information of premium tea

Category	Type of bubble tea	Brands	Quality	Average number of branches	Average price (THB)
Premium tea	Earl Grey tea, Uji matcha tea, Houjicha tea with golden bubble	Nomi mono, ATM tea bar	High - Medium	1	107.5 (80-135)

Source: constructed from the author's own survey

In case of Premium tea category, it consists only two brands in this observation (Table 4). The perceived quality from customer's perspective is high to medium (Appendix 4, category 3). Both brands have only one branch. The average price around 107.5 baht.

“When consumers prefer different levels of quality, a monopoly manipulates the qualities of goods produced in the market in order to extract consumer surplus” (Carlton and Perloff, 2005). From the observation, the strategy of both brands is quality choice. They need to apply this strategy to maintain quality in the whole supply chain. That's why the average branch is only one and located in a high-income area to match with high price strategy.

This category can view as duopoly market since they can charge the highest price with the lowest number of branches. There are fewer buyers and sellers in premium tea market which imply a low degree of competition. From Appendix 5, Most of target customers are in Grade A which only count for 11 percent. Namely, some consumers are willing to pay even though the price is high. Furthermore, brands face high cost because they have to use premium ingredients such as brewed tea and fresh milk. However, they get a lot of profit because they charge consumers at the high price. It is found that there is high margin, saying a lot of difference between price and marginal cost. This means the sellers have a high degree of market power. Hence, they are able to charge prices a lot higher than cost.

6.5 Loyalty program

Table 5: Loyalty program of each brand

Loyalty program (Buy 10 free 1)	
Yes	No
KOI The, Kamu, Fuku matcha, Coco fresh tea&juice, Dakasi, Ochaya, Pearly tea, Wawa cha, Mr.cup T, Tea story, Mikucha, Mochi milk tea, Monkey shake, Kin Cha, Bubble boy, 8 hachi tea	Nomimono, ATM tea bar, Osaka milk tea, Mr.shake, Chamiji, Bubble republic
16 brands	6 brands

Source: constructed from the author's own survey

Apart from product differentiation, loyalty program creates an incentive for customers to repurchase the product and increases market power. Punch card commonly uses in bubble tea market. Customers get a stamp for every bubble tea they buy. However, every brand not uses this promotion.

From table 5, six brands do not have this program because of different reasons. Both brands in Premium tea can view as the high-end product. The loyalty program can devalue brand image and decrease profit because they use the premium ingredient in a production process. Moreover, the target market for this category has high willingness to pay. So brands can ignore this program and focus more on improving quality rather than promotion. Osaka milk tea has a similar situation with Premium tea. Whereas Bubble republic and Chamiji have more than 400 branches in Thailand. Many individual owners and variety of distribution channels through FamilyMart and 7-Eleven create less incentive for brands to use the program since they can gain market power by expanding the number of branches. Interestingly, although Mr.shake charges low price with the low number of branch, a brand still gain high popularity from customers because of first-mover advantage without applying

for a loyalty program. From figure 3, Mr.shake gains the highest popularity in General tea category and gets the third rank when compared to 22 brands.

7. Conclusion

The paper attempts to enlarge the understanding of product differentiation and strategy by introducing the case of bubble tea market in Bangkok as an example. According to product differentiation criteria, we can categorize bubble tea market into 3 types; General tea, Tea with special topping, and Premium tea. Our finding demonstrates that each type has different market structure, conduct, and performance.

For General tea, brands use franchise strategy and expand the number of branches to compete in the market because there are a lot of sellers and buyers in this market. It implies a high degree of competition in the first category. In case of Tea with special topping, brands in this category try to differentiate their product as much as possible to gain market power. The high number of demand and less number of supply indicate the lower level of competition when compared to General tea category. Lastly, the market for Premium tea is less competitive when considering the number of seller and buyer. They use quality strategy rather than quantity strategy to gain market power. This strategy describes the reason why brands can charge the highest price with the lowest number of branches.

