RESEARCH PROGRESS

Factors influencing

consumers on frequency of consumption and intention to purchase beverages from

STARBUCKS

in Bangkok

TOPIC & RESEARCH QUESTION

TOPIC

Factors influencing
consumers on frequency of consumption and intention to purchase beverages from

STARBUCKS
in Bangkok

RESEARCH QUESTION

What factors are statistically significant that have their influences on consumers' frequencies on their consumptions of Starbucks brand beverages per week

?

METHODOLOGY

Data Collection 1

Primary data

- Questionnaire
  - 366 responses (Male / Female / Others)
    - Cross-sectional
  - Online survey
    - Bangkok districts (Cluster sampling)
      - 3 Question sections
        - The respondents' individual characteristics
        - Starbucks consumption behaviour
        - Influential factors of consumers

Secondary data

- Past research papers
- Academic research
- Internet sources

METHODOLOGY

Sample Data 2

Sample of questionnaire

Coffee store's consumers

Bangkok districts
(Cluster sampling)

13-75 years old

- Gender
- Age
- Education level
- Level of monthly income
- Their historical beverage purchases from coffee stores

METHODOLOGY

Multiple Ordered Probit Model

Y = Range of frequency in purchase of Starbucks beverages

Code as 0, 1, 2, 3, 4, 5 based on amount respondent consume on average per week

Pr (Y= j) is the probability of consumers purchasing Starbucks beverages per week

Bij is the vector of Starbucks consumption behaviour

The coefficient γj* and coefficient δj* represent the difference probability of Starbucks consumption behaviour and influential factors of consumers affecting purchase intention, respectively

Ei represents the error term in the equation.

Ordered probit regression:

$$Pr(Y = j) = D_{ij}\beta_j^* + B_{ij}\gamma_j^* + F_{ij}\delta_j^* + \varepsilon_i \quad i = 1,\ldots,366, \; j = 0,\ldots,5$$

Dij is the vector of demographic variables including gender, age groups, level of education, jobs, level of income and frequency of purchase from the other stores

The coefficient βj* represents the difference probability of demographic factors affecting consumer's purchase frequency

Fij is the vector of influential factors of consumers

Responses

j = 0 when consumers never consume Starbucks beverage, j = 1 when consumer purchase Starbucks beverage 1-3 drinks per week, j = 2 when consumers purchase Starbucks beverage 4-6 drinks per week, j = 3 when consumers purchase Starbucks beverage 7-9 drinks per week, j = 4 when consumers purchase Starbucks beverage 10-12 drinks per week, j = 5 when consumers purchase Starbucks beverage more than 12 drinks per week

METHODOLOGY

Variable Definition 4

Variable	Variable descriptions	Type of data
freq_buy_sb	Frequency that respondent buy glass of beverage per week from Starbucks	never purchase = 0, between 1-3 = 1, between 4-6 = 2, between 7-9 = 3, between 10-12 = 4, more than 12 = 5
sex_male	If respondent is male	yes = 1, no = 0
sex_female	If respondent is female	yes = 1, no = 0
sex_others	If respondent is other	yes = 1, no = 0
four_age_dum1	If age of respondent is between 13 to 24	yes = 1, no = 0
four_age_dum2	If age of respondent is between 25 to 39	yes = 1, no = 0
four_age_dum3	If age of respondent is between 40 to 54	yes = 1, no = 0
four_age_dum4	If age of respondent is between 55 to 75	yes = 1, no = 0
edu0	Lower than high school	yes = 1, no = 0
edu1	High school and equal	yes = 1, no = 0
edu2	Undergraduate degree and equal	yes = 1, no = 0
edu3	Master degree	yes = 1, no = 0
edu4	Doctorate and above	yes = 1, no = 0
job_student	Student	yes = 1, no = 0
job_company	Working for private company	yes = 1, no = 0
job_public	Working for government	yes = 1, no = 0
job_private	Private business	yes = 1, no = 0
job_other	Other jobs	yes = 1, no = 0

METHODOLOGY

Variable Definition

Variable	Variable descriptions	Type of data
income0	Income less than 10,000 Baht	yes = 1, no = 0
income1	Income between 10,001 to 20,000 Baht	yes = 1, no = 0
income2	Income between 20,001 to 30,000 Baht	yes = 1, no = 0
income3	Income between 30,001 to 40,000 Baht	yes = 1, no = 0
income4	Income between 40,001 to 50,000 Baht	yes = 1, no = 0
income5	Income over 50,001 Baht	yes = 1, no = 0
if_otherstore	If the respondent has ever brought other brands drink	yes = 1, no = 0
freq_otherstore	Frequency that respondent buys glass of beverage per week from other brands	never purchase = 0, between 1-3 = 1, between 4-6 = 2, between 7-9 = 3, between 10-12 = 4, more than 12 = 5
if_stay	Normally, if the respondent stay in the store to consume the beverage	yes = 1, no = 0
takehome	Normally, if the respondent order take home	yes = 1, no = 0
freq_stay	How much time respondent spends inside the store per service trip on average	less than 1 hour = 0, between 1-2 = 1, between 3-4 = 2, between 5-6 = 3, more than 6 = 4
priceup_same	Respondent would buys the same amount of beverage	yes = 1, no = 0
priceup_less	Respondent would buys less amount of beverage	yes = 1, no = 0
priceup_dontbuy	Respondent would not buys anymore	yes = 1, no = 0
if_goods	If respondent has ever brought merchandises under the Starbucks brands	yes = 1, no = 0
if_image	If respondent believes that by consuming Starbucks products, their public image will be better perceived	yes = 1, no = 0

