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PhD PROGRAMME

THE INFLUENCING FACTORS ON

DECISION MAKING IN BUYING COFFEE MIX

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The Influencing Factors on

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ABSTRACT

This thesis is an attempt to explore the consumer behavior and to identify and examine the factors that influence the purchasing and consumption decisions of coffee mix consumers. The scope of the study is limited to Yangon City area. The study used both primary and secondary data to answer the specified research questions. Primary data is obtained from four-stage random sample using a structured question finance on 1846 subject. The four-stage sample include the township level, the ward level, the household level, and buyer level. Secondary data is used from MMRD source.

The study found that almost all the responded consume coffee mix regularly once or twice a day particularly in the morning. Respondent in that and also gave Premier, Super and Sunday as preferred brands of coffee mix. The study also found that consumer purchase coffee from super markets and prefer to buy in large package.

To analyze the degree of then agreement level of consumers on external stimuli and internal stimuli specified in the questionnaire, two-step procedure is employed. It is found that consumers take into account of taste, quality, and aroma of coffee mix into their buying decision. Interestingly, coffee consumers rarely consider promotion activities when they buy coffee mix. In contrast to promotion activities, place is very much important in buying decision of consumers. The overall mean scores of external stimuli also indicate that consumers incorporate product and place factors into their buying decision. The results of overall mean scores of internal stimuli also indicates that consumers buy coffee mix because of their physiological needs, safety needs, and love and affiliation needs but esteem needs and self-actualization needs are not relevant for their buying decision.

The study also analyzed the habit and the needs of consumers. It was found that with respect to need recognition, only one external stimulus factor of promotion and all five internal stimuli are found to have significant influence. However, promotion is the only variable that was recognized by respondents as an external stimulus for need recognition. Thus, it can be said that among the stimuli, internal stimuli have strongly influence on making of purchase decision than other stimuli.

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LIST OF ABBREVIATIONS

4Ps	=	Product, Price, Place and Promotion
FAO	=	Food and Agricultural Organization
FDA	=	Food & Drug Association
ISO	=	International Organization for Standardization
MDG	=	Myanmar Distribution Group
MMRD	=	Myanmar Marketing Research Development
MSR	=	Myanmar Survey Research
PSUs	=	Primary Sampling Units
R & G	=	Roasted and Ground Coffee
RTD	=	Ready To Drink
SPSS	=	Statistical Package for Social Science
SRS	=	Simple Random Sampling
SSUs	=	Second Stage Sampling Units
TSUs	=	Third Stage Sampling Units

CHAPTER 1
INTRODUCTION

In the business world, marketers are responsible for developing marketing strategies that facilitate satisfactory exchanges between buyers and sellers. Marketing strategies entail selecting and analyzing a target market and developing a marketing mix for that target market. Marketing mix strategies are often designed to influence consumer decision making and lead to profitable exchanges. Each element of the marketing mix (product, price, place, and promotion) can affect consumers in various ways. As coffee mix is drank by people in many households daily, coffee mix has become a coffee culture and coffee mix thus becomes an essential food item for them. Hence, there is an intense competitive in the coffee mix industry with many brand trying with each other for the consumer budget. This competitive has resulted in the variety of choices and lower price for the consumers. Needs are the essence of the marketing concept. Needs are organized in such a way to establish priorities and hierarchies of importance. According to Maslow, there are five levels of needs ranging in priority from the lowest order to the highest order. The key to company's survival, profitability and growth in a highly competitive marketplace is its ability to identify and satisfy unfulfilled consumers' needs better and sooner than the competitors.

The consumers' behavior is one of the key factors for business. Organizations need to study and find out consumer behavior to sustain or grow business in the competitive market. It is very interesting to study the consumers' behavior on consumption of coffee mix products in Myanmar. Although Myanmar is a nation of tea drinkers, drinking of coffee mix has become a popular habit of most families and coffee mix is also served at almost every social or religious ceremony or function. Tea shops are one of the busiest forms of food and beverage outlets in Myanmar, and demands for coffee mix are also high there.

Consumer behavior is the study of when, why, how, and where people do or do not buy the products. The behavior of consumers is changing according to their needs, changes in their standards, new product developments, promotion, price, convenience.

Changing lifestyles in Myanmar is encouraging new habits of drinking coffee. As coffee consumption is growing, many locals are familiar with the coffee culture. Coffee mix stands as one of the essential products for households because the consumers

consume it daily. The market for instant coffee mix has swelled in the past ten years. As a result, the growing competition has given consumers a wider range of choices and has helped to keep prices down.

Drinking coffee is a regular habit of many people. People drink coffee anytime and anywhere. Consumers drink coffee at their homes, restaurants, business meetings or schools in the morning or at night. People like to drink coffee for many reasons such as to reduce stress or to keep fresh. In the past, people had to make coffee from coffee beans by themselves needing much time. In the modern age, people had become busier, and could not spare time for such activities. Thus, manufacturers found the opportunities to produce coffee mix – also known as instant coffee to satisfying consumers' demands and preferences.

Drinking instant coffee mix offers much more convenience for consumers and less time to make a cup of coffee. In fact, drinking coffee mix has many advantages. It can easily be carried around due to its convenient size and weight. There are various kinds of coffee mix with different brands, different tastes and different packaging styles and prices. Due to the availability of many choices, consumers need to much time on assessing product information and comparing products before and after purchasing.

Coffee mix is one of the consumer goods with varieties of brands in the global market. Coffee mix product has become high potential consumer product in Myanmar Market. The coffee mix market is expected to continue grow a future and it can be supposed as one of the biggest consumer goods in Myanmar. Many local and imported brands of coffee mix are available in Myanmar market. Many new brands of coffee mix have also entered into the market and tried their best to get a higher market share. To gain the sustained high market share, marketers not only need to analyze the current marketing mix strategies but also to understand the consumer behavior, consumers' needs and consumers' decision making in buying coffee mix.

In coffee mix market, various factors can influence the consumer behavior. The demographic, socio-cultural and psychographic factors must be considered by coffee mix marketers in the formulation of them marketing mix strategies to match with consumers' behavior.

In the rapidly changing global environment, consumers have become very sophisticated and more demanding. To meet the current preference and needs, marketers must endeavor to identify the stimuli capability of according the need and desire to purchase and consume their respective products. Therefore, marketers should always

strive to make their product attractive, creative and innovative. For new product introduction and market penetration, the effective marketing strategies are essential. Many coffee mix marketers and manufacturers try to differentiate their products by offering various product features, with attractive package designs and reasonable price setting.

The rising health awareness coming urban consumers and their increasing awareness for health and wellbeing have radically changed their life styles and consumption patterns. Hence, natures of coffee mix need to match their product to the current needs and preference of modern and upscale customers.

The coffee mix consumers revealed distinct behavior in purchasing and drinking of coffee mix. Various factors are influencing on the coffee mix consumers' behavior throughout the purchase decision process. Hence manufactures and marketers must understand the factors that are influencing the decisions as well as the internal stimuli of consumers. An internal stimulus stimulates consumers' needs. Which then consumers' needs motivate the decision for buying and external stimuli such as marketing mix activities stimulate the decision making for buying through collecting information to know and to select the products. Consumers use this information in their choice for making purchase decision to fulfill their needs.

1.1 Rationale of the Study

After adopting the market-oriented system in Myanmar, at first and foremost, one of the distinct changes is the increased consumption of food and beverages. In this occasion, many types of foods and beverages including instant coffee mix have come into the Myanmar market from outside countries. Myanmar is a nation of tea drinkers, however, coffee consumption is slowly taking hold in up-scale cafés throughout Yangon. Over the last five years, demands for instant coffee mix have noticeably increased. Instant coffee mix becomes a higher potential consumer product for Myanmar market.

According to the strong competition in instant coffee mix market, marketers must understand the important role of consumers, consumers' needs, and motivational factors on decision of buying and how to make the decision of buying. Marketers require knowing consumers' needs because consumers' needs motivate to buy. Therefore, it is needed to explore the motivational factors to appeal consumers to make a decision for buying. Hence, this study explores the influence of motivational factors on consumer

decision making. Therefore, this thesis studies the consumer decision making in accordance with coffee mix.

In accordance with the changing consumption habit, the demands for instant coffee mix have been growing and it is consumed for both regular and irregular drinking. Most people especially in urban cities usually drink instant coffee mix in the breakfast time, tea-break time and dinner time. They also drink in their own different drinking styles they like. Today, most of the people consider choosing the health conscious coffee mix in urban cities. Therefore, these readymade foods can be seen in every retail outlet, convenience store and supermarket, etc. Among readymade food, instant coffee mix products are highly potential products for marketers.

Drinking coffee mix becomes the daily habit of Myanmar people. Coffee mix is one of the crucial products as it is becoming a daily drinking commodity. As more and more companies are trying to become market leader with strong competitive advantages, the price of coffee mix is decreasing. Due to the changes in consumption habits and consumer lifestyles in urban cities, the demands for instant coffee mix have been growing year by year. Consequently, coffee mix becomes a higher potential consumer product for Myanmar market. Because of the strong competition, manufacturers and marketers need to identify the information sources for the consumers to search regarding the coffee mix brands and to know how to make the effective advertising and sale promotion programs to induce the consumers.

Manufacturers and marketers need to understand the principal motivation behind product consumption in order to target current consumers and potential consumers precisely. In addition, marketers need to understand how the stimuli are changed into responses in the consumers' mind. The company that really understands how consumers will respond to different product features, prices, and advertising appeals has a great advantage over its competitors.

This study explores the nature of consumer making decision of how to buy the coffee mix. Understanding consumer buying behavior and influential motivation factors on consumer making decision for buying coffee mix are not only major challenges for companies to have greater competitive advantage over competitors in the market but also understanding consumer making decision is vital for companies to develop the appropriate marketing strategies to satisfy their target consumers' needs. Therefore, it is necessary to analyze the factors influenced on decision making in buying coffee mix and

the relationship among the external stimuli, internal stimuli and consumer decision making.

1.2 Problem Statement of the Study

This study mainly focuses on both external and internal influencing factors on decision making of coffee mix consumers. Consumer decision making process includes five stages: need recognition, information search, alternative evaluation, purchase and post purchase. In this study, internal stimuli refers to motivational factors which can determine the need recognition of consumers while external stimuli refers to marketing mix offered by the marketers which can influence on information search, evaluation of alternatives and making purchase decision. These factors are main influencing factors of the decision making of coffee mix consumers in the market. Nowadays, hundreds of different brand names of coffee mix have been available in the market and thus consumers are sometimes confused with which brand name they should choose. In this situation, coffee mix manufacturers are also facing the problem of how to ensure customers' loyalty and retention. In order to succeed in such a high intense competitive market, the manufactures must have the knowledge about why consumers want to drink coffee mix, how they decide to buy coffee mix and which factors make them to be loyal to a particular brand name. Therefore, to provide coffee mix manufactures with insightful information about consumers' decision of buying coffee mix. This study will address the following questions.

(1) What are the buying behaviors of coffee mix consumers?

(2) What do external factors have influence over buying behaviors of coffee mix consumers?

(3) What do internal factors have influence over buying behaviors of coffee mix consumers?

1.3 Objectives of the Study

The main objective of this study is to provide better understanding about making decision of coffee consumers in Yangon. The specific objectives of this study are

(1) To explore the buyers' behaviors of coffee mix consumers

(2) To examine the external influencing factors on decision making of coffee mix consumers in Yangon

(3)　To examine the internal influencing factors on decision making of coffee mix consumers in Yangon

1.4　Scope and Method of the Study

This thesis generally focuses on consumers' making decision of coffee mix consumers and specifically on exploring on buying behaviors of coffee mix consumers and examining the influencing factors on buying decision of coffee mix consumers in Yangon. Different methodologies have been used to attain the final result. The initial section of the study is based on in-depth interviews with retailers, wholesalers, marketing manager and manufactures of coffee mix. Interview was chosen as the primary means of collecting data for this study since this method provides the best opportunity for obtaining information pertaining to the life experiences and opinions of the interviewees aspects of the experiences of business.

The second part focuses on the quantitative aspects. As research design, consumer survey research design was primarily applied. To choose a sample of coffee mix consumers, a multistage sampling procedure was employed. Since the study focuses only on coffee mix consumers in Yangon, the population of this study is all coffee mix consumers living in Yangon. To select a random sample of coffee mix consumers, which should represent the whole population, a simple random sample was drawn at different stages. In the first stage, a simple random sample of 6 townships was drawn from the total of 32 townships in Yangon, where primary sampling units (PSUs) were townships. In the second stage, a simple random sample of 10 % of wards was drawn from the 6 townships selected in the first stage, where second stage sampling units (SSUs) were wards. In the third stage, a simple random sample of 10 % of households was drawn form each ward selected in the second stage, where third stage sampling units (TSUs) were households. In the last stage, a simple random sample of 1846 buyers of consumer goods was selected from the households selected in the third stage, where tertiary sampling units were (TSUs) were buyers of consumer goods in each household. It is shown in Appendix (A) and (B).

To investigate the factors influenced on decision making in buying coffee mix as per the conceptual model a survey was conducted in Yangon. The sample size is 1846. The questionnaire was constructed to assess attitudes towards the decision making in buying coffee mix, and to measure the factors influenced on decision making in "buying", "knowing" and "drinking". Questions are based on the Marketing mix and

Maslow's hierarchy of needs and upon the data collected through the consumer survey the reliability of the construct was tested. To analyze the datasets descriptive analysis was used and that will explore the general pattern. Then principle Chi square analysis and binary logic analysis were used to draw the final conclusion and discussion. Statistical software SPSS was used.

The survey questionnaires include external and internal influencing factors on buying decision of consumers. External stimuli factors have four dimensions of such activities as product, price, place and promotion. Product activities are measured with (11) statements, price activities with (3) statements, promotion activities with (14) statements, place activities with (6) statements, respectively. Internal factors have five dimensions: physiological needs, safety needs, love and affiliation needs, esteem needs and self-actualization needs. Physiological needs are measured with (4) statements, safety needs with (6) statements, love and affiliation needs with (3) statements, esteem needs with (4) statements and self- actualization needs with (5) statements, respectively. Each statement is measured with six-point Likert scale (1: strongly disagree, 2: very disagree, 3: disagree, 4: agree, 5: very agree, and 6: strongly agree), and thus respondents are required to indicate how much they agree with decision statement by providing score from 1 to 6 since.

For the information about the current situation of coffee mix market in Myanmar, the results and findings at the country level were gained from Myanmar Marketing Research Development (MMRD) and Myanmar Survey Research (MSR). Secondary data are obtained from previous academic research papers, marketing text books, newspapers and magazine articles, and previous surveys conducted by other market research agencies.

1.5   Organization of the Study

This thesis consists of five chapters. Chapter one presents introduction, rationale, problem statements, objectives, scope and method of the study. Theoretical background is reviewed in Chapter two. Buying behaviors of coffee mix consumers are analyzed in Chapter three. Analysis of influencing factors on decision making is performed in Chapter four. Chapter five concludes with findings, discussions, recommendations, and need for future research.

CHAPTER 2
THEORETICAL BACKGROUND

This chapter focuses on consumer behavior and consumer decision making. Consumer behavior is stated as the behavior that consumer display in searching for, purchasing, using, evaluating, and disposing of products, services and ideas that they expect will satisfy their needs[1]. The study of consumer behavior is concerned not only with what consumers buy, but also with why they buy it, when and how they buy it, and how often they buy it. The scope of consumer behavior includes not only the actual buyer and his act of buying but also various roles played by different individuals and the influence they exert on the final purchase decision. Individual consumer behavior is influenced by economic, social, cultural, psychological and personal factors. It is divided into (4) sections. In section 2.1, describes the buying decision making process, section 2.2 discuss the influencing factors on decision making. Section 2.3 describes the literature review of the study. Section 2.4 describes the prior research model and section 2.5 discusses the conceptual framework of this study.

2.1   Consumer Decision Making Process

Consumers make many buying decisions every day. Mostly large companies do extensive research on consumer buying decision, to answer questions like what consumers buy, where they buy, how they buy, how much they buy, when they buy and why do they buy a product, for those questions to reorganize the decision at different stages needed they are, information search, and evaluation of alternatives, purchase decision and post purchase decision. It is shown in Figure (2.1). The consumer passes through all five stages with every purchase, but in more routine purchases, consumers often skip or reverse some of these stages (Hawkins, Coney, 1998).

(a)   The need recognition: The buying process starts with need recognition, where as buyers recognize the need. The buyer's decision is depending on his/her internal and external stimuli of consumer behavior. According to this internal and external stimuli's the buyer will take the decision (Hawkins, Coney, 1998).

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[1] Steven J .Skinner, Marketing, Houghton MuffinCo,1990,Pg-147

(b)   Searching information: The consumers are searching the information from the various sources that are information search, personal source, commercial sources, public sources and experimental sources; this is also process of the buying decision process before purchase of the product (Hawkins, Coney, 1998).

(c)   Evaluation of alternatives: The consumer evaluates all the alternatives available to him/her to arrive at a brand choice. The consumer is likely to develop asset of brand beliefs about, where each brand stands on each attribute. These of beliefs held about the particular brand is known as brand image, according to the beliefs and preferences of the consumer, evaluates the alternative products instead of using existing products (Kotler, 2004).

(d)   Purchase decision: In the evaluation stage, the consumer ranks all the brands and makes a purchase intention. The attitude of others and unexpected situation factors both directly or indirectly effects the consumer's final decision to buy a particular brand (Kotler, 2004).

(e)   Post purchase behavior: The buyer's job does not end when the product is brought. After purchasing the product, the consumer will be satisfied or dissatisfied and will be engaged in post purchase behavior. The satisfaction or dissatisfaction of the purchase of a particular product depends on the relationship between the consumer expectation and the consumer disappointment, if it meets the consumer expectations, the consumer can get satisfied. And if it exceeds he/she is delighted (Gilly and Gelb, 1986). n this study emphasizes on four stages. These stages are problem recognition stage, information search, evaluation of alternative and purchase stage. It is shown in Figure (2.1).

Figure (2.1)   Five Stages Model of Consumer Buying Process

| Problem Recognition | → | Information Search | → | Evaluation of Alternative | → | Purchase Decision | → | Post Purchase Behavior |
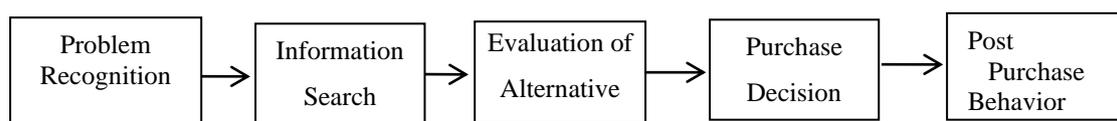
Source: Kotler, Philip &. Keller, Kevin, "Marketing Management", 13teen ed, Prentice Hall. 2008, Pg 168.

2.2 Influencing Factors on Buying Decision Making Model

The term models of consumers refer to a general view or perspective as to how and why individuals behave as they do. Specifically, in this section examine models of consumers' decision making.

2.2.1 The Simple Model of Consumer Decision Making

The model is designed to tie together many of the ideas on consumer decision making and consumption behavior. The model, presented in Figure (2.2), has three major components: input, process, and output.

Figure (2.2)   A Simple Model of Consumer Decision Making

External Influences

Input	Firm's Marketing Efforts . Product . Promotion . Price . Place

Sociocultural Environment
.Family
. Informal sources
.Other noncommercial sources
.Social class
.Subculture and culture

Consumer
Decision Making

Process

Need Recognition

Prepurchase Search

Evaluation of
Alternatives

Psychological Field
. Motivation
. Perception
. Learning
. Personality
. Attitudes

Experience

Postdecision
Behavior

Output

Purchase
. Trial
. Repeat purchase

Post-purchase Evaluation

Source: Leon G. Schiffman and Leslie Lanzar. Kanuk, 2004, Consumer Behavior, Pearson Education, Inc., Upper Saddle River, New Jarsey.