As a consequence, the strategies are different for each type since each brand has the different level of market power, behavior, and the number of supply and demand in the market.

8. Limitation and further improvement

This study demonstrates the result of the strategy that has been adopted by most brands of bubble tea in Bangkok. However, the paper only focuses on well-known brands. There are many small brands and brands in other provinces that the paper does not include. Moreover, this paper approximately estimates marginal cost of the brand in each category since profit and cost are a business secret of the company. Therefore, the further study would be better to include a number of observations in other provinces and concern more on the marginal cost. So it could give more insight results about all types of bubble tea market.

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Appendix

Appendix 1: Collected observation

Brand	The number of branches	Types of tea	Special menu	Size	Price
KOI The	11	Milk tea, Green tea, Black tea,	Gloden bubble	2	70-90
Kamu	12	Milk tea, Green tea, Black tea,	Cheese tea	2	99-119
Dakasi	15	Milk tea, Green tea, Black tea,	Whip cheese	2	50-105
Ochaya	39	Milk tea, Green tea, Black tea,	-	1	30-35
Fuku Matcha	25	Milk tea, Green tea, Black tea	Matcha, soft serve (ice cream)	1	70-120
Moshi milk tea	20	Milk tea, Green tea	-	1	35
Pearly tea	35	Milk tea, Green tea, Black tea,	-	1	30-50
Wawa Cha	7	Milk tea, Green tea, Black tea,	-	2	30-50
Mr.Cup T	12	Milk tea, Green tea, Black tea,	-	2	30-60
Mr. Shake	8	Milk tea, Green tea	-	1	35-50
Osaka milk tea	1	Milk tea, Green tea, Black tea,	Hokkaido milk	2	65-125
Coco fresh tea&juice	16	Milk tea, Green tea, Black tea,	Macchiato	1	65-85
Tea story	5	Milk tea, Green tea, Black tea,	-	2	50-75
Nomi Mono	1	all special (handmade)	Twining tea, uji matcha, golden bubble	1	90-135
ATM tea bar	1	all special (handmade)	Tea latte, brown sugar bubble	1	80-130
Mikucha	14	Milk tea, Green tea, Black tea, Red tea, Fruit tea	-	1	35-45
Monkey shake	5	Milk tea, Green tea	-	1	35-40
Kin Cha	5	Milk tea, Green tea, Fruit tea	-	1	35-40

Bubble boy	11	Milk tea, Green tea	-	1	40-45
Chamiji	approximately 100	Milk tea, Green tea, Black tea, Fruit tea	-	1	25-35
Bubble republic	approximately 200	Milk tea, Green tea, fruit tea	-	1	35-45
8 hachi tea	6	Milk tea, Green tea, fruit tea	-	1	35-55