METHODOLOGY

Variable Definition 4

Variable	Variable descriptions	Type of data
if_used_card	If respondent uses the Starbucks membership card when purchase from Starbucks	yes = 1, no = 0
rate_taste	Taste of the coffee	0-3 influence level
rate_variety	Variety of the menu	0-3 influence level
rate_price	Price of the beverages	0-3 influence level
rate_location	Convenience of the store location	0-3 influence level
rate_space	Size of the store	0-3 influence level
rate_design	Interior design of the store	0-3 influence level
rate_promotion	Promotion	0-3 influence level
rate_brand	Brand image	0-3 influence level
rate_service	Customer service	0-3 influence level
rate_24hr	24 hours service	0-3 influence level

METHODOLOGY

Model Specification

Model 1

The first model consists of the dependent variable of the frequency of purchase from Starbucks and independent variables of individual demographic data: gender, age, education level, level of monthly income and their historical beverage purchase from other coffee stores

$$Pr(Y = j) = D_{ij}\beta^{*}_{j} + \varepsilon_{i} \quad i = 1,\ldots,366 \quad , j = 0,\ldots,5$$

- Pr (Y= j) is the probability of consumers purchasing Starbucks beverages per week
- Dij is the vector of demographic variables including gender, age groups, level of education, jobs, level of income and frequency of consumption on the other stores
- The coefficient Bj* represents the difference probability of demographic factors affecting consumer's purchase frequency
- Ei represents the error term in the equation.
- Responses
- j = 0 when consumers never consume Starbucks beverage, j = 1 when consumer purchase Starbucks beverage 1-3 drinks per week, j = 2 when consumers purchase Starbucks beverage 4-6 drinks per week, j = 3 when consumers purchase Starbucks beverage 7-9 drinks per week, j = 4 when consumers purchase Starbucks beverage 10-12 drinks per week, j = 5 when consumers purchase Starbucks beverage more than 12 drinks per week

METHODOLOGY

Model Specification

Model 2

The second model consists of all variables from the model 1 with the addition of the determinants regarding respondents Starbuck consumption behaviors includes if they order their beverages to consume inside the store or take home, their range of time spent inside the store on average, their belief on social image effect from consuming Starbucks, price sensitivity and purchase of other Starbucks merchandise and member card usage

$$Pr(Y = j) = D_{ij}\beta^*_j + B_{ij}\gamma^*_j + \varepsilon_i \quad i = 1, \ldots, 366 \quad , j = 0, \ldots, 5$$

- Pr (Y= j) is the probability of consumers purchasing Starbucks beverages per week
- Dij is the vector of demographic variables including gender, age groups, level of education, jobs, level of income and frequency of consumption on the other stores
- The coefficient Bj* represents the difference probability of demographic factors affecting consumer's purchase frequency
- Bij is the vector of Starbucks consumption behaviour
- The coefficient Yj* represent the difference probability of Starbucks consumption behaviour
- Ei represents the error term in the equation.
- Responses

j = 0 when consumers never consume Starbucks beverage, j = 1 when consumer purchase Starbucks beverage 1-3 drinks per week, j = 2 when consumers purchase Starbucks beverage 4-6 drinks per week, j = 3 when consumers purchase Starbucks beverage 7-9 drinks per week, j = 4 when consumers purchase Starbucks beverage 10-12 drinks per week, j = 5 when consumers purchase Starbucks beverage more than 12 drinks per week

METHODOLOGY

Model Specification

Model 3

The last model consists of all variables from model 1 and 2, with the addition of influential factors of consumers: rating of taste, variety, price, location, design, space, promotion, brand image, customer service and 24 hours service

$$Pr(Y = j) = D_{ij}\beta_j^* + B_{ij}\gamma_j^* + F_{ij}\delta_j^* + \varepsilon_i \quad i = 1,\ldots,366 \quad , j = 0,\ldots,5$$

Pr (Y= j) is the probability of consumers purchasing Starbucks beverages per week

Dij is the vector of demographic variables including gender, age groups, level of education, jobs, level of income and frequency of consumption on the other stores

The coefficient Bj* represents the difference probability of demographic factors affecting consumer's purchase frequency

Bij is the vector of Starbucks consumption behaviour

Ei represents the error term in the equation.