I. Input

The input component of our consumer decision-making model draws on external influences that serve as sources of information about a particular product and influence a consumer's product-related values, attitudes, and behavior. Among these input factors are the making-mix activities of organizations that attempt to communicate the benefits of their products and services to potential consumers, and the nonmarketing sociocultural influences, which, when internalized, affect the consumer's purchase decisions.[2]

Marketing Mix

The firm's marketing activities are a direct attempt to reach, inform, and persuade consumers to buy and use its products. These inputs to the consumer's decision-making process take the form of specific marketing-mix strategies that consist of the product itself (including its package, size, and guarantees); mass-media advertising, direct marketing, personal selling, and other promotional efforts; pricing policy; and the selection of distribution channels to move the product from the manufacturer to the consumer[3].

Marketing mix is the set of controllable, tactical marketing tools that the firm blend to produce the response it wants in the target market. The marketing mix consists of four groups of variables known as the "four Ps": product, price, place, and promotion. The marketer must integrate these elements to maximize the impact of their product or service on consumers. These marketing mix influence the buying behavior on decision making in buying coffee mix.

Product

Product means anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. Products include more than just tangible goods. When consumers purchase a product, they buy not only its tangible features but also its intangible attributes, including its functional, social, and psychological benefits. Products are often a firm's most important links with consumers. They are critical to the

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[2] Leon G. Schiffman and Leslie Lanzar. Kanuk, 2004, Consumer Behavior, Pearson Education, Inc., Upper Saddle River, New Jarsey.Pg 554
[3] Kotler, Philip &. Keller, Kevin, "Marketing Management", 13teen Prentice Hall. 2008, Pg 168.

achievement of organizational objectives. The product is one of activities in marketing mix. Promotion, distribution, and price decisions must be coordinated with product decisions.

Products are one of the most important links with the customers among the marketing activities. If a company's products do not meet the desires and needs of its customers, the company will fail. If it identifies customer needs and wants and develops products that satisfy them, it is more likely to succeed. Therefore, product means the goods-and-services combination the company offers to the target market.

Because the brand affects customer's perceptions of and attitudes toward a product and sometimes towards the firm, it ultimately affects the purchase decisions. Consequently, selection of an appropriate brand is critical decision for organizations. The brand name also suggests a product's uses and special characteristics in a positive way.

Packaging can be a powerful competitive tool as well as a major component of a marketing strategy. Labeling is also the display of important information on a product package. Therefore, these product factors influence on decision making in buying coffee mix.

Pricing

Price is the amount of money customers have to pay to obtain the products. It has been a major factor affecting buyer choice. Price is the only one of the marketing mix tools that a company uses to achieve its marketing objectives. It is the only flexible element in the marketing mix. The price variable is important in the design of marketing strategy because customers are concerned about the value obtained in a purchase, and price is the easiest marketing mix variable to alter. Therefore, these price factors influence on decision making in buying coffee mix.

Place or Distribution

In dealing with the distribution variables, a marketing manager attempts to make products available in the quantities desired by as many customers as possible and to keep physical distribution costs as low as possible. Marketing channels provide the vital link with the customer. A firm can gain a competitive edge by providing products on a timely basis in the form desired by customers. Those firms unable or unwilling to develop efficient marketing channels will have trouble competing and may find themselves out of business. Therefore, it is important to recognize the different types of marketing channels

and the number of marketing intermediaries needed to serve various target markets. Therefore, these distribution factors influence on decision making in buying coffee mix.

Promotion

Promotion refers to any communication activity used to inform, persuade, and remind the target market about an organization, its products, and its activities. Promotion can directly facilitate exchanges by communicating information about and organization's goods, services, and ideas to target markets. This communication takes place through a variety of activities, including advertising, publicity, personal selling, and sales promotion. These activities are all part of promotion. Promotion is used to increase public awareness of an organization, a new product, or a new brand. It may also be used to enhance a firm's image. Therefore, these promotion factors influence on decision making in buying coffee mix.

Sociocultural Inputs

The second type of input, the sociocultural environment, also exerts a major influence on the consumer. Sociocultural inputs consist of a wide range of noncommercial influences. The comments of a friend, an editorial in the newspaper, usage by a family member, or an article in Consumer Reports are all specific and direct noncommercial sources of information. The influences of social class, culture, and subculture, though less tangible, are important input factors that are internalized and affect how consumers evaluate and ultimately adopt (or reject) products.

Unlike the firm's marketing efforts, sociocultural inputs do not necessarily support the purchase or consumption of a specific product, but may influence consumers to avoid a product. Among the external influence, this thesis focuses on firm's marketing efforts.

The cumulative impact of each firm's marketing efforts, the influence of family, friends, and neighbors, and society's existing code of behavior are all inputs that are likely to affect what consumers purchase and how they use what they buy. Because of these influences may be directed to the individual or actively sought by the individual, a two-headed arrow is used to link the input and process segments of the model.

II. Process

The process component of the model is concerned with how consumers make decisions. The psychological field represents the internal influences (motivation,

perception, learning, personality, and attitudes) that affect consumers' decision-making processes (what they need or want, their evaluation of alternatives). Included in the psychological field are two key concepts that are functions of consumer perceptions — perceived risk and the evoked set.

Consumers must constantly make decisions regarding what products or services to buy and where to buy them. Because the outcomes (or consequences) of these decisions are often uncertain, the consumer faces some degree of "risk" when making a purchase decision. The risk-reduction strategies enable them to act with increased confidence when making product decisions, even though the consequences of such decisions still are somewhat uncertain. The evoked set refers to the specific brands a consumer considers in making a purchase choice in a particular product category. [4] Among the internal influences (motivation, perception, learning, personality, and attitudes), this thesis focuses on motivation.

It is important to remember that not all consumer decision situations receive (or require) the same degree of information search. If all purchase decisions required extensive effort, consumer decision making would be an exhausting process that left little time for anything else. On the other hand, if all purchases were routine, they would tend to be monotonous and would provide little pleasure or novelty. On a continuum of effort ranging from very high to very low, we can distinguish three specific levels of consumer decision making: extensive problem solving, limited problem solving, and routinized response behavior. In this thesis, coffee mix is low involvement product for consumers therefore consumers slightly consider the information search.

As pictured in the process component of the simple decision model in Figure (2.2) the act of making a consumer decision consists of three stages: (1) need recognition, (2) prepurchase search, and (3) evaluation of alternatives.

Need Recognition

The recognition of a need is likely to occur when a consumer is faced with a problem. Among consumers, there seem to be two different problem recognition styles. Some consumers are actual state types, who perceive that they have a problem when a product fails to perform satisfactorily .In contrast, other consumers are desired state types, for whom the desire for something new may trigger the decision process. Need or

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[4] Leon G. Schiffman and Leslie Lanzar. Kanuk, 2004, *Consumer Behavior,* Pearson Education, Inc., Upper Saddle River, New Jarsey.Pg 555

problem recognition also can be viewed as either simply or complex. Simple problem recognition refers to needs that occur frequently and that can be dealt with almost automatically, such as becoming hungry and purchasing a candy bar from a vending machine. Complex problem recognition, however, is characterized as a state in which a problem develops over time, as the actual state and the desired state gradually move apart. Therefore these recognition of a need influence on buying decision,

Prepurchase Search

Prepurchase search begins when a consumer perceives a need that might be satisfied by the purchase and consumption of a product. A consumer who senses a need for information on which to base a choice is in this stage. The recollection of past experiences (drawn from long-term memory storage) might provide the consumer with adequate information to make the present choice. On the other hand, if the consumer has had no prior experience, he or she may have to engage in extensive search of the outside environment for useful information on which to base a choice.[5]

The consumer usually searches his or her memory (the psychological field depicted in the model) before seeking external sources of information regarding a given consumption-related need. Past experience is considered an internal source of information. The greater the relevant past experience the less external information the consumer is likely to need in order to reach a decision. Many consumer decisions are based on a combination of past experience (internal sources) and marketing and noncommercial information (external sources). The degree of perceived risk can also influence this stage of the decision process. The act of making a consumer decision consists of three stages: need recognition, pre-purchase search, and evaluation of alternatives. In process stage, this thesis focuses on need recognition rest of the stages are slightly considered when the purchases of coffee mix because among the consumers product, coffee mix is low involvement product. Coffee mix is low involvement product for consumers, therefore consumers slightly consider the information and evaluation of alternatives.

III. Output

The output stage of the consumer decision-making model consists of two closely related post decision activities: purchase behavior and post-purchase evaluation. Purchase

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[5] Leon G. Schiffman and Leslie Lanzar. Kanuk, 2004, Consumer Behavior,   Pearson Education, Inc., Upper Saddle River, New Jarsey.Pg 569

behavior for a low-cost, nondurable product may be influenced by a manufacturer's coupon and may actually be a trial purchase; if the consumer is satisfied, he or she may repeat the purchase. The trial is the exploratory phase of purchase behavior in which the consumer evaluates the product through direct use.[6] This thesis only focuses on purchase behavior do not consider the post purchase behavior.

2.2.2   The Stimulus Response Model

Consumer behavior model shows the structure of the behavior of consumer. The model shows something about the properties or activities of the phenomenon of consumer behavior. Thus it is a framework, a representation of what is believed to actually occur when consumers make decisions about purchases.

The Figure (2.3) shows the stimuli enter the consumer "black box" and produce certain response. All these stimuli enter the buyer's black box, where they are turned into a set of observable buyer responses shown on the right-product choice, brand choice, dealer choice, timing and purchase amount. In the stimulus-response model, stimuli are assumed to operate through or upon unknown consumer processes. By use of a stimulus-response approach, marketers can discover the reactions of consumers to different advertising appeals, package designs, and prices, to name a few stimuli. The stimulus-response model is an appealing model. First to all, it is simple, which makes it easy to understand and communicate to others. Second, it is a highly useful managerial tool and it has been found to work well in the past.

On the other hand, the stimulus-response model falls short on one very important and far-reaching criterion. Marketers need to know how their actions bring about responses so that they can design and target their stimuli more effectively and efficiently. Recognizing the need to examine how stimuli actually influence responses, marketers have increasingly turned to approaches representing the psychological and psychological processes governing behavior.[7]

Marketing managers have found the economic model particularly lacking in its ability to suggest specific actions for influencing consumption or for anticipating specific demands of consumers (unless resulting from price actions). A firm or organization has quite an extensive marketing mix repertoire. Most firms need guidelines that will indicate how their

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[6] Leon G. Schiffman and Leslie Lanzar. Kanuk, 2004, Consumer Behavior,   Pearson Education, Inc., Upper Saddle River, New Jarsey.Pg 570
[7] B.F Skinner, Motivation Theory, 1971, The MC-Graw-Hill Company,Pg 241

actions actually influence on the trial and repeat purchase made by consumers. Consumers' actions or their reactions to marketing mix stimuli include increased awareness of interest in, and desire for a product, addition to actual purchase of the product In the stimulus-response model (Figure 2.3), stimuli are assumed to operate through or upon unknown consumer processes, which remain un-modeled intervening processes (Bagozzi, 1986).

Figure (2.3)   Stimulus-Response Model

STIMULUS	BLACK BOX	CONSUMER RESPONSE
Marketing Mix Variables Product Place Promotion Price **Environmental Factors** Economic Conditions Social Forces Cultural Inputs	**?**	Psychological Reactions Purchase Activities Consumption Patterns
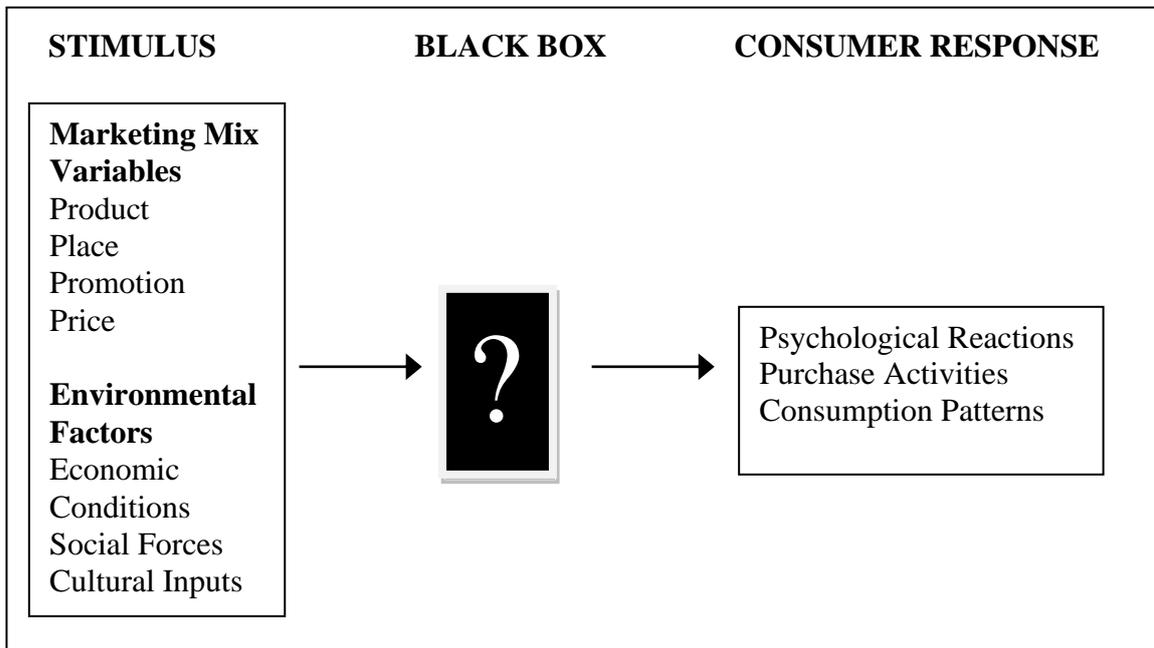
Source: Bagozzi, Marketing Management, (1986)

The processes inside the black box are regarded as being unknown; no attempt is made to model their nature in the stimulus-response model. Rather, only their outcomes are monitored. The marketing mix variables are not the only stimuli producing a response on the part of the consumer. Many forces not under the direct control of firms also influence on consumer behavior. These are the labeled environmental factors and include economic conditions, social determinants, and cultural influences. Marketers have little or no control over these, but they do try to anticipate and forecast their effects.

2.2.3   Influential Factors on Decision Making Process

By use of a stimulus-response approach, many motivational factors influence on consumer decision making. Among the   influential factors of decision making process, this study focuses on internal stimuli factors and external stimuli factors. Internal stimuli factors are motivational factors which include needs of consumers. Consumers' needs can be determined by the influential factors on buying coffee mix. Internal stimuli- the set of

meanings and interpretation generated by the person and used in the decision process. External stimuli are marketing mix offered by marketers of coffee mix company. Marketers can discover the reactions of consumers to differentiate advertising appeals, package designs, and prices, to name a few stimuli which make it easy to understand and communicate with others.

Marketers need to know how their actions bring responses so that they can design and target their stimuli more effectively and efficiently. Another limitation is that it fails to allow the possibility that some purchase behaviors are self-generated and (almost) uninfluenced by external stimuli. People are represented as being buffeted by stimuli rather than discovering their needs and choosing among alternatives freely. Consumers, of course, make purchases in both ways, depending on the circumstances, and marketers need theory rich enough to capture the dynamics.

A firm or organization has quite an extensive marketing mix repertoire. Individual marketing mix variables can lead to more than one response on the part of the consumer with varying degrees of success. Most firms need guidelines that will indicate how their actions actually influence on the trial and repeat purchase by consumers. Consumers' actions or their reactions to marketing mix stimuli include increased awareness of interest and desire for a product, in addition to actual purchase of the product. It is shown in Figure (2.4).

Figure (2.4)   Influential Factors in Decision Making Process
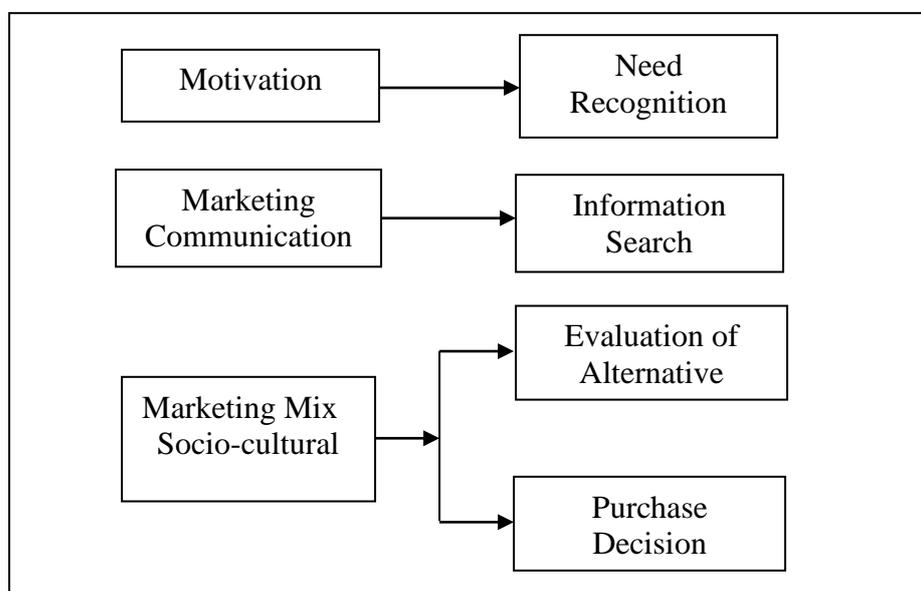
Source: Own Compilation

A general model of consumer decision processes depicts the following phases in problem-solving activity: (1) need recognition; (2) search for information; (3) alternative evaluation; (4) purchase decision; and (5) post purchase evaluation. Decision process behavior is shaped and influenced by complex factors such as social factors, psychological factors and personal factors. These factors are shown in the following Figure (2.5).

Figure (2.5)   Factors Influencing on Consumer Decision Making
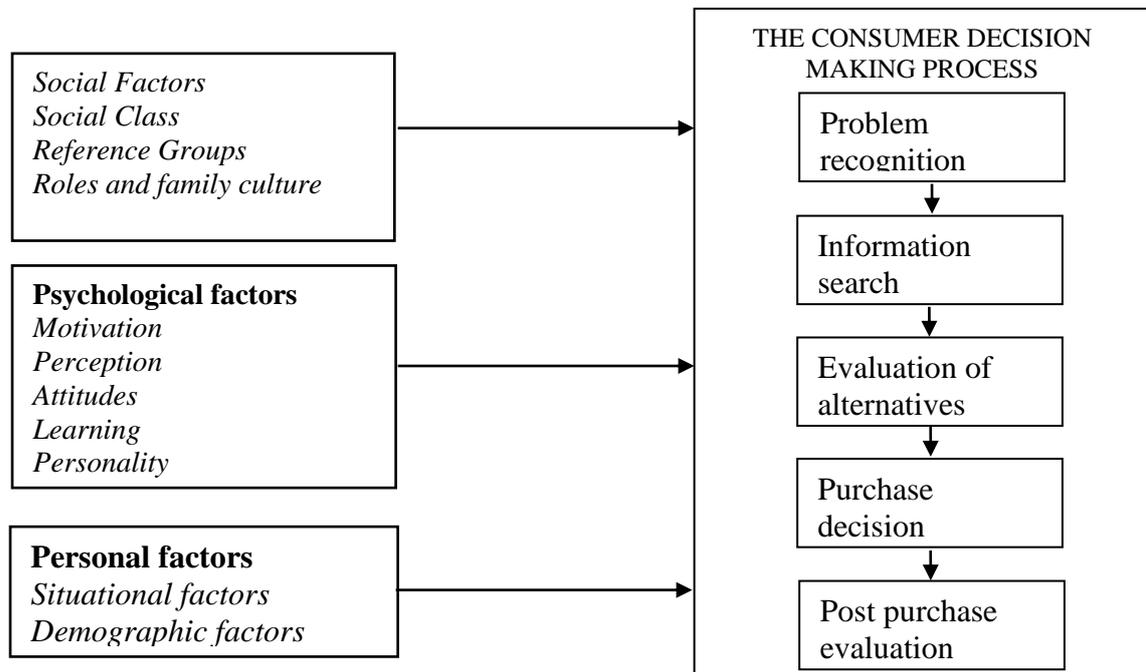
Source: Steven J. Skinner, Marketing; Houghton Muffin Co., 1990, Pg 152.