Source: author's own table using data from brand's website

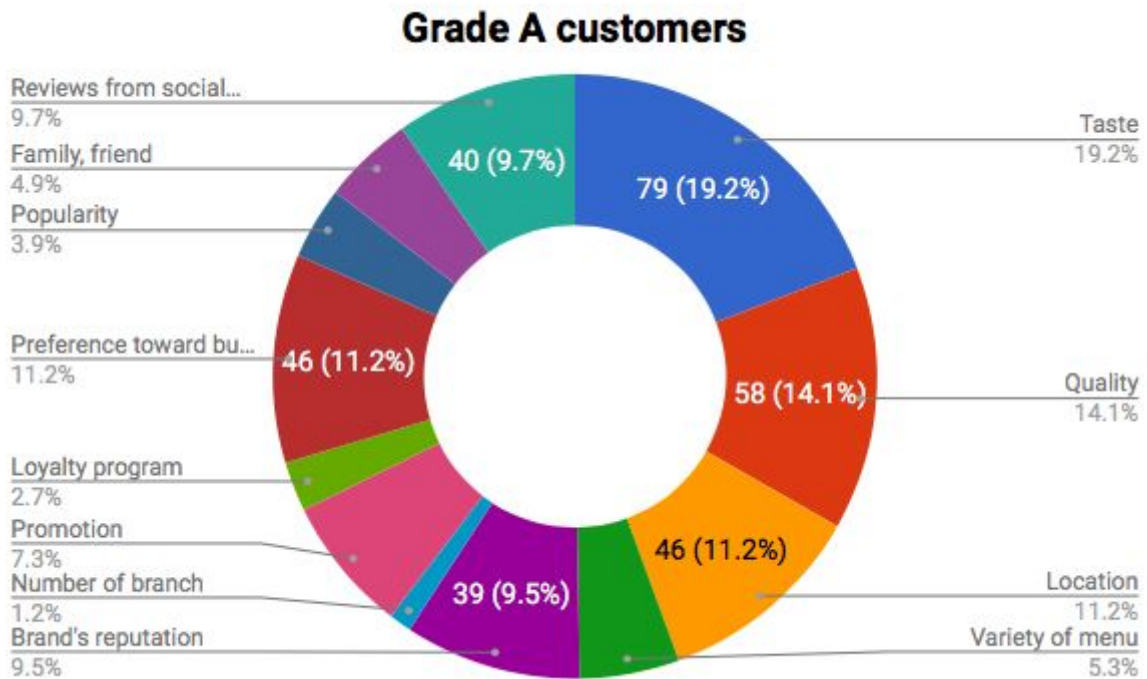
Appendix 2: Characteristic of respondents from the survey

Gender		
Male	32	13.9%
Female	198	86.1%
Age		
Under 18	9	3.9%
19-23	169	73.5%
24-30	48	20.9%
31-45	2	0.9%
46-60	2	0.9%
Above 60	0	0%
Income		
Under 15,000	127	55.2%
15,000-30,000	71	30.9%
30,001-45,000	21	9.1%
45,001-60,000	7	3.0%
60,001-75,000	1	0.4%
75,001-90,000	0	0.0%
90,001-105,000	1	0.4%
105,001-200,000	0	0%
Above 200,001	2	0.9%
Socio-economic group		
Grade A customer (Paragon, Emquattier)	81	35.5%

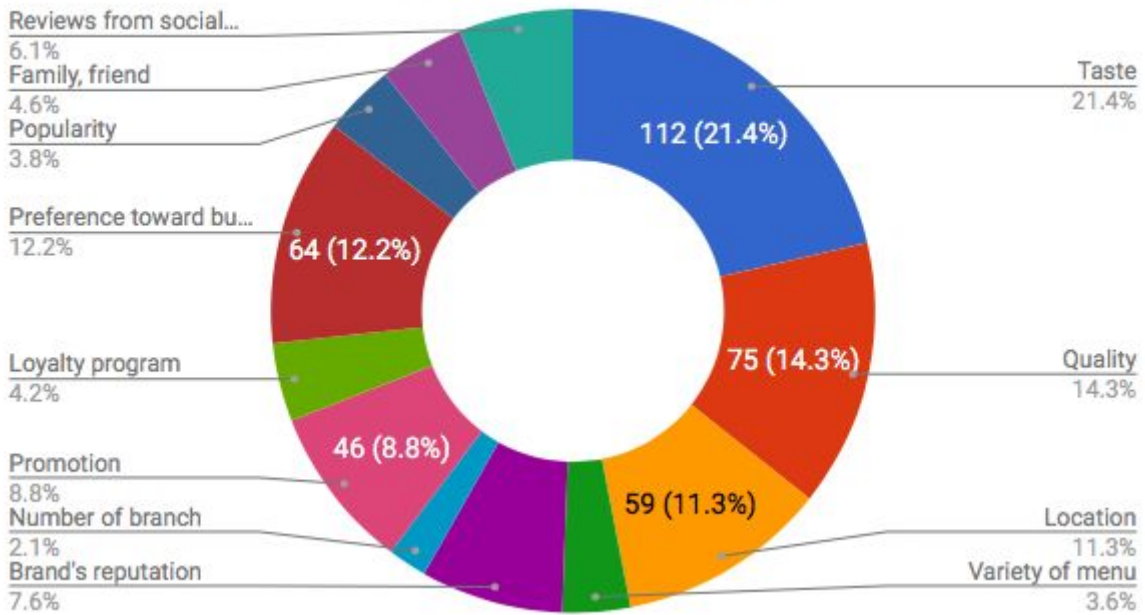
Grade B customer (Central)	119	52.2%
Grade C customer (The mall, Lotus, Big-c)	28	12.3%