The coefficient Yj* and coefficient 8j* represent the difference probability of Starbucks consumption behaviour and influential factors of consumers affecting purchase intention, respectively

Fij is the vector of influential factors of consumers

j = 0 when consumers never consume Starbucks beverage, j = 1 when consumer purchase Starbucks beverage 1-3 drinks per week, j = 2 when consumers purchase Starbucks beverage 4-6 drinks per week, j = 3 when consumers purchase Starbucks beverage 7-9 drinks per week, j = 4 when consumers purchase Starbucks beverage 10-12 drinks per week, j = 5 when consumers purchase Starbucks beverage more than 12 drinks per week

Responses

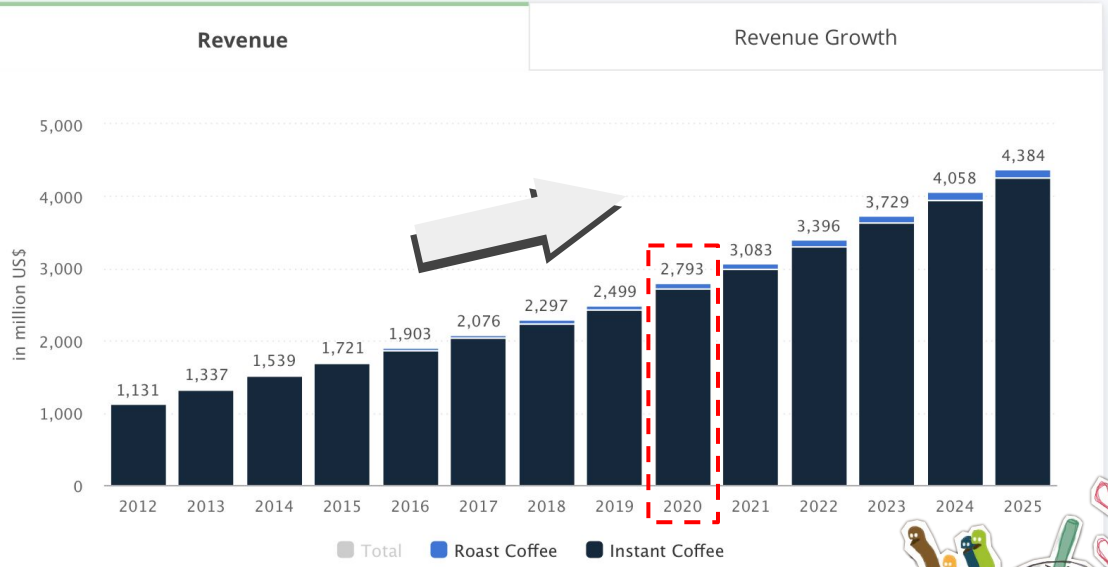
INDUSTRY BACKGROUND

COFFEE MARKET IN THAILAND

Revenue
in million US$

Reading Support

Revenue in the Coffee segment amounts to US$2,793m in 2020.



Source : Statista (COVID-19 impact will be implemented Q2 2020), February 2020

Revenue (2020) +11.8% yoy
US$2,793m

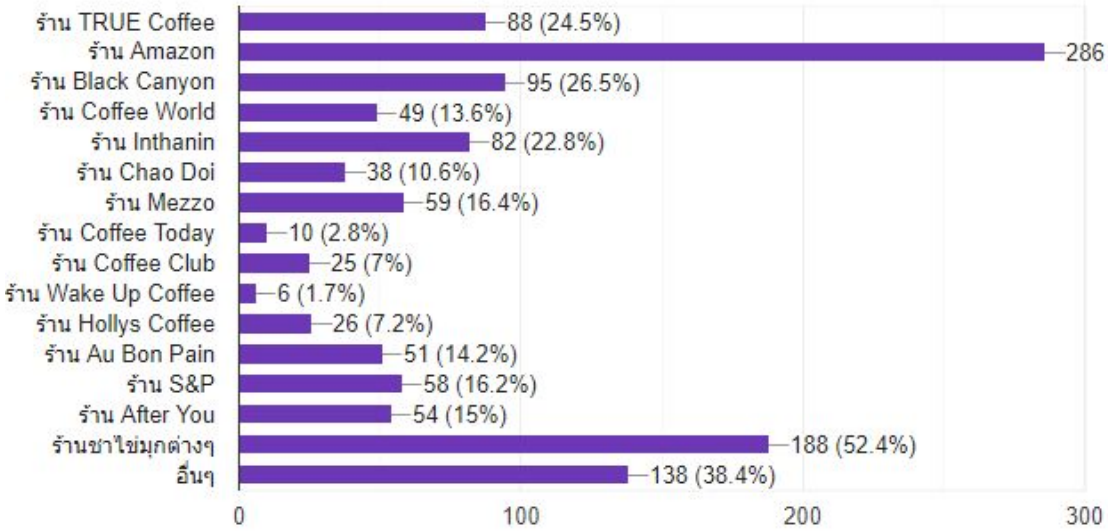
Average Revenue per Capita (2020) +11.5% yoy
US$40.02

INDUSTRY BACKGROUND

Based on Survey (366 respondents) : other than Starbucks, which brands that you consume?