Social Factors

The social factors influencing on a consumer's buying behavior can have range from reference groups and family to social roles and statuses. Reference groups may influence members from different ankles. They may bring exposure of new behaviors and lifestyles, influence attitudes and self-perspective, and bring pressure to conform to the group - possibly through specific product and brand choices. Individuals outside a group may also be influenced through an individual's aspirations to join or conversely if one wishes to dissociate with a group by taking an opposite stance (Kotler and Keller 2009). These groups are highly influenced by the opinion leader in any decision making process.

Social Class

Social classes develop the basis of such things as wealth, skill and power. The single best indicator of social class is occupation. However, interest at this point is in the influence of social class on the individual's behavior. People with different cultural and social class characteristics develop different products and brand preferences. Marketers may want to focus on their marketing programs for the special needs of certain groups.[8]

Reference Groups

Reference Groups and Families are groups that an individual looks to (uses as a reference) when forming attitudes and opinions are described as reference groups. Primary reference groups include family and close friends A person normally has several reference groups or reference individuals for various subjects or different decisions. The family is generally recognized to be an important reference group, and it has been suggested that the household, rather than the individual. Therefore reference group influence on buying decision.[9]

Psychological Factors

Consumer buying behavior is also influenced by five major psychological factors motivation, perception, attitude, learning and personality. Information from group, marketing, and situational influences affects what consumers think and feel about particular products and brands. However, there are a number of psychological factors that influence on how this information is interpreted and used and how it impacts the consumer decision-making process. These factors are motivation, attitudes, personality, perception, learning and involvement and information processing. Among the psychological factors, this thesis focuses on only motivation.

Motivation

In a society, different consumers exhibit different consumer behavior because they are unique and have unique sets of needs. Motivation is that internal force that activates some needs and provides direction of behavior towards fulfillment of these needs[10].

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[8] Steven J. Skinner, Marketing; Houghton Muffin Co., 1990, Pg 160.
[9] Steven J. Skinner, Marketing; Houghton Muffin Co., 1990, Pg 161.
[10] Steven J. Skinner, Marketing; Houghton Muffin Co., 1990, Pg 162.

Motivation is the willingness or desire to do something, conditioned by the activity or action's ability to satisfy some need. Marketing managers often view motivation as a consumer's willingness to put buying decision making.

Motivation theories can be classified broadly into three different perspectives: Content theories, Process theories and reinforcement theories. Among the motivation theories this thesis focuses on content theories. Content theories assume that all individuals possess the same set of needs and therefore prescribe the characteristics that ought to be present in jobs. The content motivation theories focus on identifying people's needs in order to understand what motivates them. There are four content motivation theories: (1) Needs Hierarchy, (2) ERG theory, (3) Two-factor theory, and (4) manifest needs theory. Content Theories deal with "what" motivates people and it is concerned with individual needs and goals. Maslow, Alderfer, Herzberg and McClelland studied motivation from a "content" perspective. Among the four content motivation theories, this thesis focuses on Needs Hierarchy.

The Maslow's Hierarchy of needs tells us about the primary and secondary needs. First the biological needs of hunger, thirst, shelter are satisfied. Their safety needs and then the psychological desires of being accepted in society, seeking status, esteem, etc. are satisfied. People adopt different methods to fulfill their needs. The need of taste, aroma, and smell can be met by certain respondent brands. People choose different modes of their preferences because of their level of involvement in different activities. Involvement refers to the personal relevance or importance of a product or a service that a consumer perceives in a given situation. Depending on the value and personal interest, a consumer can have a high or low involvement.

The process that elicits, controls, and sustains certain behaviors is motivation. Basic foundations of motivation exist in efforts to minimize pain and maximize pleasure or working for a goal versus enjoying a current state. However, motivation can also be controlled by less-obvious reasons including morality, and altruism (Seligman 1990). To examine motivation as it relates to consumer analysis, the theories of Sigmund Freud, Abraham Maslow, and Frederick Herzberg will be explored.

Freud's motivation theory proposes that psychological forces not fully understood by the person and resting in the unconscious mind motivate individuals. In making purchasing decisions, consumers may choose a product based on their state of desire, but could also incorporate shape, size, color, and touch on a subconscious level (Kotler and Keller 2009). Theses motivation factors influence on buying decision.

2.3   Review of Empirical Study on Motivation and Consumer Decision Making

According to Webster's New Collegiate Dictionary, a motive is "something a need or desire that causes a person to act". "Motivate", in turn, means "to provide with a motive", and motivation is defined as "the act or process of motivating". According to Daft (2003), motivation can be defined as "psychological forces that determine the direction of a person's behavior in an organization, a person's level of effort, and a person's level of persistence". It is a process that accounts for an individual's intensity, direction, and persistence of efforts toward attaining a goal.

Motivation is that internal force that activates some needs and provides direction of behavior towards fulfillment of these needs. Maslow's hierarchy of needs clearly displays how man can prioritize his needs. Man must first take care of his physiological needs with food, water, shelter, and clothing. Next, security becomes a factor, with the need to be ensured from physical danger. Man will then seek love and affiliation with a sense of belonging and intimacy with others. Subsequently, he will work to achieve self-esteem and uniqueness. Man will then search for meaning and purpose. Finally, with all other needs being fulfilled, Maslow suggests that man will work toward self-actualization; achieving one's full potential (Maslow 1987). By segmenting needs from most to least pressing, Maslow proposes why people are concerned with specific needs at certain times (Kotler and Keller 2009). While food is of the highest importance as a physiological need, a person would not place stipulations upon where the food came from to fulfill this need. In examining motivation to purchase coffee mix, the level of need for those consumers will likely come in the form of the less pressing levels of affiliation, esteem, purpose, and self-actualization needs as the choice of where to purchase coffee mix would be less physiological and more psychological. Through Maslow's needs, the motivation to fulfill one's needs causes the consumer to take action. According to Maslow (1987), human needs arrange themselves in a definite hierarchy based on the principle of relative potency. At the bottom of the hierarchy are *physiological needs*, which are crucial for immediate survival, i.e. food, air, water and sex. Next are *safety needs*, such as protection, order and avoidance of pain or anxiety, to ensure survival in the long-term.

After these basic needs follow the psychological needs that cover *social needs,* i.e. belongingness, affiliation and love, and *esteem needs* such as self-esteem, recognition and acceptance (Buck 1988). Maslow (1987) suggested that these needs are inborn and universal to all human beings. Furthermore, as deficit needs they put consumers under pressure to satisfy them on a regular and ongoing basis. In contrast, as the highest needs,

self-actualization needs are growth needs to fulfill one's unique individual potential (Kroeber-Riel and Weinberg 2003; Buck 1988; Maslow 1987). The general idea of this hierarchy is that motivations are driven by consumers' desire to consciously satisfy those needs in a similar order. Individuals, therefore, experience lower needs always stronger than higher needs consciousness until the deficit needs are met on a regular basis (Buck 1988). However, some aspects of Maslow's theory have been questioned since. Once, Buck (1988) argued that most physiological needs are always present and never cease to affect consumer behavior, while even during times of deprivation, when basic needs dominate, higher needs are still present to influence consumer behavior. Also, people tend to differ in judging the value of some needs as more important than others. For example, one may be satisfied with personal growth in a stressful working career at the cost of health and social relationships, while another one prefers love and family instead of a career (Kroeber-Riel and Weinberg 2003). In response, Maslow (1987) acknowledged at a later stage that people only need to be partially satisfied in their basic needs before higher needs emerge. For insurance, business consumer motivation is a driving force behind the purchase decision (Park, & Mithal, 1985) because based on long term customer retention motivation itself plays a critical role. Consumer motivation is defined as "Consumer's desire or readiness to process brand information in an ad" (Park & Mithal, 1985).

A general assumption in business is that the organization should coordinate the motivation process in such a way that maximum customers are attracted towards the organization products and services because due to the fact motivation is the first important factor, which bring a consumer towards the organization, and the negative motivation moves consumers away from organization products or services (Kardes, Frank R, 1988).

Nevertheless, Csikszentmihalyi (2000) criticized that, according to Maslow's theory, consumer behavior is always driven by predictable, universal needs that allow for rational decision-making, while most consumer choices are, in fact, made for a variety of other reasons. In fact, with increasing affluence and being less concerned with existential needs, people often find themselves in an existential vacuum where they are not aware of a specific goal. Therefore, Csikszentmihalyi (2000) proposed that people, especially in affluent societies, are not only driven by Maslow's existential needs, but also by experiential needs. His concept is based on the assumption that it is part of human nature to keep consciousness in an organized state by focusing on some activity that requires

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attention. However, once there is nothing to do, consumers' attention turns inward and leads to a decline in self-esteem and the experienced quality of life, which may even result in depression and despair. To "keep their consciousness turned", consumers have to pay attention to needs that suggest specific goals (Csikszentmihalyi 2000) to obtain positive emotional experiences. Consequently, this concept helps consumers to understand the growing importance of hobbies, entertainment and recreational activities in their free time. Even shopping has become a goal-directed activity to improve the perceived quality of life. Hume (1991) concluded that consumers do not always act in accordance with their social reporting about the environment. William H. Wandel (1992) describes business like banking, saving schemes, and for insurance companies saving is also a factor of motivation.

Childers et al., 2001; Koufaris et al., 2001-2002; Wolfinbarger and Gily, 2001: Babin et al., 2003; Rohm and Swaminathan, 2004. Numerous consumer needs such as browsing and searching for products, ease and convenience, obtaining information about firms, products and brands, comparing product features and prices, shopping 24/7, having fun and excitement, maintaining anonymity while shopping for certain products, are all fulfilled more effectively and efficiently than conventional shopping. In fact, the benefits that consumers derived for the online shopping experience are two fold, viz., functional and utilitarian dimensions, like "ease of use" and "usefulness", or emotional and hedonic dimensions like "enjoyment" (Hirschman and Holbrook, 1982; Children et al., 2001; Mathwick et al., 2001; Menon and Kahn, 2002). With convenience, price, product variety and product access as major motives in the context of online shopping, the functional aspects of shopping motivation have been stressed (Alba et al., 1997; Donthu and Garcia, 1999; Wolfinbarger and Gilly, 2001). Suki (et al., 2001), speaks of user's motivation and concerns for shopping online and mentions motivation factors like accessibility, reliability, convenience, distribution, socialization, search ability and availability; among issues of concern are privacy, reluctance to change, quality, security trust, connection speed and non disclosure of complete product information.

According to Kroeber-Riel and Weinberg (2003), motivations are a hypothetical construct to define the driving forces of human behavior. In other words, motivations explain why people do, what they do instead of choosing an alternative option. They result from the interaction of fundamental activation processes and various cognitive processes. While emotions and basic drives, such as hunger, thirst, sexuality and avoidance of pain, activate behavior and lead it to a certain direction, cognitive processes

determine the goal orientation and the intensity of the action by which the individual is willing to achieve this goal under given circumstances. Consequently, causal relationships between activation and cognitive goal-orientation have a crucial effect on an individual's motivation to consume. The same activation process can lead to different motivations, while different activation processes can lead to the same motivation (Kroeber-Riel and Weinberg 2003).

Gluckman (1986) examined the factors influencing consumption and preference for wine. Kumar et al. (1987) studied the factors influencing the buying decision making of 200 respondents for various food products. Results revealed that the considered factors were independent of age, education and income. The brand image seemed to be more important than the origin of the product, since the consumers were attracted by the brands.

Sabeson (1992) stated that, high quality, price and taste of the product were the major criteria based on which the consumers selected a brand of processed fruits and vegetable products. Rees (1992) revealed that factors influencing the consumer's choice of food are flavor, texture appearance, advertising a reduction in traditional cooking, fragmentation of family means and an increase in 'snacking', etc.

Singh et al. (1995) examined factors influencing consumer preferences for milk. They were milk quality, convenient availability, supply in quantity desired, flavor, color, freshness and mode of payment showed higher levels of consumer satisfaction.

Shahzad Khan (2000) examined the impact of Rationality in creating consumer motivation. This study primarily attempts to investigate the relationship among the variable to create rationale in the fiend of insurance in the context of Peshawar. The result shows that the consumer motivation raise on the basis of rational and sub variables of rational are responsible for this buying decision. This research found that motivation has a direct strong relationship with rational factors.

Sarah Bernard (2000) examined the consumer motivations and barriers towards purchase of local Beef. This research found that supporting local agriculture was the highest motivating factor for purchase of local beef within the survey population that was followed by taste, environment, human treatment, and health benefits, in that order. Price was found to be the largest barrier to the purchase of local beef among the respondents, and lesser barriers were appeal of specifics, convenience, unfamiliar brand, and quality.

Yeung K. W. and Au K. F. (2001) found that six decision-making styles (recreational and hedonistic consciousness, perfectionism consciousness, confused by

over choice, habitual and brand loyalty, price and value consciousness, and brand and fashion consciousness) were found in the Mainland China.

Raffaele Zanoli and Simona Naspetti (2002) examined the consumer motivations in the purchase of organic food. It is found in this study that differences exist between groups of consumers with respect to their frequency of use (experience) of organic products and level of information (expertise).

Nandagopal and Chinnaiyan (2003) revealed that a study on brand preference of soft drinks in rural Tamil Nadu, using Garrets ranking technique, to rank factors influencing the soft drinks preferred by rural consumer. They found that, the product quality was ranked as first, followed by retail price. Good quality and availability were the main factors, which influenced the rural consumers of a particular brand of a product.

Bethany Lynn England (2003) Examined the Relationship of Motivations, Decision Making and Satisfaction in Museum Visitor Behavior, it is found in this study that these visitors to the "A T. Rex Named Sue" exhibition have a definite visitor profile and fit into one of three distinct motivation domains, which included education and exploration, friends and family, and rest and relaxation. The results showed that an overwhelming majority of the decisions made by museum visitors to this exhibition were shared among a number of different parties. Two satisfaction domains were revealed which included satisfaction with the information given and the museum itself. This exhibition also had a profound economic impact on the Greater Gainesville Area and Alachua County.This study also demonstrated that people go to the museum for taking a rest and relaxation, and that while they were not the primary motivation, this factor was still prevalent in these visitors. The decision making analysis resulted in overwhelming shared decisions, which is helpful for visitors to understand better and for marketing reasons as well as in the process of formation of partnerships with other area attractions.

Nagaraja (2004) pointed out that, buying behavior is very much influenced by experience of their own and of neighbor consumers and his own family. My H. Bai, (2005) examined the environmental marketing: a model of consumer behavior. It is found in this study that environmental information provided by public sources is trusted by consumers rather than environmental information provided by producers. In addition, firms have learned that they cannot tactically use the environment to promote their corporate image.

K. Mallikarjuna Reddy (2009) found that there were four major factors such as Cultural factors, Social factors, Personal factors and Psychological factors which

influenced on the buying behavior of consumer Kwan C.Y. Oriah Akir and Md. Nor Othman (2010) revealed that purchasing high involvement products was regarded as a very important decision in comparison to purchasing low involvement products. Second, quality, brand name, information influence and product information had significant direct relationship on repurchasing high involvement products. While for low involvement products, price and brand name significantly predict consumers' repurchasing intention.

Markus Wohlfai, Susan Whelan (2010) examined the investigating consumer's motivations to participate in marketing events. This research revealed that as a pull strategy within marketing communications, event-marketing strategies must be designed in a way that consumers are motivated to participate voluntarily. Thus, marketers must have an understanding of the needs consumers seek to satisfy by participating in marketing-events. This research has developed a conceptual framework of how event-marketing works by proposing those consumers' motivations to participate in marketing-events are determined by at least one of four types of predisposition involvement. It represents the long leastry personal relevance of either the event-object (brand), the event-content (dramaturgy), event-marketing (communication strategy) or social interaction (brand community) for consumers.

Shrivastava, Archana and Dr. Larjewar, Ujwae (2011), attempt to design a framework for Business Intelligence based on critical motivational factors that influence the online buying decisions of Indian consumers. It is found in this research that the motivation to buy online exhibits positive correction to convenience based Pragmatic Motivation, Time and Efforts based Pragmatic motivation, Product based Motivation, Economic Motivation, Demographic Motivation Social and Exogenous Motivation have a significant influence on people's intention to reserve railway tickets online in India.

M. S. Renton (2011) showed that age, gender, educational qualification, marital status, number of years married, age group of children, family type, and family size influencing the consumer for buying toothpaste. Akbar, Abu Hassan Abu Bakar (2011), discovered that three factors (product, price, and place) affected the consumer's decision on buying motorcycles in Penang, Malaysia. Hossein Nezakati, Chin Sock Khim and Omid Asgar (2011) found that, place factor had the most important role for working women when they purchased their working clothes; consumer demographic factor and consumer behavior characteristics factor were correlated with consumer decision-making factor.

Dr. Shankar all Chelliah, Chin Kok Kwon (2011), examined the relationship between marketing mix and customer retention herbal coffee in Malaysia. The finding

revealed that product attributes and promotional activities have a positive relationship with customer retention. Price and place do not have a relationship with customer retention. Customer preference, positive customer experience; satisfaction and lasting customer loyalty are factors that have the impact on the relationship between marketing mix and customer retention.

2.4   Prior Research Model

The decision making model is presented by Hossein Nezakati, Chin Sock Kim & Omid Asgari focusing on the determinants of decision making in purchase of working women's clothing in Malaysia. That model is depicted with Figure (2.6).