Source: constructed from the author's own survey

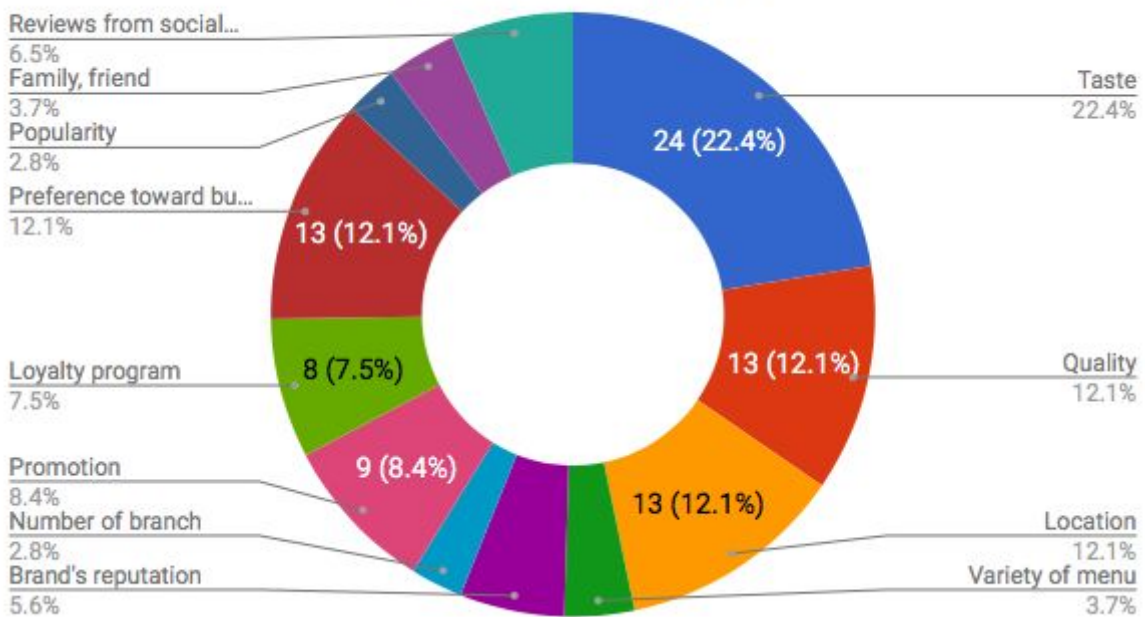
Appendix 3: Factors that affect bubble tea purchasing categorized by socio-economic group