359 respondents consume other brands

7 respondents consume only Starbucks

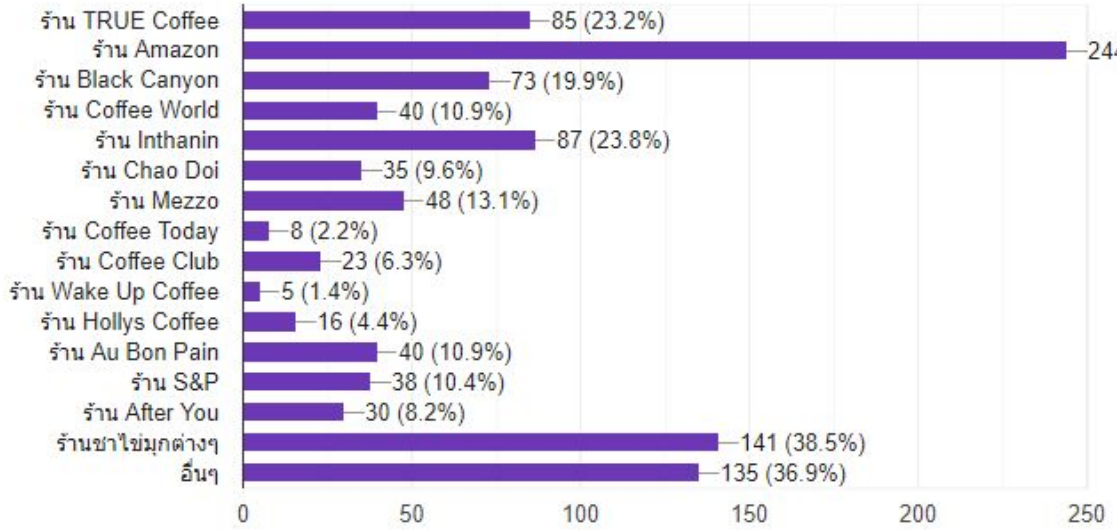


1

INDUSTRY BACKGROUND

Based on Survey (366 respondents)

What brands would respondents consume if the Starbucks becomes unaffordable?



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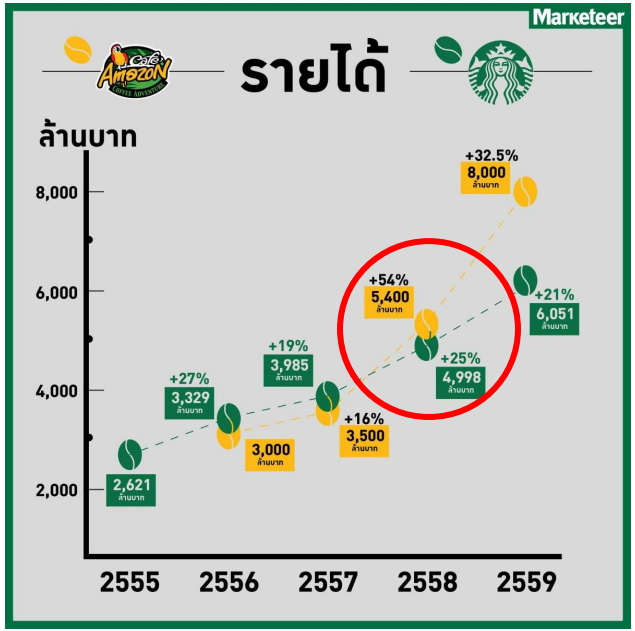
INDUSTRY BACKGROUND

Amazon VS Starbucks



Source : https://marketeeronline.co/archives/1437

INDUSTRY BACKGROUND

COFFEE MARKET IN THAILAND

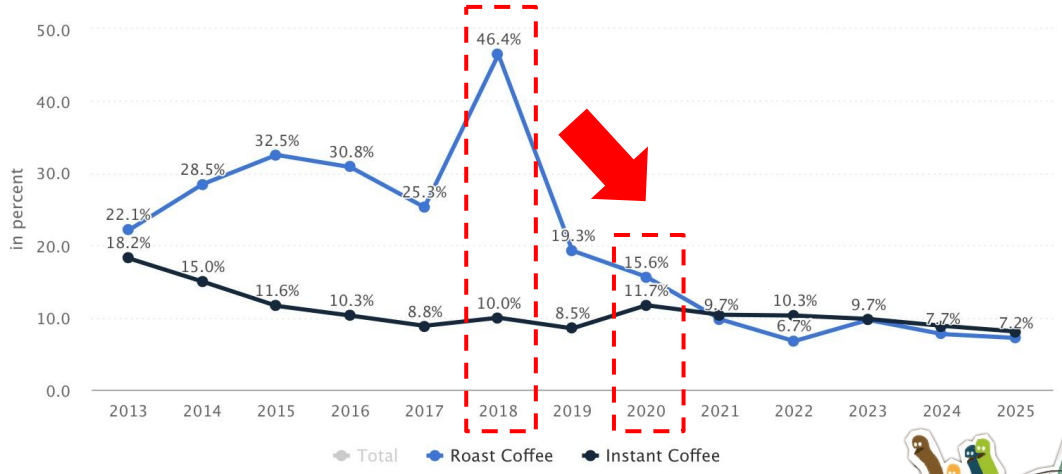
Revenue Growth
in percent

Reading Support

The Coffee segment is expected to show a revenue growth of 10.4% in 2021.