Figure (2.6)   The Determinants of Decision-Making in the Purchase of Working Women's Clothing in Malaysia
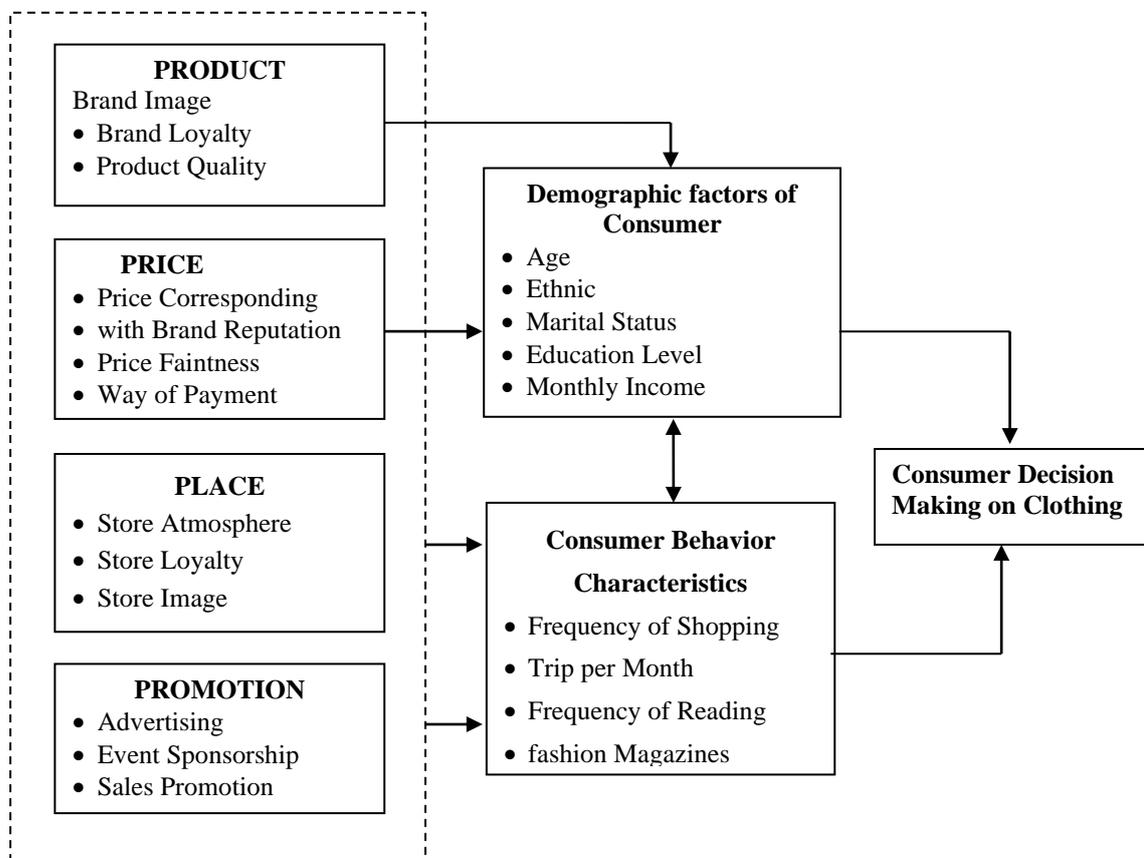
Source: Hossein Nezakati, Chin Sock Kim & Omid Asgari (2011)

According to the Hossein Nezakati, Chin Sock Kim & Omid Asgari (2011), the determinants of decision-making on the purchase of working women's clothing in Malaysia therefore, 4Ps in 12 dimensions, demographic of consumer and consumer

behavior characteristics were shaped as research framework. Consumer decision-making, with insight into why individual act in certain consumption-related ways and learning what marketing strategies influenced impelled them to act as what they do. The result of this study can be used to build up consumer awareness in their decision-making related with the four factors of marketing mix.

Figure (2.7)   Howkins, Best and Coney's Consumer Behavior Model (1998)
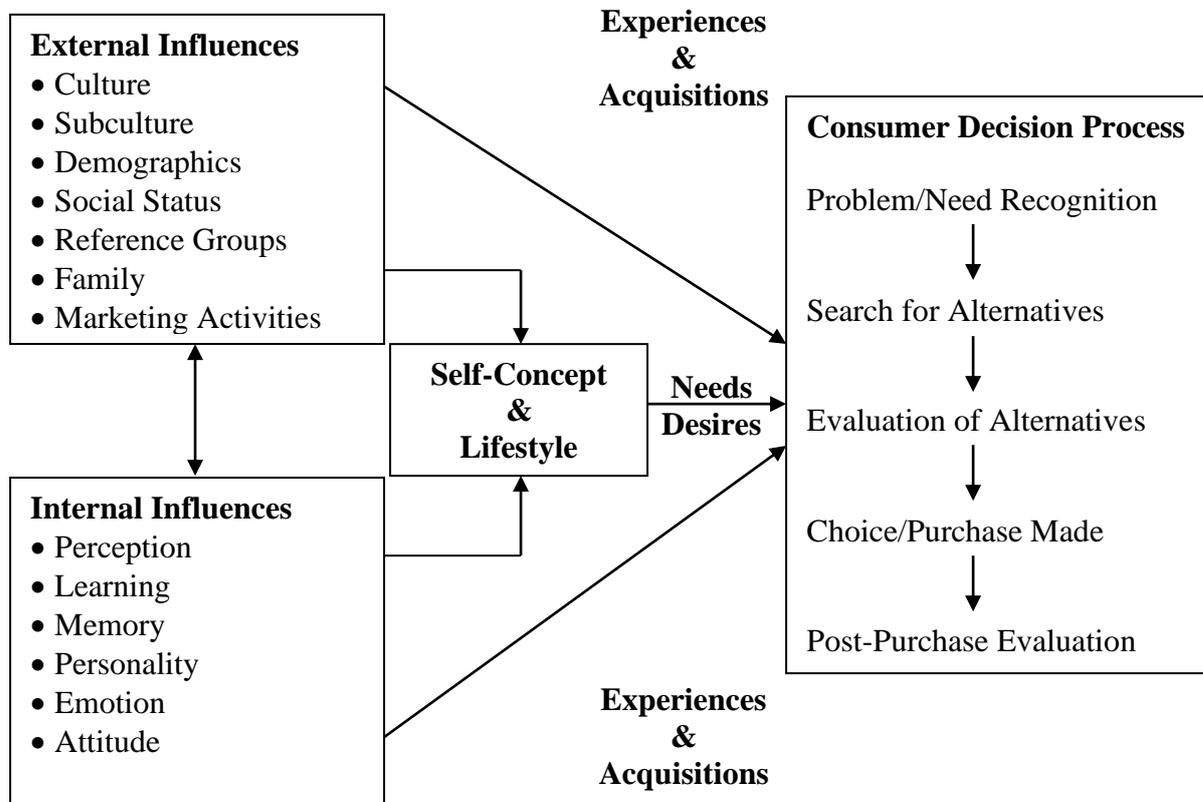
Source: Howkins, Best and Coney Consumer Behavior Model (1998)

According to the Howkins, Best and Coney Consumer Behavior Model (1998), the consumer decision-making process has constantly been the subject of research in understanding the factors that influence and shape consumer choices as well as the consumer thought process. Howkins, Best and Coney (1990) viewed consumer needs as a result from numerous internal and external factors that are grouped under consumer self-concept and lifestyle. As shown in model, both internal and external factors that are grouped under consumer self-concept and internal forces such as perception, emotions and learning and aspects such a culture, family and demographics that serve as external

influences generate experiences and acquisitions that form consumer self-concept and lifestyle.

2.5   The Conceptual Framework of the Study

The conceptual framework as a model of this study is proposed by considering the concept of influencing factor on decision making, motivational factor on decision making, consumer behavior, marketing mix, consumer's Black Box model, stimulus response model and consumer decision making model and the previous research findings. The conceptual model for this study intends to explore the motivation factors on consumer "decision making in buying coffee mix, influencing factors on decision making, consumer behavior on coffee mix, consumer purchase retention, consumer brand loyalty, internal stimulus of consumers and external stimulus of marketing mix activities of coffee mix industry in Myanmar.

Bagozzi (1986) examined the consumers' actions or their reactions to marketing mix stimuli which includes increased awareness of, interest in, and desire for a product, in addition to actual purchase of the product.

Maslow (1987) Maslow's hierarchy of needs examined how man can prioritize his needs. Man must first take care of his physiological needs with food, water, shelter, and clothing. Maslow proposes why people are concerned with specific needs at certain times

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resulted in overwhelming shared decisions, which is helpful for museums to better understand their visitors and for marketing reasons as well as in the process of formation of partnerships with other area attractions.

Nagaraja (2004) pointed out that, buying behavior was influenced by the experience of their own and of neighbor consumers and his own family.

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Markus Wohlfai, Susan Whelan (2010) examined the investigating consumer's motivations to participate in marketing events. This research revealed that as a pull strategy within marketing communications, event-marketing strategies must be designed in a way that consumers are motivated to participate voluntarily. Thus, marketers must have an understanding of the needs consumers seek to satisfy by participating in marketing-events. This research has developed a conceptual framework of how event-marketing works by proposing that consumer' motivations to participate in marketing-events are determined by at least one of four types of predisposition involvement. Which represent the long leastry personal relevance of either the event-object (brand), the event-content (dramaturgy), event-marketing (communication strategy) or social interaction (brand community) for consumer?

Shrivastava, Archana and Dr. Larjewar, Ujwae (2011), attempt to design a framework for Business Intelligence based on critical motivational factors that influence

the online buying decisions of Indian consumer. It is found in this research that the motivation to buy online exhibits positive correction to convenience based Pragmatic Motivation, Time and Efforts based Pragmatic motivation, Product based Motivation, Economic Motivation, Demographic Motivation Social and Exogenous Motivation have a significant influence on people's intention to reserve railway tickets online in India.

Dr. Shankar all Chelliah, Chin Kok Kwon (2011), examined the relationship between marketing mix and customer retention herbal coffee in Malaysia. The finding revealed that product attributes and promotional activities have a positive relationship with customer retention. Price and place do not have a relationship with customer retention. Customer preference, positive customer experience; satisfaction and lasting customer loyalty are factors that impact the relationship between marketing mix and customer retention.

Hossein Nezakati, Chin Sock Khim and Omid Asgar (2011) found that, place factor was the most important role for working women when they purchased their working clothes; consumer demographic factor and consumer behavior characteristics factor were correlated with consumer decision-making factor.

M. S. Renton (2011) showed that age, gender, educational qualification, marital status, number of married years, age group of children, family type, and family size influenced the consumer in buying toothpaste.

In this study, from several list Bagozzi (1986), Maslow (1987), Singh et al. (1995), Howkins, Best and Coney Consumer Behavior Model (1998), Shahzad Khan (2000), Sarah Bernard (2000), Au K.F. (2001), Kwan C.Y., Yeung K.W., Au K.F. (2001), Raffaele Zanoli and Simona Naspetti (2002), Nandagopal and Chinnaiyan (2003), Bethany Lynn England (2003), Bethany Lynn England (2003) ,Nagaraja (2004), Dr. K. Mallikarjuna Reddy (2009), My H. Bai, (2005), Oriah Akir and Md. Nor Othman (2010), Markus Wohlfai, Susan Whelan (2010) Hossein Nezakati, Chin Sock Khim and Omid Asgar_ (2011), Hossein Nezakati, Chin Sock, Kim & Omid Asgari (2011), Akbar, Abu Hassan Abu Bakar (2011), Dr. Shankar all Chelliah, Chin Kok Kwon (2011), Shrivastava, Archana and Dr. Larjewar, Ujwae (2011), and M.S. Renton (2011) researched the influencing factors which can determine the motivation factors of consumer decision making on buying coffee mix industry in Myanmar.

This study explores the factors influence on consumer buying decision making which can affect on manufacturers of coffee industry. Those influencing factors are marketing mix activities of coffee mix industry, demographic of consumer, sociological

influences and psychological influences these influencing factors can affect on buying decision making. Among the influencing factors, this study emphasizes on psychological factors such as motivation, perception and attitudes. Among the psychological factors, motivational factors were shaped conceptual framework of this study. If marketers want to formulate effective marketing and advertising strategies or they want to position their products in the market, they need to understand consumer behavior. It means that what consumers need and how these needs motivate and dominate behavior must be understood. Maslow's hierarchy of needs can help marketers to understand consumer behavior. In this study, the explanation of Maslow's hierarchy of needs, the relationship between consumer behavior and Maslow's hierarchy, and the usefulness of Maslow's hierarchy in marketing mix activities are presented.

This conceptual framework describes the interaction of stimuli and decision making process and consumer responses. According to this model, external factors are the source of stimuli. Stimuli are categorized under marketing stimuli, reference group's factors and social factors. This conceptual framework is emphasized on marketing mix stimuli and socio-cultural factors. Marketing stimuli is planned and projected by companies and comprise the marketing mix (4Ps) of product, price, place and promotion. Companies strive to align product quality and attributes, pricing, place or channel of distribution and promotional efforts to meet the customer's needs and preference by identifying them through market research. The company that really understands how consumers will respond to different product features, prices, and advertising appeals has a great advantage over its competitors. Therefore the conceptual framework of this model contains the consumer psychological factors and the decision making process which determines the buyer's response. Although consumer psychological factors are attitudes, motivation, perceptions, personality and lifestyle, In this conceptual frame work, it will emphasize only on motivation.

As consumer's internal stimuli will focus on motivation, this conceptual framework is based on Maslow hierarchy of needs theory. Through Maslow's needs, the motivation to fulfill one's needs causes the consumer to take action. According to Maslow (1987), human needs arrange themselves in a definite hierarchy based on the principle of relative potency. At the bottom of the hierarchy are physiological needs, which are crucial for immediate survival, i.e. food, air, water and sex. Next are safety needs, such as protection, order and avoidance of pain or anxiety, to ensure survival in the long-term. After these basic needs follow the psychological needs that cover social needs, i.e.

belongingness, affiliation and love, and esteem needs such as self-esteem, recognition and acceptance (Buck 1988). Maslow (1987) suggested that these needs are inborn and universal to all human beings. Furthermore, as deficit needs they put consumers under pressure to satisfy them on a regular and ongoing basis. In contrast, as the highest needs, self-actualization needs are growth needs to fulfill one's unique individual potential (Kroeber-Riel and Weinberg 2003; Buck 1988; Maslow 1987).

The general idea of this hierarchy is that motivations are driven by consumers' desire to consciously satisfy those needs in a similar order. Individuals, therefore, experience lower needs always stronger than higher needs consciousness until the deficit needs are met on a regular basis. These needs are recognizes the consumer's problem. And then these needs motivate the consumers to make the buying decision. Marketers are required to understand the consumers' needs and motivation factors of buying decision making.

The decision process consists of the five stages. These five stages are problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior. The first stage is problem recognition. In this stage, the consumer has recognized the problem and is ready to embark on a searching for information on the preferred product and service that is perceived to be able to solve the problem. The second stage is information search. At this stage, the consumer will then conduct an internal memory and an external search based on personal experience, commercial sources and public sources. Perception will then play an important role in the search and selection process. Selective exposure by the consumer will determine which type of promotional messages the consumer will expose himself or herself to. Selective attention by the consumer will determine which type of promotional messages the consumer will pay attention to. The third stage is information evaluation. In this stage, the consumer compares the various available products (coffee mix brands) for consideration. In this evoked stage, the consumer evaluates various available products for consideration and various alternatives in terms of the functional and psychological benefits that the available product can offer before making the final decision. At this point, one needs to know what benefits consumers are looking for and which attributes are important and preferred by the consumer. The fourth stage is purchase stage; the consumer ranks all the brands and makes a purchase intention. The attitude of others and unexpected situation factors both directly or indirectly effects the consumer's final decision to buy a particular brand in the conceptual framework; the outcome of consumer decision making process is

purchase stage. In this stage, the consumer will select his preference and make a purchase decision. After making decision to purchase, certain stimuli is needed to encourage to lead to the actual purchase, such as good taste, good quality, sales promotion, free gifts, lucky draws, and fair price. The outcome of the decision process is the buyer's response. The response will take the form of product choice (what to buy), brand choice (which brand), dealer's choice (where to buy), purchase timing (when to buy) and purchase amount (how much to buy) or in short, customer preference. The important implications of this model are as follows. This conceptual model is based on only problem recognition and purchase stage because of coffee mix is low involvement product therefore most of consumers slightly consider the information search and evaluation of alternatives to buy the coffee mix.

It is focused on the relation between the stimuli and the response of the consumer. Certain stimuli can act on the psychological process of the consumer and purchase decisions. The conceptual framework of this study is shown in Figure (2.8).

Figure (2.8)   Conceptual Framework of the Study
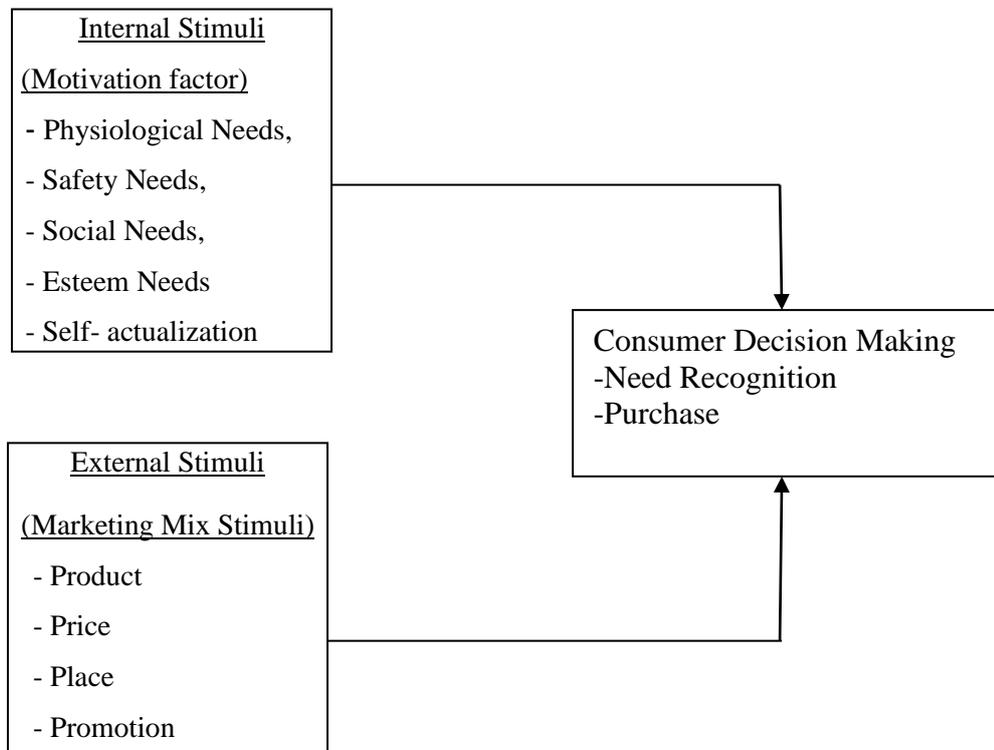
Source: Own Compilation

This model encompasses that the buyer has recognized the problem and his response is a conscious, rational decision process. Consumer decision-making, with insight into why individual acts in certain consumption-related ways and learning what marketing mix strategies influenced impelled them to act as what they do. The result of this study can be used to build up consumer's awareness on their decision-making that related with the marketing stimuli, motivational factors of needs and personal characteristic of consumer. These factors can affect on manufacturers of coffee mix industry, marketers and importer of coffee mix. Then coffee mix manufactures can understand the consumer behavior more than other. After that manufacturers can use effective marketing mix strategies for consumers. Marketers and manufacturers can develop efficient and effective marketing mix strategies for their products by understanding Maslow's hierarchy of needs. What is more, marketers can maintain and satisfy their current customers and attract new customers by knowing their needs and behaviors as presented in Maslow's hierarchy.

CHAPTER 3

ANALYSIS ON BUYING BEHAVIOR OF

COFFEE MIX CONSUMERS

This chapter presents buying behavior of coffee mix consumers in Myanmar. Firstly, it describes the background history of coffee production and consumption in Myanmar. Secondly, it presents the coffee mix market in Myanmar with the references of previous market research conducted by Myanmar Marketing Research Development (MMRD)[11]. Then, the coffee mix consumption habit and buying habit of respondents are explained with the findings from the empirical research of the study. Finally, the influences of external stimuli and internal stimuli on the coffee mix buying habit of respondents are explained.

3.1 Background History of Coffee Production and Consumption in Myanmar

(a) Coffee Production in Myanmar

British missionaries initiated coffee plantation in Myanmar in 1885[12]. Department of Forestry cultivated coffee in Myeik and Dawei, however, those projects were terminated within a few years. Coffee plantation was also started in Nancho Area in Kayin State. Kayin tribesmen have been producing Robusta coffee till at present.