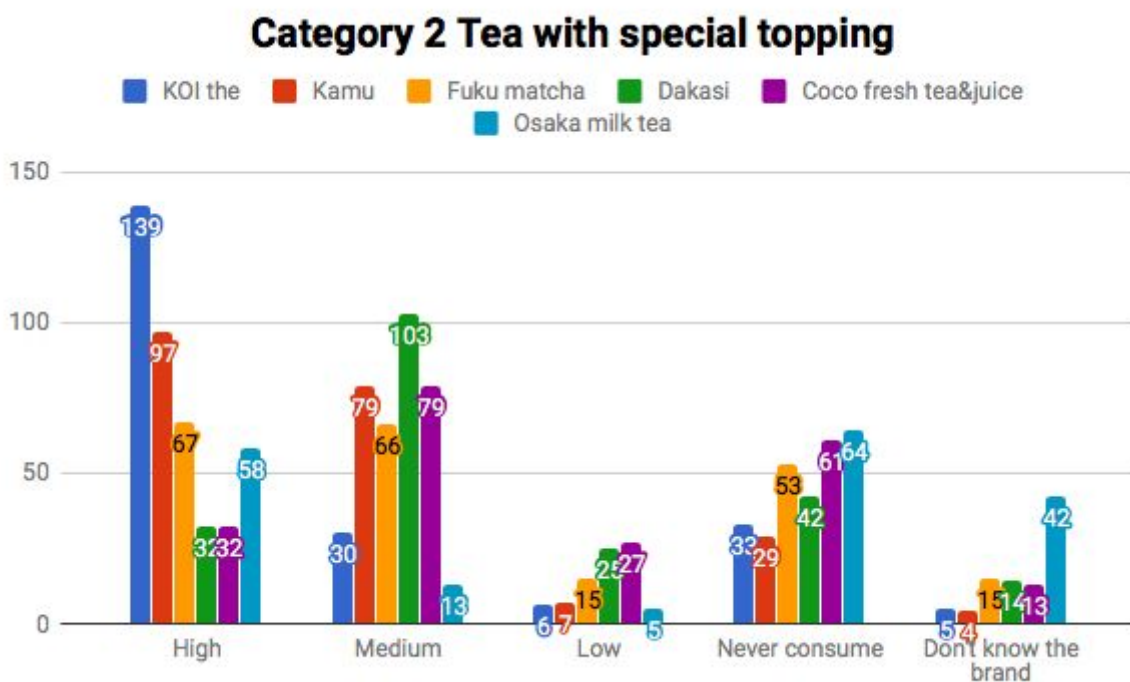
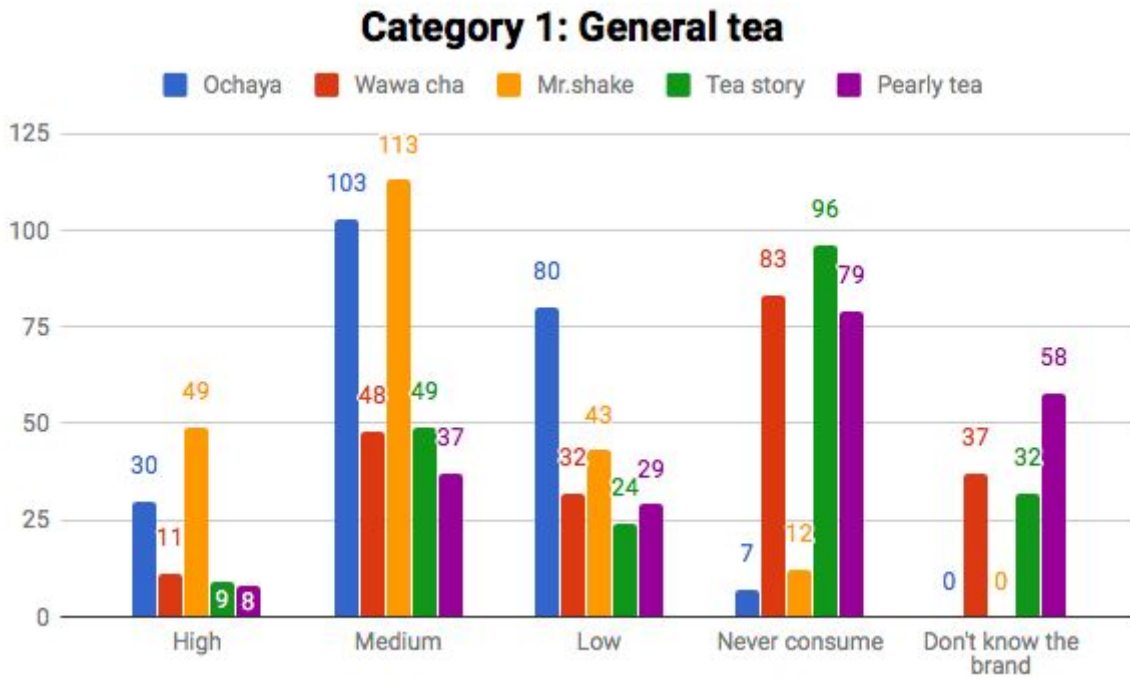
Grade B customers