Revenue

Revenue Growth



Source : Statista (COVID-19 impact will be implemented Q2 2020), February 2020

Revenue (2020) +11.8% yoy

US$2,793m

Average Revenue per Capita (2020) +11.5% yoy

US$40.02

RESULTS

Descriptive statistics of independent variables

Variable	Obs	Mean	Std. Dev.	Min	Max
sex_male	366	0.26	0.44	0	1
sex_female	366	0.72	0.45	0	1
sex_others	366	0.02	0.15	0	1
four_age_dum1	366	0.26	0.44	0	1
four_age_dum2	366	0.32	0.47	0	1
four_age_dum3	366	0.35	0.48	0	1
four_age_dum4	366	0.07	0.26	0	1
edu0	366	0.00	0.00	0	0
edu1	366	0.07	0.26	0	1
edu2	366	0.63	0.48	0	1
edu3	366	0.29	0.45	0	1
edu4	366	0.01	0.09	0	1
job_student	366	0.23	0.42	0	1
job_company	366	0.27	0.44	0	1
job_public	366	0.25	0.43	0	1
job_private	366	0.14	0.35	0	1
job_other	366	0.12	0.32	0	1
income0	366	0.14	0.34	0	1
income1	366	0.17	0.38	0	1
income2	366	0.14	0.35	0	1
income3	366	0.12	0.33	0	1
income4	366	0.11	0.32	0	1
income5	366	0.31	0.46	0	1

Variable	Obs	Mean	Std. Dev.	Min	Max
freq_buy_sb	366	1.05	0.47	0	5
if_otherstore	366	0.98	0.14	0	1
freq_otherstore	366	1.55	0.85	0	5
if_stay	366	0.35	0.48	0	1
takehome	366	0.65	0.48	0	1
freq_stay	366	0.66	1.04	0	5
priceup_same	366	0.17	0.37	0	1
priceup_less	366	0.52	0.50	0	1
priceup_dontbuy	366	0.31	0.46	0	1
if_goods	366	0.57	0.50	0	1
if_image	366	0.50	0.50	0	1
if_used_card	366	0.47	0.50	0	1
rate_taste	366	2.63	0.57	0	3
rate_variety	366	1.95	0.80	0	3
rate_price	366	1.98	0.76	0	3
rate_location	366	2.10	0.81	0	3
rate_space	366	1.90	0.85	0	3
rate_design	366	1.81	0.90	0	3
rate_promotion	366	2.01	0.81	0	3
rate_brand	366	1.81	0.81	0	3
rate_service	366	2.49	0.64	0	3
rate_24hr	366	1.61	0.92	0	3

RESULTS

Descriptive analysis of dependent variables

freq_buy_sb	Freq.	Percent	Cum.
0	14	3.83	3.83
1	330	90.16	93.99
2	15	4.1	98.09
3	5	1.37	99.45
4	0	0	99.45
5	2	0.55	100
Total	366	100	

RESULTS

No one answer frequency that respondent buy glass of beverage per week from Starbucks between 10-12 (4)

Specification 1, showing marginal effects

Note : standard errors in the parentheses

	A respondent buys glasses of beverages per week from Starbucks				
	0	1	2	3	5
	Never purchase	Between 1-3	Between 4-6	Between 7-9	More than 12
VARIABLES					
sex_male	-0.0332*	-0.112	0.0937	0.0366	0.0145
	(0.0170)	(0.0982)	(0.0635)	(0.0338)	(0.0193)
sex_female	-0.0498	0.00498	0.0333	0.00910	0.00240
	(0.0521)	(0.0292)	(0.0204)	(0.00664)	(0.00252)
four_age_dum1	-0.00398	-0.00360	0.00552	0.00161	0.000444
	(0.0182)	(0.0196)	(0.0273)	(0.00818)	(0.00231)
four_age_dum2	-0.00604	-0.00558	0.00847	0.00247	0.000686
	(0.0139)	(0.0161)	(0.0213)	(0.00661)	(0.00197)
four_age_dum3	-0.00349	-0.00288	0.00466	0.00134	0.000369
	(0.0139)	(0.0131)	(0.0196)	(0.00579)	(0.00159)
edu2	0.00837	0.00774	-0.0117	-0.00343	-0.000955
	(0.0143)	(0.0166)	(0.0222)	(0.00646)	(0.00199)
edu3	0.0198	0.00510	-0.0185	-0.00508	-0.00133
	(0.0254)	(0.00725)	(0.0190)	(0.00499)	(0.00152)
edu4	0.653**	-0.617**	-0.0277***	-0.00624**	-0.00139
	(0.270)	(0.271)	(0.00807)	(0.00318)	(0.00126)