Roman Catholic missionaries introduced Arabica coffee to Southern Shan State and Northern Shan State. Arabica coffee plantation called "Chaungwe" was established in Naung Cho Township, Northern Shan State. In 1942, the same Chaungwe group established 60 acres of Arabica coffee, near Pyin Oo Lwin in Mandalay Division. From 1930 to 1934, coffee plantation areas were increasing to 120 acre. Till at present, coffee is produced in these areas.

The mountainous territory in Shan State is the best suit area for coffee plantation. In this area, the mist often covers the ground and the extreme temperature changes occur during the course of one day which is the ideal environment for growing coffee.

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[11] MMRD is a private research firm which collects and analyzes the information relating with different markets and consumers for commercial purpose. It conducts market research on coffee mix market in Myanmar annually. It collects market data from retail outlets in thirteen townships throughout Myanmar quarterly. It also conduct consumer survey. This study used its research findings as secondary data for the purpose of saving cost and time of the study.

[12] Report of the Agriculture Myanmar Office (1940)

In 1935-1936 fiscal year, the total Myanmar coffee production was 268 tons; roasted ground coffee production was 108 tons; the import of coffee was 175 tons. From 1932 to 1936, Myanmar exported a total 95 tons of coffee; 60 % was exported to Madras Presidency in India, about 7% to the UK, and the rest to the other countries.

From 1968 to 1994, Ministry of Industry (1) nationalized the private coffee plantations in Chaungwe, Pyin Oo Lwin, Pwe Daung and Banbwe. In 1971, the total coffee plantation area was 6378 acres and total coffee production was 859 metric tons. In December 1994, the state owned coffee plantations were privatized to Myanmar Farm Enterprise.

Myanmar Farms Enterprise has a vision to increase its coffee production to 58,000 tons from 200,000 acres of plantations by the 2014-2015 fiscal years. About 70 per cent of the coffee production is highly-regarded variety of Arabica Coffee and the rest is Robusta Coffee, which can be commercially harvested five years after being planted. Myanmar produces coffee an average yield of 0.22 ton per acre.

According to the specialist of FAO, Myanmar stands to reap enormous benefits from developing its coffee industry. Increase in production of high quality Arabica Coffee requires the use of better production methods, better coffee processing techniques, training for cultivators, and incentives for investment in coffee plantation. However, eighty percent of Myanmar coffee is grown in small farms by using traditional processing methods.

Myanmar coffee gained some measure of international recognition in recent years. Ananda Company paid a premium price for 20 tons of Arabica Coffee beans from Myanmar Farms Enterprise and presented as Myanmar coffee at international trade fairs in Paris and other places. Myanmar coffee was recommended as best coffee in the world. The quality of Arabica coffee from Pyin Oo Lwin Township, Mandalay Division, was quite close to the quality to those grown in Kenya. Golden Misty Coffee Company export Myanmar Coffee to France, Germany, and Japan.

After 1988, along with the economic liberalization in Myanmar, many industries including foodstuffs industries became developing in the country. Due to the market demand and competitive business environment, many new products were introduced, developed, distributed, and utilized in Myanmar market. Coffee products were also

improved in order to fulfill the needs of the market. Producing the coffee in a complete solution as coffee mix[13] is the significant change in the coffee market.

The coffee mix is a preserved ready to use product which contained with the compactable package. The ingredients included in coffee mix are instant coffee powder, non-diary creamer and sugar. Even though the ratio might be slightly different from one coffee mix brand to another, the common ratio of the ingredients is 2 grams of coffee powder, 8 grams of creamer and 10 grams of sugar for each 20 grams sachet. The price of a pouch of coffee mix mainly depends on the content of coffee powder since it is more expensive than the other two ingredients.

Some manufacturers use local coffee but some use imported coffee. Coffee powder is imported from Brazil, creamer from Holland, and packaging materials from Singapore. Sugar is bought from local suppliers.

Different brands of coffee mix are produced and distributed. In today's consumer market, coffee mix is the one of the bestselling products. Many of the local and imported brands of coffee mix are available in the market. Recently, there are (52) coffee mix brands available in the market (see Appendix F). Among them, Nescafe, Birdy and Mistercup are foreign brands and are imported from neighboring countries. Some well-known local brands are Super, Mikko, Gold Roast, Java, Ben Café, Premier, Super Coffee King, Super One, Ktao Story, Preserve Espresso, Rich Coffee, Morning Cup, Golden Lion, Bravo, Dream, Sinoda, Owl, and Gold. The Myanmar coffee mix market has long been dominated by the Super brand; followed distantly by Premier, Nestcafe, Mikko, Gold Roast, Ben Café and Coffee King.

Nescafe coffee mix is the most expensive because of its good brand image and quality. Super coffee mix is the second most expensive and leading brand in Myanmar market. It is originated from Singapore but it is produced in Myanmar. Other brands are local brands and are selling lower prices than Nescafe coffee and Super coffee mix.

The coffee mix market has been dominated by private manufacturers. There is a local coffee mix brand called Golden Lion produced by state owned enterprise. It is produced in Pyin-Oo-Lwin, Mandalay Division.

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[13] Coffee mix is produced as mixture pounder which has to make coffee with either hot or cold water. The ready to drink preserved coffee tins are also produced and distributed in today's market. This product is excluded in the study.

(b) Coffee Consumption in Myanmar

Traditionally, Myanmar has teashop culture. To compare with the tea consumption, coffee consumption at teashops was very less before 1988. Coffee consumers drink coffee at home rather than at teashops. There is no café shop which concentrates on various styles of coffee offers at that time. Until a decade ago, coffee was not really on the menu as there was little demand or appreciation for the brew coffee by the local customers.

In early 1990s, coffee was listed on a menu of the teashops. When the coffee mix was introduced in the market, the teashops offers different coffee mix brands at their shop. The coffee consumption became growing not only in teashops but also in households. The consumption was either brewed coffee or instant coffee mix. There were no various styles of coffee offers like cappuccinos, espressos or café latte.

Since 1995, a number of coffee shops tried to introduce western-style coffee culture in Yangon, later in Mandalay. One of the pioneer coffee houses, Fuji Coffee House in Yangon, faced many challenges at the beginning of its establishment because of ingredients supplies, importing coffee machines, and cultural adaptability of consumers. Eventually, Myanmar consumers became adapt the western-style coffee culture. In addition, the growth in tourism industry and encouragement of international collaborative activities raised the visits of foreigners. Therefore, many coffee shops were established and many restaurants offers western-style coffee for local and international consumers.

3.1.1 Previous Research on Coffee Mix Market

According to MMRDs' survey, the market for instant coffee mix has been growing since the past ten years, during which time the growing competition has given consumers a wider range of choices and has helped keep prices down. Also known as "three-in-one" because of their three main elements – instant coffee powder, creamer and sugar most mixes come in 20-gram sachets designed to make one cup of coffee after hot water is added.

Popular brands in Myanmar coffee mix market include Super, Mikko, Gold Roast, Rich and Premier, all of which are private companies that use imported ingredients but package here. Another company, Golden Lion, is a government-owned and produces instant coffee mix at its factory in Pyin-Oo-Lwin near Mandalay.

Due to the agreement at the Kunming Trade fair, in the capital of China's Yunnan Province, two Myanmar coffee makers struck deals with Chinese companies for regular

exports of pure coffee and instant coffee mixes. Premier Coffee Company and Golden Key Company signed deals to export 50 tons of pure coffee and 10,000 cartons of instant coffee mix, respectively, to China every month. Premier Company also aims to export to Singapore, Thailand, and Malaysia.

The competitiveness creates the constant battle among instant beverage producers including coffee mix and tea mix. The consumption of coffee mix and tea mix which also stand place in the market has regularly increased by 4.5% annually and coffee mix is the booming. Instant beverage market is dominated by six players which are Super, Premier, Gold Roast, Mikko, Nescafe and Super One even though the market share might be different from one brand to another. However, exported coffee mix brands such as Birdy and Mister Cup from Thailand are also taking up some market share in the local after Nargis Cyclone and it is surprisingly to see that Birdy has penetrated so well to the local market within a short period. Rich coffee mix brand from Thailand also speedily penetrating into Myanmar market after 2009 Thingyan Water Festival as well.

Changing consumer behavior. in Myanmar encourages new habits of having instant foods and people's brand choices differ from time to time. Therefore, some influenced major brands are facing downturn in their market share because today's consumers shifted their taste to a bit creamy from previously popular flavor, bitter.

As tea is always Myanmar people favorite, tea mix is also taking up its own market share in the local market. Royal Myanmar tea mix manufactured by Myanmar Distribution Group (MDG) gains the most market share locally. Accordingly, lemon tea is also getting some shares in the market.

Due to supremacy of coffee mix and tea mix in the market since they are instant and easier, pure coffee mix market does not much appeal to the consumers. Tea shops and stores are the best trade channel of spreading coffee and tea mix to the consumers easily. Late 2008 is a real coffee mix battle in Myanmar and there are 28 coffee mix dealers listed in Yangon market. Coffee Mix is currently taking over 70-80 % market share and tea mix is 20-30% approximately. Most of Myanmar people have the habit of drinking tea and coffee at home, at work and at café or tea shop. Consequently, coffee mix becomes a highly potential consumer product for Myanmar. Among the hot drink consumers, two third of the Myanmar people drink coffee mix. In 2014, hot drink incidences are higher than those in 2008, 2010 and 2012. It can be concluded that Myanmar people more prefer the coffee mix than tea mix, lemon tea and cereal mix. Hot drink incidence is shown in Table (3.1).

Table (3.1)   Hot Drink Incidence from 2008 to 2012

Year	Hot Drink Incidence					
	Coffee Mix	**Tea Mix**	**Lemon Tea**	**Cereal Mix**	**Others**	**Total**
2008	50%	10%	7%	26%	7%	100%
2010	55%	10%	8%	22%	5%	100%
2012	61%	10%	9%	16%	4%	100%
2014	67%	12%	10%	10%	1%	100%

Source: MMRD, Survey data

Coffee mix becomes a highly potential consumer product for Myanmar. Among the hot drink consumers, two third of the Myanmar people drink coffee mix. The comparison of coffee mix drink incidences in Myanmar is shown in Table (3.2).

Table (3.2)   The Comparison of Coffee Mix Drinking Incidences in Myanmar

Year	2008		2010		2012		2014	
Type	**Total Population (Million)**	**%**	**Total Population (Million)**	**%**	**Total Population (Million)**	**%**	**Total Population (Million)**	**%**
Drink	20.7	50	23.1	55	30.7	71	34.2	75
No Drink	20.7	50	19.0	45	12.7	29	10.9	25
Total	41.5	100	42.1	100	43.4	100	45.1	100

Source: MMRD, Survey data

As the result of the competition hot in coffee mix market; it is found that if the keener the competitions, the higher the quality, the lower the prices and , the better the service. The fighting among the instant beverage-especially coffee mix is the one in such competitive market. As a result, tremendous amount of money is being ploughed into TV for advertisement using popular film stars in an attempt to win a large slice of the market. New entrants are usually occurred in coffee mix market and try to get the market share with strong competition.

Therefore, it is interesting to conduct a research on consumer behavior concerned with coffee mix. When many coffee mix brands are available in the market, the firms

need to know how the consumers make buying decision. In addition the firms need to know the influencing factors on decision making. And then the firms have to enhance to know how the consumers search information for purchasing it and which advertising and sales promotion programs are attractive to the consumers. The following chapter is trying to find out the consumer's buying behavior, the most influencing factors on buying decision and consumers' searching information style and the attractive advertising and sales promotion programs which induce the consumer. Furthermore, it reveals the reasons for the consumers' brand loyalty and brand switching. Myanmar is focusing on the open market economy and the Government also enforces and supports the private sector to promote the industrial development. Therefore many industries including coffee mix industries and developing in the country. Nowadays, coffee mix industry becomes one of the fastest growing industries in the country as well as in the world. Many of new coffee mix products are assaulted in the industry due to the effect of the market demand. In today's market, it is found that coffee mix product is the best selling product.

As the coffee mix market is large, existing companies are competing to possess more market shares and to be market leaders. At the same time, many companies are launching the new products with different penetration strategies into the market. Competition is more intense and these companies are trying to differentiate the products by modifying product's features and benefits. In coffee mix market, manufacturing and importing companies promote their products by personal selling and advertising in TV and radio, billboards, bus branding and merchandizing.

According to the survey of available Coffee Mix Brand Trend in Myanmar, Myanmar is focusing on the open market economy and the Government also enforces and supports the privates sector to promote the industrial development. That's why many industries including coffee mix industries are developing in the country. Nowadays, coffee mix industry becomes one of the fastest growing industries in the country as well as in the world. The pioneer brands are Mikko, Super, Gold Roast, Sinoda, etc. According to coffee mix survey of MMRD, 39 coffee mix brands were marketed in 2010. In 2010, among them, two brands, Nestcafe and Birdy were imported from Thailand. In 2012, 52 coffee mix brands were being treated in local coffee mix market. Among them 25 brands are imported from foreign countries. In recent year, 49 coffee mix brands are trading in local coffee mix market. Among them 19 brands are imported from foreign countries and 30 brands are local brands.

There are 52 coffee mix brands which are now available in Myanmar market. There are many different tastes of coffee mix which is available in the Myanmar market. Taste is classified into six types of group. These are original taste, strong taste, creamy, Diet, Ground and milk. Most of the coffee mix brand's tastes are original taste. But some of the coffee mix brand produces with two or three types of original taste. But Birdy band is produced by two types of strong taste. Nescafe produces with two types of creamy. Other brands are produced by one type of taste.

Birdy coffee mix brand is produced by five types of taste. These tastes are two types of normal taste, two types of strong taste and one type of creamy while Nescafe brand and Super brand produce with five types of taste. Nescafe produces with two types of normal taste and creamy, one type of strong. Super is produced by three types of normal taste, one type of strong and Diet. Premier brand and Rich brand produce four types of taste. Emo brand, Khao Shong brand, Mister Cup brand, Moccona Trio brand and Pokka brand produce with three types of taste. Birthday brand, D & D brand, Gold Roast brand, Java brand, and Power brand produce with two types of taste. While other brands produce with one type of taste. It is shown in Appendix (C).

Among the coffee mix companies, most of the coffee mix company's packaging size is similar. Two types of package style and four types of packaging size are trading in local market. Each of the packages contains 30 sachets or 50 sachets, 48 sachets or 20 sachets or 30 sticks or 50 sticks. These packaging styles are sachets and sticks. Most of the coffee mix brand's packaging style is sachet. Two types of retail price are used in retail outlet. These prices are ks 100 per stick/sachet and ks 50 per stick/sachet. Most of the coffee mix brands are sold by ks 100 per stick/sachet.

Until a decade ago, coffee wasn't really on the menu as there was little demand or appreciation for the brew among local customers. The pioneer brands are Mikko, Super, Gold Roast, Sinoda, etc. The Myanmar coffee mix market has long been dominated by the super brand; followed distantly Premier, Mikko, Gold Roast, Rich, Super One, and Coffee King. Today, the research suggests that there are about 48 brands (including imported brands) known to the people in Yangon. Of these brands, the most popular brands are Premier, Super, Gold Roast, Mikko, Super One, Rich, Sunday, Java, Nescafe, and Birdy. Popular coffee mix brands in market and country of origin are shown in Table (3.3).

Table (3.3)   Popular Coffee Mix Brands in the Market (2012)

No.	Brand Name	Country of Origin
1.	Super	Singapore
2.	Premier	Myanmar
3.	Gold Roast	Myanmar
4.	Mikko	Myanmar
5.	Super One	Myanmar
6.	Rich	Myanmar
7.	Sunday	Myanmar
8.	Java	Myanmar
9.	Nescafe	Thailand
10.	Birdy	Thailand

Source: MMRD's Survey data, June 2012

Among these 52 brands, Nescafe coffee mix, Birdy coffee mix and Mistercup coffee mix are foreign brands. Nescafe was imported from neighboring country and there was no factory for local production. Nescafe is the most expensive coffee mix brand, because of its good image, quality and no local production.. Super coffee mix is originated from Singapore and it has factory here to produce coffee mix. Other brands are local brands which are sold at lower prices than those of Nescafe and Super coffee. The coffee mix market has been dominated by private manufacturers and one government brand, Golden lion which is produced at its factory in Pyin Oo Lwin in Mandalay Division. In Yangon, there are 13 coffee mix manufacturing companies.

These companies are located in Hlaing Thar Yar Industrial Zone, Dagon Seikkan Industrial Zone and South Dagon Industrial Zone, respectively. Premier Coffee Company and Ever Sunny Industrial Company are located in Hlaing Thar Yar Industrial Zone, which is one of the biggest industrial zones in Myanmar. Most coffee mix companies are medium sized companies. In recent local consumer good market, coffee mix market is not only the most consuming products but also the growth market in Myanmar. In addition coffee mix market becomes not only a large market but also an essential product among the household product in Myanmar. All of local coffee mix companies distribute their brands into the whole market in Myanmar. Many foreign coffee mix brands are trading in local market. It is shown in Appendix (D). Among the foreign coffee mix brands, popular foreign coffee mix brands and country of origin are shown in Table (3.4).

Table (3.4)   Popular Foreign Coffee Mix Brand and Country of Origin

No.	Brand	Country of Origin
1.	Nescafe	Thailand
2.	White Coffee	Singapore
3.	Birdy	Thailand
4.	Mister Cup	Thailand
5.	Khao Shoung	Thailand

Source: MMRD Survey, 2012

Recent local coffee mix market, among the foreign coffee mix brands, most of the coffee mix brands are imported from Thailand. These brands are Birdy, Master Cup and Kaho Shoung. Nescafe and White coffee are imported from Singapore.

In the recent years, there have been a dramatic increase in the number of consumers of coffee mix and instant coffee in Myanmar. Even the tea shops which are fulled with traditional tea lovers are now increasing fans of coffee. Besides, in almost every house in urban area, there is at least one person who drinks coffee mix or instant coffee. Undoubtedly, the market size for coffee mix and instant coffee has become very big and competitive. Market share of local and foreign coffee mix brands are shown in Table (3.5), according to the Myanmar Survey Research (MSR) survey, Local coffee mix brands get more market share than foreign brands, representing the 92.98% of market in Myanmar.

Table (3.5)   Market Share of Local and Foreign Coffee Mix Brands in 2012

Sr.	Brands	Value Percent (%)	Value Percent (%)
		2012	2014
1	Local brands	92.98	84.02
2	Foreign brands	7.02	15.98
	Total	100.00	100.00

Source: Myanmar Survey Research (MSR)

Market share of seven selected brands for coffee mix in Myanmar are analyzed in Table (3.6) and Table (3.7). In this survey, data concerned with market share is collected from selected thirteen towns in Myanmar.

Table (3.6)   Market Share of Coffee Mix Brands from 2008 to 2014

Sr.	Brand	Share %			
		2008	**2010**	**2012**	**2014**
1	Super	60	43	32	26
2	Premier	4	8	8	22
3	Gold Roast	16	12	8	4
4	Mikko	11	8	5	2
5	Nescafe	3	4	4	9
6	Birdy	3	13	22	8
7	Other	3	12	24	29
	Total	100	100	100	100

Remark: 2010's figures are estimated based on coffee mix drinkers of 23.1 millions people

Source: MMRD, Survey data

According to the Table (3.6), in 2008, Super brand gets more market share than other brands, representing the 60% of market in Myanmar. Gold Roast market share is 16% of market. Mikko brand gets 11% of market share. Premier brand market share is 4% of market. While Nescafé and Bridy brands get 3% of market. In addition other brands' market share is 3% of market share in the whole country. In 2014, Super brand gets more market share than other brands, representing the 26% of market in Myanmar.