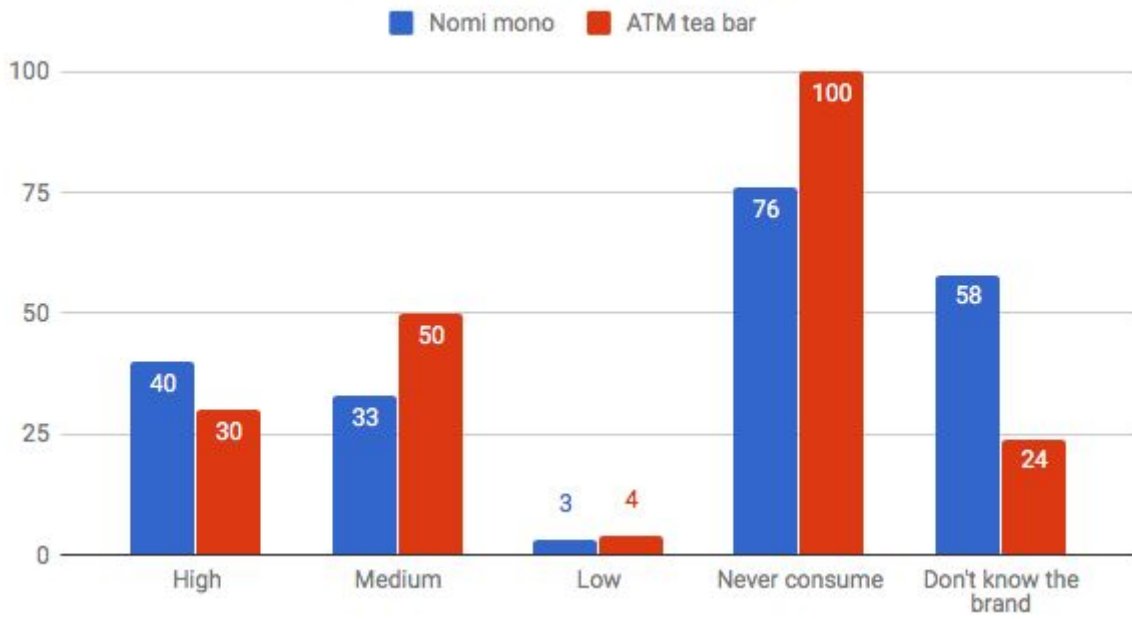
Grade C customers



Appendix 4: Quality of bubble tea for each category

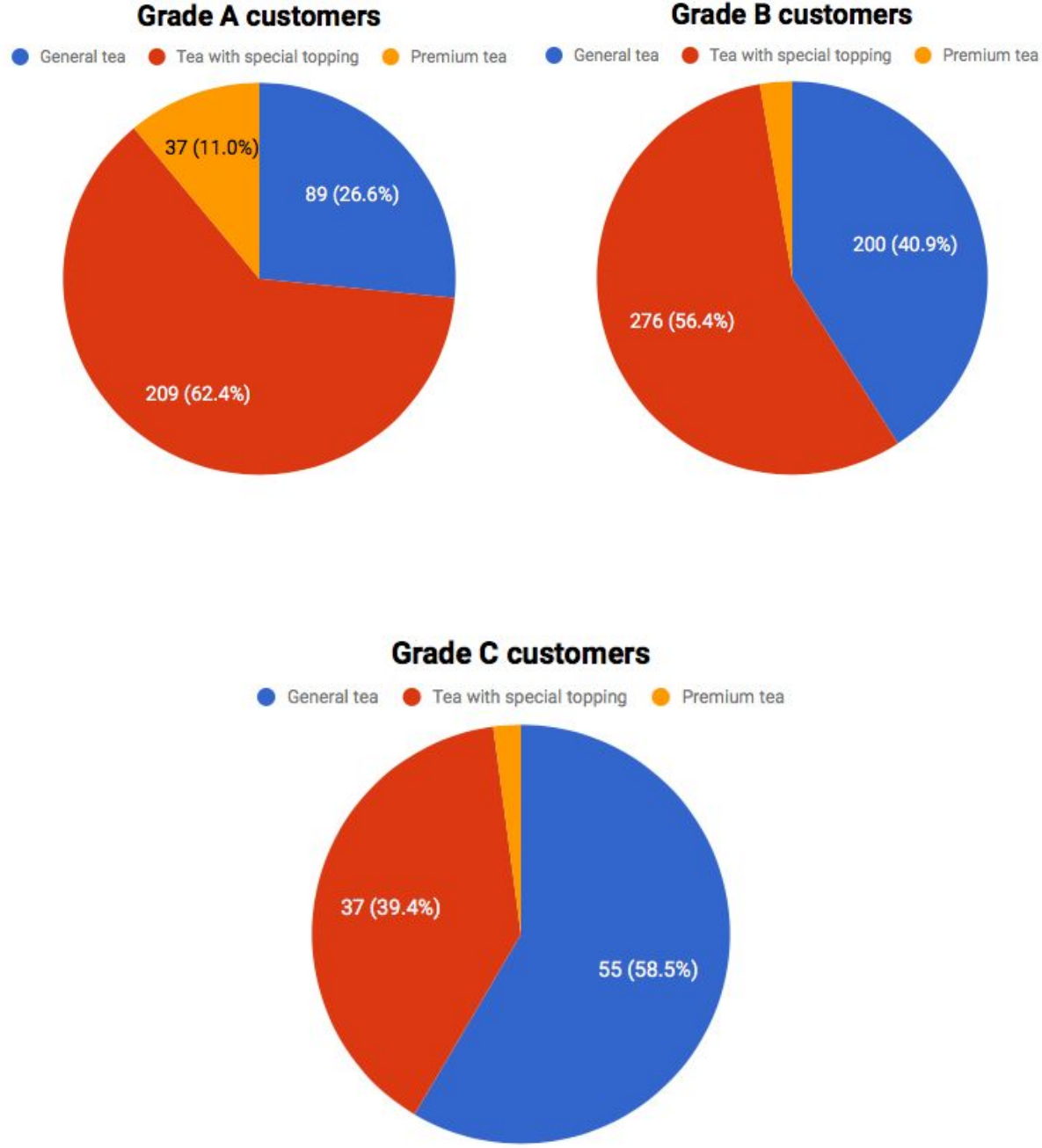


Category 3: Premium tea



Source: constructed from the author's own survey

Appendix 5: Favourite type of bubble tea categorized by socio-economic group



Appendix 6: Survey question

แบบสอบถามเกี่ยวกับชานมไข่มุกในกรุงเทพฯ

ตอนที่ 1 ความคิดเห็นต่อชานมไข่มุก

1.1) ปัจจัยที่มีผลต่อการเลือกซื้อชานมไข่มุกในแต่ละแบรนด์ (เลือกได้มากกว่า 1 ตัวเลือก)

- รสชาติ
- คุณภาพ
- สถานที่ตั้ง
- ความหลากหลายของสินค้า
- ชื่อเสียงของแบรนด์
- จำนวนสาขา
- โปรโมชัน
- บัตรสะสมแต้ม
- ความชื่นชอบในชานมไข่มุก
- ตามกระแสนิยม
- คนรอบข้าง เช่น เพื่อน ครอบครัวญาติ
- รีวิวต่างๆจาก social media
- อื่นๆ (ระบุ) _____