	A respondent buys glasses of beverages per week from Starbucks				
	0	1	2	3	5
	Never purchase	Between 1-3	Between 4-6	Between 7-9	More than 12
VARIABLES					
job_student	-0.0249*	-0.0735	0.0661	0.0238	0.00848
	(0.0136)	(0.0705)	(0.0510)	(0.0225)	(0.0109)
job_company	-0.00721	-0.00757	0.0107	0.00317	0.000891
	(0.0149)	(0.0207)	(0.0254)	(0.00759)	(0.00243)
job_public	0.0338	-0.000418	-0.0250*	-0.00672	-0.00173
	(0.0290)	(0.0155)	(0.0134)	(0.00485)	(0.00164)
job_private	-0.00235	-0.00207	0.00323	0.000937	0.000258
	(0.0169)	(0.0172)	(0.0248)	(0.00724)	(0.00205)
income1	-0.0200**	-0.0632	0.0563*	0.0200	0.00696
	(0.00822)	(0.0419)	(0.0301)	(0.0137)	(0.00659)
income2	-0.0288***	-0.239**	0.152**	0.0758	0.0401
	(0.0106)	(0.118)	(0.0621)	(0.0468)	(0.0323)
income3	-0.0273***	-0.283*	0.168**	0.0901	0.0522
	(0.00999)	(0.171)	(0.0754)	(0.0670)	(0.0510)
income4	-0.0313***	-0.481***	0.221***	0.157*	0.134
	(0.0112)	(0.159)	(0.0568)	(0.0834)	(0.0834)
income5	-0.0748***	-0.275***	0.189***	0.101**	0.0602
	(0.0225)	(0.101)	(0.0549)	(0.0509)	(0.0421)
freq_otherstore	0.00526	0.00387	-0.00669	-0.00191	-0.000519
	(0.00579)	(0.00485)	(0.00756)	(0.00218)	(0.000557)
Observations	366	366	366	366	366
Standard errors in parentheses			*** p<0.01, ** p<0.05, * p<0.1		

RESULTS

No one answer frequency that respondent buy glass of beverage per week from Starbucks between 10-12 (4)

Specification 2, showing marginal effects

Note : standard errors in the parentheses

	A respondent buys glasses of beverages per week from Starbucks				
	0	1	2	3	5
	Never purchase	Between 1-3	Between 4-6	Between 7-9	More than 12
VARIABLES					
sex_male	-0.00648	-0.0436	0.0383	0.00956	0.00224
	(0.00477)	(0.0483)	(0.0374)	(0.0123)	(0.00378)
sex_female	-0.00465	-0.00644	0.00903	0.00175	0.000312
	(0.00870)	(0.00696)	(0.0123)	(0.00255)	(0.000527)
four_age_dum1	0.00451	0.00600	-0.00857	-0.00165	-0.000293
	(0.0106)	(0.00705)	(0.0141)	(0.00272)	(0.000566)
four_age_dum2	6.88e-05	0.000164	-0.000188	-3.77e-05	-6.91e-06
	(0.00467)	(0.0110)	(0.0127)	(0.00254)	(0.000465)
four_age_dum3	-0.000851	-0.00220	0.00246	0.000499	9.25e-05
	(0.00406)	(0.0112)	(0.0122)	(0.00255)	(0.000473)
edu2	0.00329	0.0101	-0.0107	-0.00225	-0.000433
	(0.00357)	(0.0135)	(0.0136)	(0.00286)	(0.000681)
edu3	0.0110	0.00831	-0.0157	-0.00304	-0.000544
	(0.0119)	(0.00554)	(0.0105)	(0.00233)	(0.000609)
edu4	0.748***	-0.731***	-0.0140**	-0.00227	-0.000349
	(0.268)	(0.269)	(0.00550)	(0.00160)	(0.000399)
job_student	-0.00693	-0.0624	0.0518	0.0140	0.00356
	(0.00506)	(0.0655)	(0.0489)	(0.0167)	(0.00597)
job_company	-0.00358	-0.0148	0.0146	0.00318	0.000639
	(0.00369)	(0.0202)	(0.0184)	(0.00439)	(0.00116)
job_public	0.00580	0.00645	-0.01000	-0.00191	-0.000337
	(0.00785)	(0.00447)	(0.00883)	(0.00215)	(0.000455)
job_private	-0.00214	-0.00856	0.00851	0.00182	0.000359
	(0.00383)	(0.0221)	(0.0204)	(0.00457)	(0.00102)
income1	-0.00554*	-0.0586	0.0479*	0.0129	0.00326
	(0.00298)	(0.0369)	(0.0277)	(0.00984)	(0.00370)
income2	-0.00760*	-0.209*	0.140**	0.0552	0.0218
	(0.00398)	(0.111)	(0.0667)	(0.0384)	(0.0219)
income3	-0.00710*	-0.257	0.163*	0.0703	0.0309
	(0.00380)	(0.160)	(0.0835)	(0.0576)	(0.0359)
income4	-0.00863*	-0.494***	0.242***	0.153*	0.108
	(0.00497)	(0.168)	(0.0636)	(0.0847)	(0.0864)
income5	-0.0255**	-0.246**	0.169***	0.0714*	0.0312
	(0.0113)	(0.0955)	(0.0585)	(0.0405)	(0.0274)
freq_otherstore	0.00131	0.00312	-0.00358	-0.000719	-0.000132
	(0.00173)	(0.00414)	(0.00476)	(0.000937)	(0.000177)
Observations	366	366	366	366	366
Standard errors in parentheses		*** p<0.01, ** p<0.05, * p<0.1			

RESULTS

No one answer frequency that respondent buy glass of beverage per week from Starbucks between 10-12 (4)