Table (3.7)   Market Share of Coffee Mix Brands

Sr.	Brand	Whole Country Market Share %		Yangon Region Market Share %	
		2012	**2014**	**2012**	**2014**
1	Super	32	26	25	14
2	Premier	8	22	30	26
3	Gold Roast	8	4	12	3
4	Mikko	5	2	10	1
5	Nescafe	4	9	15	11
6	Birdy	22	8	5	5
7	Other	21	29	3	41
	Total	100	100	100	100

Source: MMRD, Survey data

According to the Table (3.7), in 2012, a Super brand gets more share than other brands in the whole country, representing the 32% of market in Myanmar. But Premier brand gets more market share than other brands in Yangon Division., representing the 30% of market in Yangon.

According to the MMRD survey, in 2014, premier coffee has 22% of market share in the whole country, super is 26%, Nestcafe is 9%, Gold Roast is 4%, Mikko is 2%. Birdy coffee is 8% and the other brands are 29% of market share in the whole country. But premier coffee has 26% of market share in Yangon division, super is 14%, Nestcafe is 11%, Gold Roast is 3%, Mikko is 1%, Birdy coffee is 5%, and other brands get 41% of Market share in Yangon Division. Therefore it can be concluded that in 2012, Premier brand gets more market share than other brands in Yangon but Super brand gets more market share than other brands in the whole country.

According to the survey in 2008, Concerning with the taste of different brands of coffee mix, each has their own specific characteristics. Myanmar consumers like the strong taste, sweeter and less bitter. Among the taste of variety of coffee mix, it would be said that the taste of Super is normally stronger. It is a bit sweeter and bitter as well. Despite the imported products at the introduction phase in the market. Super coffee mix could design the taste that could capture Myanmar preference that time. Furthermore, after the manufacturing facilities were set up in Myanmar, it has maintained the product formula and design and thus, it sticks the strong hold of the consumer's acceptance in the market.

Although some other brands of coffee mix are of international standard, according to the results, they are not matched with the taste of majority customers. The other major factor for making the brand choice is easily availability of particular brand. Most of the coffee mix brands are easily available at any small retail shops. In fact, it is mainly concerned with the most drinking place. For the drinkers who mostly drink at the café or tea-shop, they have no choice but the brand served by the café and tea-shop. Many people in Myanmar go habitually to the tea- shops.

The tea-shop is in fact the very place of the source of major consumption It is therefore the consumption power and the brand choice of the tea-shops are also significant. Among the different brands, the brand which is served at most of the tea-shops is Super. It is learnt that Super is the most pioneer successful brand in market and is accepted the earliest customers' choice of the tea-shops. It is the prime reason of which many tea-shops make the choice to brand and this is one of the facts that Super stands as

the most leading position in coffee mix market in Myanmar. As Super is the most senior successful brand in Myanmar market, it could catch the earliest customers' acceptance and Super is thus rewarded the biggest market share. In addition, due to its well planned promotional activities and smooth distribution networks.

In today, coffee mix market, most of the consumers especially in Yangon, consumers now look for products and services to help them maintain and improve their health, changing the type of products they purchase for their family. Health concerns are rising and health awareness is growing among consumers in urban. Premier coffee mix manufacturer considers the needs of health conscious consumers. Thus Premier company produces health conscious coffee mix. Especially taste of "Premier" enables to capture the Myanmar preference. Therefore a Premier brand gets more market share than the other bands in Yangon.

3.1.2 Market Overview on Local Coffee Mix

In Myanmar market, there are 52 brands of coffee mix with different variants packaging and outlook. According to survey, majority of brands most seen in the market are from local manufacturers. Local products are produced from the own factories and brought into market widely. Most local brands can be seen at supermarkets such as City Mart, Star Mart, Ga Mone Pwint and Orange. The local coffee mix brands seen in Yangon market are shown in Appendix (E).

In 2012, among the local brands, only 8 of the total brands can widely be seen in the market. Among these 8 brands, Premier, Birdy, Gold roast and Super are leading players in the market while some brands, such as Mikko, Coffee King Birthday, and Monkey, enjoy half or one-third of the market shares maintained by leading players. The other brands can keep only the margin of the whole market shares. In 2014, the brand 'Sunday' is the special case here that many people seem to enjoy buying it; however, the reason behind is not sure if it is because of brand awareness caused by massive advertisements or it is because of shortage of products less than demand.

Retail outlet study will provide an accurate and complete picture of current retail market in Myanmar. In this study, retail outlet data are collected from the 13 major cities in Myanmar. These major cities are: Larshio, Magway, Mandalay, Mawlamying, Monywa, Myeik, Myintkyina, Nay Pyi Taw, Pathein, Pyay, Sittwe, Taunggyi and Yangon. From it survey, 52 coffee mix brands are trading in local market. Among them 27 brands are local coffee mix brands and 25 brands are imported from other countries. Among the

27 local coffee mix brands, at least 25 local coffee mix brands are trading at each retail outlet in the selected cities in Myanmar. According to the MMRD survey, among the 25 imported foreign coffee mix brands, at least three types of foreign coffee mix brands such as Birdy, Mister Cup and Nescafe are trading every retail outlet in selected 13 cities in Myanmar.

Among the coffee mix manufacturing companies, in 2012 Shwe Super Light, Premier, MDG, Mikko, and ESI Food companies' volume shares are more increasing than 2010 survey at major thirteen cities in Myanmar. Therefore, it can be concluded that most of the coffee mix company's volume share will become more increase than ever before except others coffee mix brands in 2010, because coffee consuming lasts more than year after year in Myanmar coffee mix market.

Table (3.8)   Brand Distribution in Selected Cities in Myanmar

Sr.	Coffee Mix Brand	2012
1	Super	94.4
2	Premier	91.8
3	All Time	50.4
4	King	39.9
5	U_2	20.4
6	Ka Ka	3.0
7	Special	42.2
8	Mikko	29.1
9	Monkey	24.5
10	Java	9.1
11	Nescafe	93.9
12	Birdy	71.2
13	Gold Roast	72.0
14	Americafe	16.8
15	Birthday	16.6
16	Rich	51.8

Source: MMRD, Survey data

According to the Table (3.8), Premier coffee mix brand distribution is 91.8%, Super coffee mix brand distribution is 94.8%, Nescafe coffee mix brand distribution is

93.9%, Birdy brand distribution is 71.2%, Gold Roast brand distribution is 72% and Rich coffee mix brand distribution is 51%. According to the MMRD survey, among the local coffee mix brands, super brand's distribution is leading with 94.4% in 2012. Nescafe and Birdy brand are imported from other countries. All time, Special, and Monkey brands are popular in Ks 50 low price coffee mix market brands. It can be found that among the coffee mix brands, Super, Premier, and Nestcafe brand distribution are stronger than the other brands in selected 13 cities in Myanmar. Therefore it can be concluded that among the coffee mix brands, Super band and Premier are popular because of one of the factors is distribution coverage.

Low Price Coffee Mix Brand Market Status in Selected Cities in Myanmar

Table (3.9)   Low Price Coffee Mix Market Status in Selected Cities in Myanmar

Sr.	Coffee Mix Brand	2009	2010	2011	2012
1	Special	-	8.3	37.1	30.4
2	King	100%	90.2	36.6	32.8
3	All Time	-	-	13.3	18.1
4	Birthday	-	-	5.3	11.1
5	Americafe	-	-	6.1	3.7
6	U_2	-	0.0	1.0	2.7
7	Ka Ka	-	0.0	0.3	1.2
8	Kafe 2GO	-	0.1	0.1	0.0
9	Boss	-	0.9	0.1	0.0
10	Nice cup	-	-	0.0	0.0

Source: MMRD

Figure (3.1)   Low Price Coffee Mix Market Status in Selected Cities in Myanmar
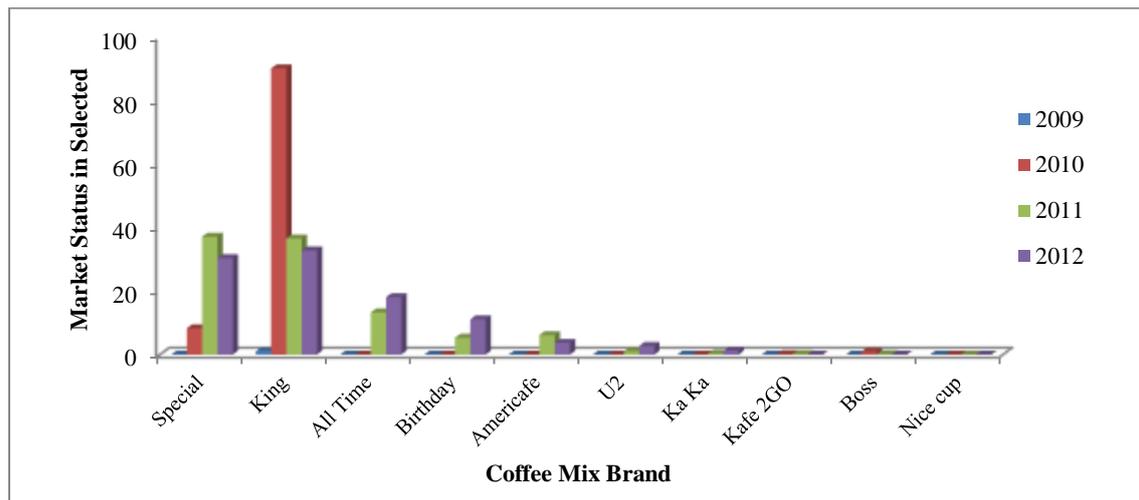
Source: MMRD, Survey Data

According to the MMRD survey of coffee mix market, 50 Kyats coffee mix brand market has been growing since 2009. These 50 Kyats coffee mix brands are Special, King, All Time, Birthday, Americafe, U_2, Ka Ka, Kafe 2GO, Boss and Nice Cup. Among them, King coffee mix brand has been leading brand with 100% since 2009. In 2010 survey, Special coffee mix brand's market share is 8.3% and King coffee mix brand's market share is 90.2%. In 2011 survey, Special coffee mix brand's market share is 37.1%, King coffee mix brand's market share is 36.6% and All Time coffee mix brand's market share is 13.3%. In 2012 survey, Special coffee mix brand's market share is 30.4% and King coffee mix brand's market share is 32.8%. Therefore it can be concluded that King coffee mix brand has been standing as a leading brand at 50 Kyats coffee mix market in Myanmar since 2009.

3.2   Empirical Research of the Study

Consumer behavior is the behavior that consumers display in searching for, purchasing, using, evaluating, disposing of products and services that they expect will satisfy their needs. This section includes five parts. The first part describes the research design of this study. The second part is about demographic characteristics of respondents such as gender, age, marital status, education level, income level and occupation. The third part is about consumption habit of coffee mix consumers. The fourth part describes the buying habit of coffee mix consumers. The final part presents the respondents' agreement level on external stimuli and internal stimuli.

3.2.1 Research Design

To understand the consumer's behavior on consumption of coffee mix and decision making in buying coffee mix in Yangon, sample of coffee mix consumers are selected from Yangon municipal area.

To choose a sample of coffee mix consumers, a multistage sampling procedure was employed. Since the study focuses only on coffee mix consumers in Yangon, the population of this study is all coffee mix consumers living in Yangon. To select a random sample of coffee mix consumers, which should represent the whole population, a simple random sample was drawn at different stages. In the first stage, a simple random sample of 6 townships was drawn from the total of 32 townships in Yangon, where primary sampling units (PSUs) were townships. In the second stage, a simple random sample of 10 per cent of wards was drawn from the 6 townships selected in the first stage, where second stage sampling units (SSUs) were wards. In the third stage, a simple random sample of 10 per cent of households was drawn from each ward selected in the second stage, where third stage sampling units (TSUs) were households. In the last stage, a simple random sample of 1846 buyers of consumer goods was selected from the households selected in this stage.

3.2.3 Demographic Profile of Respondents

This section presents demographic characteristics of respondents such as gender, age, marital status, education level, income level and occupation. Data on each demographic characteristic is collected with close-type question. Table (3.1) presents the summary of demographic information of respondents.

Gender is frequently used as a distinguishing segmentation variable. Much of the change in sex roles has occurred because of the continuous impact of dual-income households and thus marketers separate male and female respondents. In this study, the majority of consumers are females, who represent 60.66% of total sample size, and male customers are 39.34%. Since the number of females is greater than males, it seems that females are more affordable to consume coffee mix than males.

Consumer's needs and interests in products vary from one person to another and depend on their age group. The best way of advertising message to reach consumers can also be a function of age. Depending on age level, consumer behavior, thinking power, attitude and practice may differ. In this study, age groups of the respondents are grouped into four: between 10 and 25 years, 26 and 50 years, 51 and 75 years, and above 76 years.

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According to Table (3.10), 41% of coffee-mix consumers are between 10 and 25 years, 48.56 % is between 26 and 50 years, 8.47 % is between 51 and 76 years, 1.95 % is above 76 years. It is found that people who belong to the age group between 26 and 50 drink coffee-mix more than the other age groups. It seems that the middle age group consumes more drink coffee mix than others. Therefore, among different age groups, marketers should pay more attention to middle age group to have larger customer share and have sustainable sales growth.

Table (3.10) Demographic Profile of Consumers

Gender	No. of consumers	Percentage
Male	664	39.34
Female	1024	60.66
Total	1688	100
Age (years)	**No. of consumers**	**Percentage**
10-25	692	41.00
26-50	820	48.58
51-75	143	8.47
Above 76	33	1.95
Total	1688	100
Marital Status	**No. of consumers**	**Percentage**
Single	1170	69.37
Married	517	30.63
Total	1688	100
Education Level	**No. of consumers**	**Percentage**
Non Graduate Level	404	23.93
Graduate Level	1284	76.07
Total	**1688**	**100**
Occupation	**No. of consumers**	**Percentage**
Dependant	521	30.86
Employed	1167	69.14
Total	**1688**	**100**
Income Level (Kyats)	**No. of consumers**	**Percentage**
<100,000	550	32.68
100,001-200,000	486	28.79
200,001-300,000	288	17.06
300,001-400,000	208	12.32
>400,0000	156	9.24
Total	**1688**	100

Source: Survey data, 2013

Regarding marital status, 69.37% of consumers are single while 30.63% are married. Hence it can be said that single respondents consume coffee mix more than married respondents. Appropriately, marketers should target more single consumers than married consumers to promote their products and brands.

In this study, education level of consumers is broadly divided into two levels: graduate and non-graduate. According to table (3.10), the majority of coffee-mix consumer is graduates, accounting for 76.07% of sample respondents, while 23.93% are non-graduates. From this finding, it can be concluded that graduate level consumers consume coffee-mix more than others.

Occupations of coffee-mix consumers are broadly grouped into two: dependant and employed. According to table (3.10), most coffee mix consumers are employed, covering about 69.14%, while about 30.86% of sample consumers are dependent. Therefore, it can be said that most of the coffee-mix consumers are employed.

The income level of respondents was analyzed in table (3.10), the lowest income is estimated as (fewer than kyats 100,000 per month) and the highest income is estimated as (over kyats 400,000 per month) in this study. Respondents were asked about what their income per month was. It can be concluded that the largest number of respondents' income level group is fewer than kyats 100,000, representing 32.68% and second larger number of respondents' income level group is between kyats 100,001 and 200,000, representing 28.79% while the least number of income level groups is over 400,000 kyats representing 9.24%.Therefore it is found that most of the coffee- mix consumers' income level is between fewer than kyats 100,000 and kyats 200,000.

3.3 Consumption Habit of Coffee Mix Consumers

This section describes buying behaviors of coffee mix consumers in terms of their consumption, frequency of consumption, consumption time of the day, favorite brand names, each behavior was measured with multiple choice questions.

3.3.1 Coffee-mix Consumption Habit

To understand the consumption habit of consumers, respondents are divided into two groups. It is shown in Table (3.11).

Table (3.11)   Coffee Mix Consumption

Drinking coffee-mix	No. of consumers	Percentage
No	158	6.0
Yes	1688	94.0
Total	**1846**	**100**

Source: Survey data, 2013

According to Table (3.11), it is found that most of the respondents, about 94%, drink coffee-mix. Hence, it can be said that coffee-mix drinking habit is quite common among consumers in Yangon.

3.3.2 Coffee Mix Consumption Per Day

To understand the consumption habit of consumers, respondents were asked about how many times they drink coffee-mix per day and their responses have been categorized into four types. These are once, twice, thrice, and more than thrice, and shown in Table (3.12).

Table (3.12)   Coffee Mix Consumption per Day

Consumption per Day	No. of consumers	Percentage
Once	717	42.48
Twice	653	38.68
Thrice	253	14.99
More than thrice	65	3.85
Total	**1688**	**100**

Source: Survey data, 2013

According to Table (3.12), it is found that 42.48% of the consumers drink coffee-mix once a day, 38.68% twice a day, 14.99% thrice a day, and 3.85% more than thrice a day, respectively. Therefore, it can be concluded that nearly half of the respondents drink coffee once a day.

3.3.3   Particular Time of Coffee Mix Consumption

Consumers were asked about what time of the day they usually drink coffee mix and their responses are reported in Table (3.13). Although some consumers drink coffee at a specific time regularly, other consumers drink more than one time of the day. As

shown in Table (4.4), a specific time is stated with symbols like T-1, T-2, etc. and more than one specific time is stated with their respective symbols.

Table (3.13)   Particular Time of Coffee Mix Consumption

Time (T)	No. of Consumers	Percentage
In the morning (T-1)	774	45.90
Before lunch (T-2)	5	0.30
After lunch (T-3)	146	8.65
When meeting with friends (T-4)	10	0.59
Before dinner (T-5)	-	-
After dinner (T-6)	10	0.59
Leisure time (T-7)	109	6.46
At night (T-8)	10	0.59
Random time (T-9)	263	15.58
When discussing business activities(T-10)	13	0.77
T-1 and T-3	85	5.04
T-3 and T-5	10	0.59
T-3 and T-7	37	2.19
T-1, T-3 and T-4	50	2.96
T-1, T-3 and T-6	50	2.96
T-1, T-3 and T-9	22	1.30
T-1, T-4 and T-9	22	1.30
T-1, T-5 and T-7	50	2.96
T-3, T-4 and T-9	22	1.30
Total	**1688**	**100**

Source: Survey data, 2013

According to Table (3.13), it is found that 45.9% of the consumers drink in the morning, 15.58% drink anytime, 8.65% of consumers drink coffee after having lunch, 6.46% drink coffee during leisure time, from these findings, it can be concluded that most consumers drink coffee in the morning.

3.3.4 Favorite Brand Names of Coffee Mix

Consumers were asked about their favorite coffee-mix brands, and their responses were summarized in Table (3.14). Some consumers have only one favorite brand while others have more than one brand.

Table (3.14)   Favorite Brand Names of Coffee Mix

Brand	No. of Consumers	Percentage
Super	260	15.40
Premier	875	51.84
Gold Roast	100	5.92
Sunday	237	14.04
Birdy	60	3.55
Nestcafe	74	4.38
Rich	21	1.24
U2	8	0.47
Monkey	19	1.13
MonKa	4	0.24
King	1	0.06
Kaoshang	1	0.06
Others	28	1.66
Total	**1688**	**100**

Source: Survey data, 2013

According to Table (3.14), the majority of consumers, 51.84%, prefer Premier most, 15.40% prefer Super, 14.14% prefer Sunday, 4.38% prefer Nescafe respectively. By analyzing these findings, it is clearly found that among consumers, Premier is the most popular brand in Yangon, because of health concerns are raising and health awareness is growing among consumers in Yangon. Consumers now look for products and services to help them maintain and improve their health, changing the type of products they purchase for their family. The demand for health and wellness-related products is increasing rapidly. Therefore coffee mix manufacturing companies that can adapt their products to these growing health concerns are likely to generate.