1.2) แบรนด์ชาไข่มุกที่ท่านชื่นชอบ (เลือกได้มากกว่า 1 ตัวเลือก)

- Nomi mono
- ATM tea bar
- KOI the
- Kamu
- Fuku matcha
- Coco fresh tea&juice
- Dakasi
- Ochaya
- Pearly tea
- Mochi milk tea
- Wawa cha
- Mr.cup T
- Mr.shake
- Tea story
- Osaka milk tea
- Mikucha
- Monkey shake
- Kin cha
- Bubble boy
- Chamiji
- Bubble republic
- 8 hachi tea

1.3) เหตุใดท่านถึงชอบบริโภคชาไข่มุกแบรนด์นั้นๆ _____

1.4) โปรดให้คะแนนคุณภาพของชานมไข่มุกในแต่ละแบรนด์ โดยคำนึงถึงคุณภาพชาและไข่มุก

แบรนด์	สูง	ปานกลาง	ต่ำ	ไม่เคยบริโภค	ไม่รู้จักแบรนด์นี้
Nomi mono					
ATM tea bar					
KOI The					
Kamu					
Fuku matcha					

Coco fresh tea&juice					
Dakasi					
Ochaya					
Pearly tea					
Mochi milk tea					
Wawa cha					
Mr.cup T					
Mr.shake					
Tea story					
Osaka milk tea					
Mikucha					
Monkey shake					
Kin cha					
Bubble boy					
Chamiji					
Bubble republic					
8 hachi tea					

ตอนที่ 2 ข้อมูลทั่วไป

2.1) เพศ ชาย หญิง

2.2) อายุ ต่ำกว่า 18 19-23 24-30 31-45 46-60 60 ขึ้นไป

2.3) ระดับการศึกษาสูงสุด

ไม่ได้เรียนหนังสือ / ต่ำกว่าประถม ประถมศึกษา มัธยมศึกษา

ปวช./ปวส./ปวท./อนุปริญญา ปริญญาตรี สูงกว่าปริญญาตรี

อื่นๆ (ระบุ) _____

2.4) รายได้เฉลี่ยต่อเดือนของท่าน (ให้ผู้ตอบแบบสอบถามลองประมาณรายได้จากทุกแหล่งในเดือนที่แล้ว)

- น้อยกว่า 15,000 บาท
- 15,000 - 30,000 บาท
- 30,001 – 45,000 บาท
- 45,001 - 60,000 บาท
- 60,001 -75,000 บาท
- 75,001 - 90,000 บาท
- 90,001 - 105,000 บาท
- 105,001 - 200,000 บาท
- 200,001 บาทขึ้นไป

2.5) หากมีเวลาว่าง ท่านมักทำกิจกรรมใด (เลือกได้มากกว่า 1 ตัวเลือก)

- อยู่บ้าน/นอนเล่น/เล่น social media
- วาดรูป/อ่านหนังสือ/ฟังเพลง
- ออกกำลังกาย/เข้าฟิตเนส
- ช็อปปิ้งตามห้างสรรพสินค้าและสถานที่ต่างๆ
- นัดเพื่อนหรือครอบครัวกินข้าว
- ปาร์ตี้/สังสรรค์
- นั่งคาเฟ่
- ถ่ายรูปเล่น
- ท่องเที่ยว
- อื่นๆ (ระบุ) _____

2.6) ท่านไปห้างสรรพสินค้าเหล่านี้กี่ครั้งต่อเดือน

	ไม่ไปเลย	1-3 ครั้ง	4-6 ครั้ง	7 ครั้งขึ้นไป
พารากอน, เอ็มควาเทีย, เอ็มโพเรียม, เซ็นทรัลเวิลด์				
เซ็นทรัลต่างๆ เช่น ปิ่นเกล้า, ลาดพร้าว, เวสเกต ฯลฯ				
เดอะมอลล์ต่างๆ เช่น บางแค, บางกะปิ, งามวงศ์วาน				
โลตัส, บิ๊กซี, คาร์ฟูล				