Specification 2, showing marginal effects

Note : standard errors in the parentheses

Continue

	A respondent buys glasses of beverages per week from Starbucks				
	0	1	2	3	5
	Never purchase	Between 1-3	Between 4-6	Between 7-9	More than 12
VARIABLES					
if_stay	0.0103	0.0110	-0.0172	-0.00342	-0.000629
	(0.00876)	(0.00677)	(0.0106)	(0.00271)	(0.000682)
freq_stay	-0.00430*	-0.0103*	0.0118**	0.00237	0.000435
	(0.00256)	(0.00564)	(0.00596)	(0.00160)	(0.000468)
priceup_less	0.000452	0.00103	-0.00120	-0.000239	-4.37e-05
	(0.00255)	(0.00549)	(0.00648)	(0.00133)	(0.000236)
priceup_dontbuy	0.0677*	-0.0407	-0.0221***	-0.00413*	-0.000733
	(0.0362)	(0.0356)	(0.00704)	(0.00249)	(0.000770)
if_goods	-0.00175	-0.00390	0.00456	0.000913	0.000167
	(0.00266)	(0.00510)	(0.00625)	(0.00130)	(0.000219)

	A respondent buys glasses of beverages per week from Starbucks				
	0	1	2	3	5
	Never purchase	Between 1-3	Between 4-6	Between 7-9	More than 12
VARIABLES					
if_image	0.00171	0.00408	-0.00467	-0.000941	-0.000174
	(0.00253)	(0.00568)	(0.00643)	(0.00147)	(0.000305)
if_used_card	-0.00435*	-0.0111	0.0124*	0.00256	0.000486
	(0.00260)	(0.00754)	(0.00739)	(0.00202)	(0.000608)
Observations	366	366	366	366	366
Standard errors in parentheses		*** p<0.01, ** p<0.05, * p<0.1			

RESULTS

No one answer frequency that respondent buy glass of beverage per week from Starbucks between 10-12 (4)

Specification 3, showing marginal effects

Note : standard errors in the parentheses

	A respondent buys glasses of beverages per week from Starbucks				
	0	1	2	3	5
	Never purchase	Between 1-3	Between 4-6	Between 7-9	More than 12
VARIABLES					
sex_male	-0.00419	-0.0385	0.0340	0.00728	0.00140
	(0.00314)	(0.0415)	(0.0331)	(0.00943)	(0.00244)
sex_female	-0.00530	-0.00682	0.0102	0.00165	0.000236
	(0.00752)	(0.00467)	(0.00906)	(0.00176)	(0.000344)
four_age_dum1	0.00736	0.00640	-0.0116	-0.00185	-0.000264
	(0.0126)	(0.00448)	(0.0103)	(0.00185)	(0.000402)
four_age_dum2	6.52e-05	0.000200	-0.000223	-3.73e-05	-5.50e-06
	(0.00318)	(0.00968)	(0.0108)	(0.00180)	(0.000265)
four_age_dum3	-0.000973	-0.00349	0.00373	0.000637	9.60e-05
	(0.00264)	(0.0105)	(0.0109)	(0.00197)	(0.000303)
edu2	0.00139	0.00515	-0.00547	-0.000940	-0.000143
	(0.00221)	(0.00928)	(0.00954)	(0.00165)	(0.000294)
edu3	0.00450	0.00659	-0.00937	-0.00151	-0.000217
	(0.00662)	(0.00448)	(0.00862)	(0.00147)	(0.000287)
edu4	0.738**	-0.726**	-0.0105**	-0.00142	-0.000178
	(0.298)	(0.299)	(0.00440)	(0.00105)	(0.000226)
job_student	-0.00571	-0.0958	0.0759	0.0205	0.00513
	(0.00414)	(0.0916)	(0.0652)	(0.0239)	(0.00885)
job_company	-0.00248	-0.0143	0.0138	0.00256	0.000423
	(0.00241)	(0.0179)	(0.0162)	(0.00337)	(0.000789)
job_public	0.00443	0.00580	-0.00866	-0.00138	-0.000195
	(0.00576)	(0.00376)	(0.00681)	(0.00147)	(0.000269)
job_private	-0.00103	-0.00473	0.00479	0.000843	0.000131
	(0.00255)	(0.0158)	(0.0151)	(0.00273)	(0.000477)
income1	-0.00291*	-0.0311	0.0272	0.00572	0.00107
	(0.00175)	(0.0261)	(0.0210)	(0.00569)	(0.00150)
income2	-0.00451*	-0.159	0.115*	0.0374	0.0115
	(0.00255)	(0.0991)	(0.0645)	(0.0308)	(0.0134)
income3	-0.00435*	-0.221	0.150*	0.0561	0.0201
	(0.00249)	(0.144)	(0.0831)	(0.0492)	(0.0252)
income4	-0.00546*	-0.472***	0.248***	0.143*	0.0865
	(0.00330)	(0.168)	(0.0678)	(0.0853)	(0.0711)
income5	-0.0179**	-0.230**	0.163***	0.0621*	0.0231
	(0.00872)	(0.0911)	(0.0581)	(0.0373)	(0.0213)
freq_otherstore	0.00117	0.00365	-0.00405	-0.000677	-0.000100
	(0.00116)	(0.00349)	(0.00389)	(0.000638)	(0.000112)
Observations	366	366	366	366	366
Standard errors in parentheses		*** p<0.01, ** p<0.05, * p<0.1			