3.4 Buying Habit of Consumers

This section describes buying behaviors of coffee mix consumers in terms of size of coffee mix and place of purchase; each behavior was measured with multiple choice questions.

3.4.1 Size of Coffee Mix

Consumers were asked about what size of coffee mix they usually buy. The size of coffee mix is broadly grouped into two: large and small, and the responses of consumers are reported in Table (3.15).

Table (3.15) Size of Coffee Mix

Size of Packing	Number of Consumers	Percentage
Large size	903	53.50
Small size	785	46.50
Total	**1688**	**100**

Source: Survey data, 2013

According to Table (3.15), 53.50% of consumers purchase large size of coffee mix while 46.50% purchase small size of coffee mix. Therefore, it can be concluded that most consumers purchase large size of coffee mix. Hence, manufactures of coffee mix should produce more large packages to promote their sale volume.

3.4.2 Place of Purchase

Consumers were asked to report where they often buy coffee mix. Their places of purchase are divided into four groups. These groups consist of super market, bazaar, retail shop and wholesale centre, and their responses are presented in Table (3.16).

According to Table (3.16), 33.06% of consumers purchase coffee mix at super market, 27.25% at bazaar, 20% at retail shop, and 3.38% at wholesale centre, respectively. Therefore, it can be said that most consumers purchase coffee mix at the super market and bazaar thus marketers should directly distribute their products to super market and bazaar. Therefore it can be concluded that coffee mix marketer should understand the consumers' changing buying behavior to fulfill their needs.

Table (3.16)   Place of Purchase

Location	Numbers	Percentage
Super market (S)	558	33.06
Bazaar.(B)	460	27.25
Retail shop.(R)	341	20.20
Wholesale centre.(W)	57	3.38
S +B	107	6.34
S +R	51	3.02
S+W	21	1.24
B+R	29	1.72
B+W	2	0.12
R+W	16	0.95
S+B+R	22	1.30
S+B+W	4	0.24
B+R+W	4	0.24
S+B+R+W	16	0.95
Total	1688	100

Source: Survey data, 2013

3.5   Relationship between Demographic Factors and Reason for Buying Coffee mix

To show the relationship between demographic factors and reason for buying coffee mix, demographic factors are divided into four groups, these groups are gender, education level, age group and income level. Eight considerations factors are consider to buy the coffee mix. It is shown in Table (3.17).According to Table (3.17), 11.8% of male consumers make purchasing depends on taste of coffee and 16% of female consumers also make purchases depends on taste of coffee mix. It can be assumed that most of both male and female consumers make purchases depending on taste of coffee mix. 11.6% of male consumers make purchasing depends on quality of coffee and 16.8% of consumers also make purchases depends on quality of coffee mix. 11.6% of male consumers make purchasing depends on convenience to buy coffee mix. 16.8% of female consumers also make purchases depends on at anywhere, anyplace, anytime, to buy coffee mix. It is found that 0.5% of male consumers make purchasing depends on convenience to buy coffee mix. 1.5% of female consumers also make purchase depends on price. Therefore it can be found that most of the coffee mix consumers purchase the coffee mix because of quality of coffee, taste of coffee and convenience to buy coffee mix. On the other hand most of consumers slightly consider the price faster to buy the coffee mix.

Table (3.17)　Relationship Between Demographic Factors and Reason for Buying Coffee mix

Reason / Gender	Taste of Coffee		Quality of Coffee		Convenience to Buy		Fair Price		TV Advertising		Radio Advertising		News Paper		Billboard		Total	
	Freq:	%	Freq:	%	Freq:	%	Freq:	%	Freq:	%	Freq:	%	Freq:	%	Freq:	%	Freq:	%
Male	200	11.8	190	11.3	196	11.6	8	0.5	35	1.5	20	1.2	15	0.9	10	0.6	664	39.34
Female	270	16.0	250	14.8	284	16.8	25	1.5	85	5.0	50	3.0	25	1.5	35	2.1	1024	60.66
Total	**470**	**27.8**	**440**	**26.1**	**480**	**28.4**	**33**	**2.0**	**110**	**6.5**	**70**	**4.1**	**40**	**2.4**	**45**	**2.7**	**1688**	**100**
Age Group																		
10-25	206	12.2	215	12.7	197	11.7	6	0.4	35	2.0	20	1.2	5	0.3	10	0.6	692	41.00
26-50	235	13.9	200	11.8	250	15.2	20	1.2	45	2.7	25	1.5	20	1.2	25	1.5	820	48.58
51-75	23	1.4	20	1.2	30	1.3	5	0.3	25	1.5	20	1.2	12	0.7	8	0.5	143	8.47
Above 76	6	0.4	5	0.3	3	0.2	2	0.1	7	0.4	5	0.3	3	0.2	2	0.1	33	1.95
Total	**470**	**27.8**	**440**	**26.1**	**480**	**28.4**	**33**	**2.0**	**110**	**6.5**	**70**	**4.1**	**40**	**2.4**	**45**	**2.7**	**1688**	**100**
Education Level																		
Non Graduate Level	90	5.3	83	4.9	90	5.3	26	1.5	50	3.0	40	2.3	15	0.9	10	0.6	404	23.93
Graduate Level	380	22.5	357	21.2	390	23.1	7	0.5	60	3.5	30	1.8	25	1.5	35	2.1	1284	76.07
Total	**470**	**27.8**	**440**	**26.1**	**480**	**28.4**	**33**	**2.0**	**110**	**6.5**	**70**	**4.1**	**40**	**2.4**	**45**	**2.7**	**1688**	**100**
Income Level (Kyats)																		
Under 100,000	149	8.83	108	6.4	160	9.48	15	0.9	25	1.5	20	1.2	8	0.5	15	0.9	550	32.63
1000,001–200,000	130	7.70	120	7.1	135	8.00	6	0.4	35	2.1	25	1.5	15	0.8	10	0.6	486	28.75
200,001–300,000	86	5.09	92	5.45	80	4.74	5	0.3	25	1.5	10	0.6	10	0.6	10	0.6	288	17.06
300,001–400,000	65	3.85	55	3.25	60	2.96	5	0.3	15	0.9	10	0.6	5	0.5	8	0.5	208	12.32
> 400,000	40	2.37	65	3.85	45	2.67	2	0.1	10	0.6	5	0.3	2	0.1	2	0.1	156	9.24
Total	**470**	**27.84**	**440**	**26.05**	**480**	**28.4**	**33**	**2.0**	**110**	**6.5**	**70**	**4.2**	**40**	**2.5**	**45**	**2.7**	**1688**	**100**

Source: Survey data, 2013

According to Table (3.17), 12.7% of consumer's age between 10 and 25 years group and 11.8% of consumer's age between 26 and 50 years group consider the quality of coffee when buying coffee mix. 13.9% of consumers' age between 26 and 50 years group consider the taste of coffee when buying coffee mix. 15.2% of consumers' age between 26 and 50 years group consider the convenience to buy the coffee mix. Therefore, it is found that age group between 10 and 50 years groups are important group for coffee mix manufactures. Therefore, coffee mix manufacturers should try to understand these groups' needs to get target consumers' satisfaction.

According to Table (3.17), which 23.1% of graduate level consumers consider the "convenience factor" when buying coffee mix, 22.5% graduate level consumers consider the taste of coffee and 21.2% of graduate level consumers consider the quality of coffee.

According to Table (3.17), 9.48% of consumer's income level is less than kyats 100,000. This group considers the convenience to buy coffee mix. 8% of consumer's income level between kyats 100,001 and kyats 200,000 consider the convenience to buy coffee mix. 9.06% of consumer's income level less than kyats 100,000 consider the quality of coffee. 7.11% of consumers of income level between kyats 100,001 and kyats 200,000 consider the quality of coffee. 8.83% of consumer's income level less than kyats 100,000 considers the taste of coffee when buying coffee mix. 7.7% of consumer's income level between kyats 100,001 and kyats 200,000 consider the taste of coffee when buying coffee mix. Therefore, it is be found that most of the coffee mix consumer income level is between less than 100,000 and 200,000.

3.6 Analysis on Reliability of External Stimuli Factors and Internal Stimuli Factors

In this study, all independent variables are broadly divided into two groups: "internal stimuli" and "external stimuli" factors. "External stimuli" factors include four marketing mix activities. "Product" activity scale consists of (11) statements, "price" activity scale (3) statements, "promotion" activity scale (14) statements, "place" activity scale (6) statements respectively. Internal or motivation factors include "physiological needs" with (4) statements, "safety needs" with (6) statements, "love and affiliation needs" with (3) statements, "esteem needs" with (4) statements and "self- actualization needs" with (5) statements. Each statement is measured on 6-point Likert scale (from 1: strongly disagree to 6: strongly agree). The dependent variable of consumer decision making includes three sub variables of purchase or not, know or not, and drink or not. Each sub

dependent variable can take only two values; presence of desired outcome and absence of desired outcome.

Since Likert scales have been widely used in this study, it is important to examine whether the Likert scales used to measure the key variables are reliable or not as only reliable scales can produce reliable data. Otherwise, the analysis using unreliable will produce misleading results. Reliability of a Likert scale is often measured with Cronbach's alpha value, which is an average correlation coefficient among items within a scale and can range from zero to one. Larger Cronbach's alpha values indicate higher reliability while smaller Cronbach's alpha values indicate lower reliability. Although there is no cut-off values for how large is good, it is generally agreed that Cronbach's alpha value should be larger than 0.7 for academic studies (George & Mallory, 2003). Table (3.18) presents the Cronbach's alpha values of both " internal" and "externa" factors.

Table (3.18) Reliability Statistics for "Internal Stimuli" and "External Stimuli" Factors

External Stimuli	No. of Items	Cronbach's Alpha
Product	11	0.737
Price	3	0.616
Place	6	0.910
Promotion	14	0.942
Internal Stimuli	**No. of Items**	**Cronbach's Alpha**
Physiological Needs	4	0.810
Safety Needs	6	0.738
Love and Affiliation Needs	3	0.829
Esteem Needs	4	0.821
Self- Actualization Needs	5	0.873

Source: Survey data

As shown in Table (3.18), all Cronbach's alpha values, except for price scale, exceed the acceptable of 0.70 (George & Mallory, 2003), indicating high reliability. Since all the scales except for price scale used in this study are proved to be high reliability, it can also be expected the data measured with these scales are also reliable.

3.7   Analysis on Influence of "External Stimuli" and "Internal Stimuli" on Buying Decision

In this section includes three parts. First part describes the analysis of reliability of external stimuli factors and internal stimuli factor. Second part is about influence of external on buying decision and third part describes the influence of internal stimuli on buying decision.

3.7.1   Respondent' Agreement Level on External Factors for Buying Decision

In this section, consumers' agreement level on each statement within a subscale of "external stimuli" and "internal stimuli". "External stimuli" includes four factors with different number of items: "product" with (11) statements, "price" with (3) statements, "promotion" with (14) statements and "place" with (6) statement. And each statement is measured on 6-point Likert scale (from 1: strongly disagree to 6: strongly agree). Consequently, the mean score of each statement can range between 1 and 6. Therefore, it can be assumed that respondents have more agreement on a particular statement if their mean score for the statement is larger than 3.5. Otherwise, they will have more disagreement. Following this assumption, respondents' agreement level on each statement of external factors are analyzed and discussed.

1. Respondents Agreement Level on Product

Product is one of the marketing mix activities. Regarding the agreement level of consumers on product to make buying decision, (11) statements are used to find out consumers' perception on buying decision related with products. The mean score of each activity is shown in Table (3.19). The product includes the factors concerned with quality, taste and flavor, better taste, branded coffee mix, attracted packaging, nutritional percentage, calorie content and size.

Table (3.19)   Respondents Agreement Level on Product

No.	Consideration Factors for Buying Decision	Mean
1.	Quality of coffee	4.88
2.	Better taste	5.23
3.	Bitter-sweet taste	4.19
4.	Bitter taste	3.99
5.	Delicate scent	4.60
6.	Popular coffee brand	4.34
7.	Good packaging	3.56
8.	Contains higher nutrient to buy	3.83
9.	Great sweetness	2.82
10.	Contains a large number of sachets	2.88
11.	Contains greater gram in each sachet	2.84

Source: Survey data, 2013

Table (3.19) shows the individual mean score of (11) statements of product. It is found that the mean values of all product, except for great sweetness, containing a large number of sachets, and containing greater gram in each sachet, are larger than the cutoff value of 3.5 and thus indicating that consumers agree or really look for these product factors when they buy coffee mix. Among those statements with mean score higher than 3.5, consumers prefer better taste most, followed by quality, delicate scent, popular brand, bitter-sweet taste, bitter taste, containing higher amount of nutrient, and good packaging, respectively. Among the (11) aspects of product, consumers are agreed most with better taste while consumers are disagreed with Great sweetness. Therefore, marketers should ensure that their product is easily accessible for consumers. Most of the respondents agree that they give priority to quality, good taste and aroma in choosing coffee mix. Coffee mix manufactures should focus on the quality control and make production and good taste, and flavor that are matched with consumers' preferences.

According to the results, taste is the primary factor considered for making the brand choice. Among the various brand of the coffee mix in Yangon, "Premier" is the most popular and secondly followed "Super" and thirdly followed "Sunday" and the other brands hold only the small portion of market share respectively. Generally, it is found that the taste of "Premier" enables to capture the Myanmar preference. For the perspective for new brand changes, the research shows that majority of the customers

would change the new brand if the new one has better taste. Thus, it is noted that the consumers' first priority is strongly based on the taste of the coffee mix. It is really important for coffee mix enterprises to keep an eye to the trend of the preference of majority consumers. It is the most vivid evidence the taste of the preference of majority consumers. It is the most vivid evidence the taste of coffee mix is the major reason for making the brand choice. Therefore, it could be remarked that, in accordance with the surveyed results, the taste of the coffee mix is the most important factor considered for the selection of the particular brand of coffee mix.

This may be due to the fact that consumers' consumption habit is not the same and the coffee mix consumers have distinct behavior in drinking coffee mix. Therefore, marketers need to understand the principal motivation behind product consumption in order to precisely target current consumers and potential consumers. In addition, marketers need to understand how the stimuli are changed into responses in the consumers' mind. Company that really understands how consumers will respond to different product features has a great advantage over its competitors.

2. Respondents Agreement Level on Price

Regarding the agreement level of consumers on price for making decision in buying coffee mix, (3) statements are considered in buying decision. The mean score of each statement is shown in Table (3.20).

Table (3.20)   Respondents' Agreement Level on Price

No.	Statement of Consideration Factors for Buying	Mean
1.	Fair price coffee	3.06
2.	Cheaper price coffee	2.62
3.	Expensive price coffee	3.53

Source: Survey data, 2013

As stated in Table (3.20), it is found that only the mean value of expensive coffee is higher than the cutoff value of 3.5 while the mean values of the other (2) statements are lower than the cutoff value and the result indicate that consumers' value expensive coffee is more than cheaper coffee and fair price coffee. The reason may be that consumer might think that expensive coffee may have better quality. Marketers should set the price higher because consumers think high price means good quality. Therefore it can be concluded

that most of the consumers slightly considered the price because the coffee- mix is low involvement product for consumers among the consumers' products.

3. Respondents Agreement Level on Promotion

Regarding the consumers agreement level on promotion to make the buying decision, (14) statements are considered in buying decision. The mean value of each statement is shown in Table (4.21).

Table (4.21)   Respondents Agreement Level on Promotion

No.	Statement of Consideration Factors for Buying	Mean
1.	Sales promotional activities	2.89
2.	Hospitality of promotion staffs	3.02
3.	Services of promotion staffs	2.93
4.	Sponsored activities	2.75
5.	Coupon systems	2.75
6.	During promotion periods	2.94
7.	Lucky draws program	2.95
8.	Presents to customers	2.97
9.	Attraction of TV commercials	3.63
10.	Attraction of commercials from radio	2.50
11.	Attraction of commercials from magazine	3.50
12.	Attraction of commercials from newspaper	3.10
13.	Attraction of billboard commercials	3.51
14.	Attraction of commercials on bus and cars	2.39

Source: Survey data, 2013

As described in Table (4.21), it is found that most of the promotion factors' mean value are less than 3.5 and the result indicating that most of consumers slightly consider the promotion factors when they buy coffee mix. Among the promotion factors, attraction of TV commercial, attraction of commercials from magazine, attraction of commercials from newspaper and Attraction of billboard commercial   are preferred the consumers. It is found that most of consumers slightly considered the promotion because of poor promotion activities such as lack of incentive and insufficient attraction may be responsible for customers' lack of interest in promotion activities.

Concerning with the promotion activities, TV commercial is the most popular and the effective way among the medias for advertisements. To the best advantage of the TV commercial, it is the most effective means to meet the customers with the highest frequency and the best channel to attract the customer awareness within the short period. The result clearly evidence that TV commercial extends the supports significantly to introduce the new product in the market and to maintain the current market share. Besides, it is an essential way to be applied to expand the market share. The majority of the customers express their opinion that they like the advertisements especially to TV commercial, more than the advertisements from other media channels. Thus, the TV advertising is really essential as a must and it renders substantial supports more than other promotion activities. Therefore, it could be concluded that TV advertising is the most effective mean among the promotion activities.

Therefore, marketers need to identify the information sources of the coffee mix brands for the consumers and to know how to make the effective advertising and sale promotion programs for the consumers. Therefore it can be concluded that coffee-mix manufacturers should consider the effective promotion program which can attract the target consumers.

4. Respondents Agreement Level on Place

Regarding the agreement level of consumers on place activities to make the buying decision, (6) statements are considered for it. The mean value of each statement is shown in Table (3.22).

Table (4.22)   Respondents Agreement Level on Place

No.	Statement of Consideration Factors for Buying	Mean
1.	It can be bought any time	4.58
2.	It can be easily be bought at many places	4.62
3.	The same price regardless of time and places it can be got	4.39
4.	To get the same price regardless of places	4.32
5.	It can be conveniently bought my favorite coffee brand at any place	4.41
6.	It can conveniently be bought different size of desired coffee regardless of places	4.44

Source: Survey data, 2013

According to Table (3.22), it is found that place plays very important role in buying coffee mix as the mean values of all place factors are higher than the cutoff value of 3.5 and the result indicating that customers seriously consider where they will buy. Among the place factors, consumers prefer it can easily be bought at many places most with the mean value of 4.62, followed by "it can be bought any time" with the mean value of 4.58, "it can conveniently be bought different size of desired coffee regardless of places with the mean value of 4.44, it can conveniently be bought my favorite coffee brand at any place with the mean value of 4.41, The same price regardless of time and places with the mean value of 4.39, and the same price regardless of places with the mean value of 4.32, respectively. Coffee mix products are sold at different places such as bazaars, stores, grocery, shopping malls in Yangon. And these products are also available from urban to rural areas. Coffee mix manufacturing companies and marketers should ask other transportation companies to assist the place (distribution)" of their goods nationwide. This system of distribution helps the increased availability of product for consumers. Therefore it can be concluded that coffee mix manufactures should understand that the place is very important factor for their coffee-mix industry.

5. Overall Respondents Agreement Level on External Stimuli

After examining the mean score of individual statements within each external stimuli, it is required to analyze the overall mean score of each external stimuli. The overall mean scores of each external factor are shown in Table (3.23).

Table (3.23)   Average Score of External Stimuli

No.	External Stimuli Factors	Mean
1.	Product	3.92
2.	Price	3.07
3.	Place	4.46
4.	Promotional activities	2.81

Source: Survey data, 2013

By Table (3.23), it is found that the mean values of price and promotion are lower than the cutoff value of 3.5 while the mean values of other activities are found to be higher than the cutoff value, implying that consumers slightly consider price and promotion factors when they buy coffee mix. Three reasons may be responsible for this:

(1) the cost of coffee mix is relatively small, (2) the price of coffee mix does not differ much from one brand to another, and (3) the incentives of the promotion activities of coffee mix are not much attractive. Among those factors whose mean value is higher than 3.5 and thus indicating that consumers consider the place factors are most prefer with the mean value of 4.46, followed by product factor with the mean value of 3.92, respectively.