RESULTS

No one answer frequency that respondent buy glass of beverage per week from Starbucks between 10-12 (4)

Specification 3, showing marginal effects

Note : standard errors in the parentheses

Continue

	A respondent buys glasses of beverages per week from Starbucks				
	0	1	2	3	5
	Never purchase	Between 1-3	Between 4-6	Between 7-9	More than 12
VARIABLES					
if_stay	0.00569	0.00889	-0.0123	-0.00202	-0.000299
	(0.00517)	(0.00611)	(0.00864)	(0.00171)	(0.000371)
freq_stay	-0.00260*	-0.00807*	0.00895*	0.00150	0.000222
	(0.00155)	(0.00475)	(0.00483)	(0.00106)	(0.000270)
priceup_less	0.000107	0.000325	-0.000362	-6.05e-05	-8.93e-06
	(0.00166)	(0.00496)	(0.00554)	(0.000931)	(0.000137)
priceup_dontbuy	0.0489*	-0.0287	-0.0171***	-0.00268	-0.000386
	(0.0278)	(0.0266)	(0.00612)	(0.00173)	(0.000460)
if_goods	-0.000462	-0.00140	0.00156	0.000260	3.84e-05
	(0.00169)	(0.00478)	(0.00542)	(0.000915)	(0.000125)
if_image	0.00103	0.00318	-0.00353	-0.000593	-8.80e-05
	(0.00152)	(0.00461)	(0.00499)	(0.000952)	(0.000171)
if_used_card	-0.00234	-0.00767	0.00835	0.00143	0.000218
	(0.00162)	(0.00612)	(0.00607)	(0.00130)	(0.000309)
if_stay	0.00569	0.00889	-0.0123	-0.00202	-0.000299
	(0.00517)	(0.00611)	(0.00864)	(0.00171)	(0.000371)

	A respondent buys glasses of beverages per week from Starbucks				
	0	1	2	3	5
	Never purchase	Between 1-3	Between 4-6	Between 7-9	More than 12
VARIABLES					
rate_taste	-0.00252	-0.00784	0.00869	0.00145	0.000215
	(0.00210)	(0.00527)	(0.00566)	(0.00133)	(0.000282)
rate_variety	0.00169	0.00527	-0.00584	-0.000978	-0.000145
	(0.00146)	(0.00385)	(0.00415)	(0.000933)	(0.000178)
rate_price	0.00110	0.00343	-0.00380	-0.000636	-9.40e-05
	(0.00124)	(0.00334)	(0.00376)	(0.000673)	(0.000134)
rate_location	0.00184	0.00571	-0.00633	-0.00106	-0.000157
	(0.00147)	(0.00394)	(0.00428)	(0.000880)	(0.000201)
rate_space	-0.00116	-0.00359	0.00398	0.000667	9.86e-05
	(0.00133)	(0.00372)	(0.00413)	(0.000759)	(0.000153)
rate_design	0.000376	0.00117	-0.00130	-0.000217	-3.21e-05
	(0.000998)	(0.00281)	(0.00316)	(0.000565)	(8.43e-05)
rate_promotion	-0.000430	-0.00134	0.00148	0.000248	3.67e-05
	(0.000985)	(0.00291)	(0.00327)	(0.000531)	(8.97e-05)
rate_brand	-0.000430	-0.00134	0.00148	0.000248	3.67e-05
	(0.00103)	(0.00325)	(0.00356)	(0.000616)	(9.95e-05)
rate_service	-0.00172	-0.00536	0.00594	0.000995	0.000147
	(0.00161)	(0.00458)	(0.00500)	(0.000969)	(0.000199)
rate_24hr	-0.00108	-0.00337	0.00374	0.000626	9.25e-05
	(0.00104)	(0.00281)	(0.00299)	(0.000692)	(0.000131)
Observations	366	366	366	366	366
Standard errors in parentheses		*** p<0.01, ** p<0.05, * p<0.1			

PRIMARY CONCLUSION

For demographic factors, there are 2 factors that have their impacts on the frequency of the numbers of Starbucks beverages purchased per week on 3 models, which are as follows :

Education level

Especially edu4 has an impact of the numbers of Starbucks beverages purchased per week by the sample group respondents

Income level

The higher income level, especially in income5 level, the possibility that the respondents buy more Starbucks beverages increase

For consumption behaviour factors, freq_stay and if_used_card are statistically significant, the respondents tend to stay in the stores more when they buy more beverages from Starbucks and when they use the member cards, the possibility of using member cards changes from zero to one, it induces the higher number of beverages purchased that is between 4-6 glasses per week

In model 2 and 3, the priceup_dontbuy factor is statistically significant and negatively changes a frequency that a respondent reduce buying 4-6 glasses of beverages from Starbucks per week by 2.21 and 1.71 percentage points at 1 percent significance level

Starbucks

Thank you

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