Therefore it can be said that among the four external stimuli, consumers are most agreement level on place, followed by product respectively. It can be conclude that consumers prefer the convenient to buy at any time, quality of product and taste of product are important factors when buying coffee mix.

3.7.2   Respondents Agreement Level on Internal Stimuli

When organizations think to develop the growth of business, they have to emphasize on both internal and external customers' satisfaction. Before creating activities to fulfill for customers' satisfaction, marketers need to understand consumers' needs and wants. Marketers have to observe, why they consume the product, how they choose product and which factors influence on consumers' buying decision making. Internal stimuli influence on consumer buying decision making. Internal stimuli include psychological factors. Among the psychological factors, this study focuses on the motivation theory. Among the motivation theories, this study focuses on Maslow's Hierarchy of needs theory, a theory of human motivation, which provides a strong concept for consumer decision making in buying coffee mix. Through Maslow's theory, the motivation to fulfill one's needs causes the consumer to take action. According to Maslow, at the bottom of the hierarchy are physiological needs, then safety needs, after these needs follow the physiological needs that cover social needs, love and affiliation needs, and esteem needs. At the top of the hierarchy is self-actualization needs which are growth needs to fulfill one's unique individual potential. In this study, psychological needs factor includes (4) statements; safety needs factor includes (6) statements; love and affiliation needs factors include (3) statements; esteem needs factor includes (4) statements; and self-actualization needs factor includes (5) statements. Since each motivation statement is measured based on six point Likert scale, the mean scores of each need motivational factor can vary from 1 (strongly disagree to 6 strongly agree). The mean score below 3.5 indicates disagreement on Internal Stimuli while the mean score above 3.5 indicates the agreement on Internal Stimuli.

1. Respondents Agreement Level on Physiological Needs Factors

        Physiological needs are often known as biogenic needs and they are the most important and basic needs of people. These needs, which are required for the survival of people, include food, water, air, shelter, and sex. The most important point is that these needs are inborn and involuntary. People try to fulfill these needs as their first priority. Regarding the agreement level of respondents on physiological needs factors to make decision making in buying coffee mix, (4) statements are considered for decision making in buying coffee mix. The mean score of each statement is shown in Table (3.24).

Table (3.24)   Respondents Agreement Level on Physiological Needs

No.	Statement of Consideration Factors for Buying	Mean
1.	To satisfy my hunger	3.21
2.	To get satisfaction by drinking coffee daily	4.06
3.	Want to drink when I see the café	3.47
4.	To satisfy myself by drinking coffee after eating food	3.43

Source: Survey data, 2013

        As stated in Table (3.24), except for the second statement, to get satisfaction by drinking coffee daily, the mean values of other physiological needs are lower than the cutoff value of 3.5 and thus indicating that consumers drink coffee mix only for their satisfaction but not for their hunger and attraction of coffee shop.

2. Respondents Agreement Level on Safety Needs Factors

        After satisfying the first-level needs, physiological needs and safety needs become dominant. Safety needs include personal securities, financial securities, and health securities. Regarding the agreement level of consumers on safety needs factor to make the decision of buying coffee mix, six statements are considered for buying decision. The mean value of individual statement is shown in Table (3.25).

Table (3.25)   Respondents Agreement Level on Safety Needs

No.	Statement of Consideration Factors for Buying	Mean
1.	To get feel stressed out	3.95
2.	To get feel annoyed	3.63
3.	To reduce feeling sleepy	4.23
4.	To reduce stress by drinking coffee	4.01
5.	To get drinking coffee is good for health	3.33
6.	To get feel fresh	4.20

Source: Survey data, 2013

Table (3.25) shows the individual mean score of six statements of safety needs. It is found that the mean score of to get drinking coffee is good for health is 3.33 lower than the 3.5 and thus indicating consumers do not agree with this statement. The mean values of other factors are found to be higher than the cutoff value of 3.5 and thus indicating that several factors of safety needs are important for the decision making of consumers in buying coffee. Among those factors whose mean score is higher than 3.5, consumers consider to reduce feeling sleepy most with the mean value of 4.23, followed by to get feel fresh with the mean value of 4.20, to reduce stress by drinking coffee" with the mean value of 4.01, to get feel stressed out with the mean value of 3.95, and to get feel annoyed with the mean value of 3.63, respectively.

Therefore it can be concluded that among the safety needs, most of consumers highly agree with the statement of to reduce feeling sleepy, to reduce stress by drinking coffee and to get feel fresh. It can be concluded that consumers purchase the coffee mix because of to reduce feeling sleepy, to reduce stress by drinking coffee and to get feel fresh. Therefore marketers should know safety needs is important factors of coffee mix consumers for making decision in buying coffee mix.

3. Respondents Agreement Level on Love and Affiliation Needs

The third level of Maslow's hierarchy needs involves needs such as love, and, belonging and acceptance. The strengths on these needs have the impact on the formation and maintaining significant relationships like friendship and family. Regarding the agreement level of consumers on love and affiliation needs to make decision in buying coffee mix, (3) statements are considered. The mean value of each statement is shown in Table (3.26).

Table (3.26)   Respondents Agreement Level on Love and Affiliation Needs

No.	Statement of Consideration Factors for Buying	Mean
1.	To get improvement in social activities	3.40
2.	To improvement of friendship during coffee time	4.18
3.	To share more about ourselves during coffee time	4.26

 Source: Survey data, 2013

According to Table (3.26), it is found that the mean value of the first statement, to get improvement in social activities, is lower than the cutoff value of 3.5 and thus indicating that consumers do not agree with this statement.

It is found that the mean value of the statement, to share more about ourselves during coffee time, is 4.26, higher than the cutoff value of 3.5 and thus indicating that consumers agree with this statement. It is found that the mean value of the statement, to improvement of friendship during coffee time, is 4.18, higher than the cutoff value of 3.5 and thus indicating that consumers agree with this statement. Thus, it can be said that most of the consumers prefer drinking coffee time and tea break, because they can get improve friendship and they can share more information during this time.

Therefore it can be concluded that among the love and affiliation needs, most of consumers highly agree with the statement of to share more information during coffee time and to improvement of friendship during coffee time. Therefore marketers should know love and affiliation needs is important factors of coffee mix consumers for decision making in buying coffee mix.

4. Respondents Agreement Level on Esteem Needs Factors

Esteem presents common human desires to be accepted and valued by others. These needs can take either an inward or an outward orientation. Regarding the agreement level of respondents on esteem needs" to make the buying decision, (4) statements are considered for buying decision. The mean value of individual statement is shown in Table (3.27).

Table (3.27)   Respondents Agreement Level on Esteem Needs

No.	Statement of Consideration Factors for Buying	Mean
1.	To obtain prestige	2.84
2.	To get attention from many people	2.49
3.	To create high living standard by drinking expensive coffee	2.51
4.	To get more recognition of fondness of coffee	2.99

Source: Survey data, 2013

As shown in Table (3.27), the mean values of all aspects of esteem needs are found to be lower than the cutoff value of 3.5 and thus indicating that all of the consumers do not agree with esteem needs factor. Therefore, it can be found that among the hierarchy's of needs, esteem needs is higher level needs. In this survey most of respondents' income level is low. Therefore, it can be said that most of the consumers do

not prefer the esteem needs factors thus consumers do not consider the esteem needs when buying coffee mix. These results imply that esteem needs do not seem to be important for the consideration of consumers' decision making of buying coffee mix.

5. Respondents Agreement Level on Self-Actualization Needs

        The top level of the hierarchy is the needs for self-actualization, which refers to an individual's desire to fulfill his or her potential to become everything that he or she is capable of becoming. This may include pursuing talent, creativity and fulfillment. According to Maslow, to understand this level of needs, a person must not only possess previous needs but also master them. Regarding the agreement level of respondents on self-actualization factors to make decision, (5) statements are considered for decision in buying coffee mix. The mean score of each aspect of self-actualization needs is shown in Table (3.28).

Table (3.28)   Respondents Agreement Level on Self-Actualization Needs

No.	Statement of Consideration Factors for Buying	Mean
1.	To get more concentrate	3.90
2.	To create great ideas	3.80
3.	To get more creativity	3.34
4.	To achieve better decisions	3.17
5.	To get good thinking	2.98

Source: Survey data, 2013

        According to Table (3.28), out of (5) aspects of self-actualization, only two aspects, to get more concentrate and to create great ideas, have mean values larger than the cutoff value of 3.5 and the result indicating that consumers buy and drink coffee mix to get more concentration and ideas. Among those two aspects, consumers consider to get more concentrate with the mean value of 3.90, followed by to create great ideas with mean value of 3.80, respectively.

        Therefore it can be concluded that among the self-actualization needs, most of consumers highly agree with the statement of to get more concentrate and to create great ideas. Therefore marketers should know self-actualization needs are important factors of coffee mix consumers for making decision in buying coffee mix.

6. Overall Respondents Agreement Level on "Internal Stimuli"

After examining individual statements within each internal stimuli factor, it is important to analyze the overall mean scores of internal stimuli so that the most important internal stimuli can be distinguished among them. The overall mean score of each internal stimulus is shown in Table (3.29).

Table (3.29)   Average Score of Internal Stimuli

No.	Motivation Factors	Mean
1.	Physiological Needs	3.54
2.	Safety Needs	3.89
3.	Love and Affiliation Needs	3.95
4.	Esteem Needs	2.71
5.	Self-Actualization Needs	3.44

Source: Survey data, 2013

Table (3.29) shows that, the mean scores of esteem needs and self-actualization needs are lower than the cutoff value of 3.5 and thus indicating that the reasons of buying coffee mix for consumers are not relevant to their esteem needs and self-actualization needs. On the other hand, the mean values of the other three factors are found to be higher than the cutoff value of 3.5 and thus indicating   that the reasons of buying coffee mix for consumers are due to their physiological needs, safety needs, and love and affiliation needs. Among those three factors, consumers consider love and affiliation needs most with the mean value of 3.95, followed by "safety needs" with the mean value of 3.89, and "physiological needs" with the mean value of 3.54, respectively.

Therefore it can be concluded that among the internal stimuli, consumers highly agree with physiological needs, safety needs, and love and affiliation needs. Therefore marketers should know these internal stimuli are important factors of coffee mix consumers for decision making in buying coffee mix.

CHAPTER 4

ANALYSIS OF INFLUENCING FACTORS ON DECISION MAKING OF COFFEE MIX CONSUMERS

This chapter includes the relationship between decision making variables and external and internal stimuli, estimates the influencing factors on decision making variable by using binary logistic regression model and business implications for marketers and manufactures of coffee mix.

4.1   Analysis on Relationship between External Stimuli and Decision Making of Purchase

This section focuses on the relationship between the two variables: external stimuli and decision making of purchase. External stimuli, the independent variables, include four marketing mix activities. The marketing mix activities include product, price, place and promotion activities. Decision making of purchase, the dependent variable, can take only two values: purchase or non-purchase.

In this study, association between the agreement level of each aspect of an external stimuli factors and purchase is tested by using cross tabulation with Chi-square (χ^2) test, which is an appropriate test of association of two categorical variables. The null hypothesis of Chi-square test is that there is no association between the two variables while the alternative hypothesis is that there is association between the two variables. Although Chi-square test can confirm whether there is association between the two variables, it cannot provide information about the degree of association between the two variables. Therefore, to indicate the degree of association between the two variables, Cramer's V test is also employed, which can indicate the degree of association between the two variables. The range and interpretation of Cramer's V test is shown in Table (4.1).

Table (4.1)   Levels of Association of Cramer's V

Level of Association	Verbal Description	Comments
0.00	No Relationship	Knowing the independent variable does not help in predicting the dependent variable.
.00 to .15	Very Weak	Not generally acceptable
.15 to .20	Moderate	Minimally acceptable
.20 to .25	Moderate	Acceptable
.25 to .30	Moderately Strong	Desirable
.30 to .35	Strong	Very desirable
.35 to .40	Very Strong	Extremely desirable
.40 to .50	Worrisomely Strong	Either an extremely good relationship or the two variables are measuring the same concept
.50 to .99	Redundant	The two variables are probably measuring the same concept
1.00	Perfect Relationships	If we know the independent variable, we can perfectly predict the dependent variable.

Source: http://home.chass.utoronto.ca

4.1.1 Analysis on Relationship between Product and Decision Making of Purchase

In order to see how product (quality, better taste, bitter-sweet taste, bitter taste, aroma, popular brand, package, containing nutrient, greater sweetness, containing sachets, and containing gram) are correlated with decision making of purchase, the correlation coefficients are calculated and the results are presented in Table (4.2). The table shows the summary of frequencies in each cell and the degree of association for pairs of variables.

The degree of relationship between the product factor (containing nutrient and containing of gram) and decision making of purchase are found to be very weak and their corresponding Cramer's V values are 0.126 and 0.145, respectively. The degree of association between the product activities ("bitter-sweet taste", "bitter taste", aroma, popular brand, package, greater sweetness, and containing sachets) and decision making of purchase are found to be moderate and their corresponding Cramer's V values are 0.189, 0.150, 0.161, 0.194, 0.182, 0.169, and 0.176, respectively. The degree of association between the product activities (quality and better taste) and purchase decision is found to be moderately strong and their corresponding Cramer's V values are 0.285

and 0.296, respectively. Therefore it can be said that among the product factors, most of the consumers consider the quality of the product and better taste of the product factor when they purchase coffee mix.

It is found that there is a positive and moderate relationship between each product factor and decision making of purchase and the associations between all pairs of variables are found to be statistically significant at 1 per cent level. The result implies that consumers are more likely to buy coffee mix even if the aspects of product activities improve. As the results of the analysis, marketers and manufactures of coffee mix companies have to understand the certain criteria for making the brand choice, the taste of the coffee mix comes up as the major concern.

Table (4.2) Relationship between Product and Decision Making of Purchase

Reason / Agreement Level	Quality		Better taste		Bitter-Sweet taste		Bitter taste		Delicate Scent		Popular Brand		Package		Contain Nutrient		Greater Sweetness		Contain of Sachets		Contain of gram	
	Feq	%	Feq.	%	Feq	%	Feq	%	Feq	%	Feq	%	Feq	%	Feq	%	Feq	%	Feq	%	Feq	%
1	79	4.3	38	2.1	184	10.0	238	12.9	77	4.2	165	8.9	278	15.1	208	11.3	590	32.0	559	30.3	557	30.2
2	100	5.4	84	4.6	167	9.0	152	8.2	149	8.1	141	7.6	268	14.5	192	10.4	228	12.4	289	15.7	302	16.4
3	93	5.0	89	4.8	149	8.1	186	10.1	147	8.0	170	9.2	218	11.8	323	17.5	275	14.9	242	13.1	216	11.7
4	177	9.6	108	5.9	302	16.4	318	17.2	267	14.5	218	11.8	302	16.4	305	16.5	273	14.8	221	12.0	264	14.3
5	314	17.0	232	12.6	377	20.4	342	18.5	361	19.6	408	22.1	380	20.6	285	15.4	203	11.0	221	12.0	199	10.8
6	925	50.1	1137	61.6	509	27.6	452	24.5	687	37.2	586	31.7	242	13.1	375	20.3	119	6.4	156	8.5	150	8.1
Purchase	1688	91.4	1688	91.4	1688	91.4	1688	91.4	1688	91.4	1688	91.4	1688	91.4	1688	91.4	1688	91.4	1688	91.4	1688	91.4
Non Purchase	158	8.6	158	8.6	158	8.6	158	8.6	158	8.6	158	8.6	158	8.6	158	8.6	158	8.6	158	8.6	158	8.6
Total	1846	100	1846	100	1846	100	1846	100	1846	100	1846	100	1846	100	1846	100	1846	100	1846	100	1846	100
Pearson Chi-Square	150.366 (.000)		161.559 (.000)		66.195 (.000)		41.564 (.000)		47.584 (.000)		69.804 (.000)		61.401 (.000)		29.389 (.000)		52.739 (.000)		57.375 (.000)		38.946 (.000)	
Cramer's V	.285		.296		.189		.150		.161		.194		.182		.126		.169		.176		.145	

Source: Survey data, 2013

Note: (1) The values within the parenthesis are shown as p-value (significant values) for respective Pearson Chi-square χ^2

4.1.2   Analysis on Relationship between Price and Decision Making of Purchase

In order to see how price factors (fair price, cheaper price, and expensive price) are correlated with decision making of purchase, correlation coefficients are calculated and results are presented in table (4.3). The Table shows the summary of frequencies in each cell and the degree of association for pairs of variables.

Table (4.3)   Relationship between Price and Decision Making of Purchase

Reason / Agreement level	Fair Price		Cheaper Price		Expensive Coffee	
	Freq.	**%**	**Freq**	**%**	**Freq**	**%**
1	449	24.3	572	31.0	327	17.7
2	285	15.4	317	17.2	204	11.1
3	263	14.2	302	16.4	215	11.6
4	263	14.2	217	11.8	400	21.7
5	232	12.6	167	9.0	295	16.0
6	196	10.6	113	6.1	247	13.4
Purchase	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**
Non Purchase	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**
Total	**1846**	**100**	**1846**	**100**	**1846**	**100**
Pearson Chi-square	**32.419** (0.000)		**40.305** (0.000)		**48.332** (0.000)	
Cramer's V	**0.133**		**0.148**		**0.162**	

Source: Survey data, 2013

Note: (1) The values within the parenthesis are shown as p-value (significant values) for

respective Pearson Chi-square χ^2

It is found that the relationship between the price factor (fair price and cheaper price) and decision making of purchase are found to be very weak and their corresponding Cramer's V values are 0.133 and 0.148, respectively. The degree of association between the statement of expensive coffee and "decision making of purchase" is found to be moderate and its corresponding Cramer's V value is 0.162. Therefore, it can be said that among the consumers' goods, coffee mix is low involvement "product" for consumers. Thus, consumers slightly consider the "price" factors when buying coffee mix.

It is found that there is a positive and moderate relationship between each price factor and Decision Making of Purchase .The association between all pairs of variables are found to be statistically significant at 1 per cent level. The result implies that consumers are more likely to buy coffee mix even if the aspects of price factor improve. Therefore it can be concluded that among the price factors, most of the consumers prefer the expensive coffee mix implying that higher price means higher quality for them.

4.1.3 Analysis on Relationship between Promotion and Decision Making of Purchase

In order to see how promotion factors (sales promotion ,hospitality of staff, services of staff, sponsorship activities, coupon system, promotion period, lucky draw, giving presents, attraction of TV, attraction of radio, attraction of magazines, attraction of newspapers, billboards and commercials on buses and cars) are correlated with decision making of purchase, correlation coefficients are calculated and " the result presented in Table (4.4). Table shows the summary of frequencies in each cell and the degree of association for pairs of variables.

According to the Table (4.4), it is found that the relationship between the promotion factors (sales promotion, hospitality of staff, services of staff, coupon systems, promotion period, lucky draws, billboards, and commercials on buses and cars) and decision making of purchase are found to be very weak and their corresponding Cramer's V values are 0.101, 0.084, 0.126, 0.129, 0.145, 0.143, and 0.130, respectively. Therefore it can be said that some consumers slightly consider the promotion factors such as hospitality of staff, services of staff, coupon systems, promotion period, lucky draws, billboards, and commercials on buses and cars when buying the coffee mix.

The relationship between the promotion factors (sponsorship activities, giving presents, attraction of TV, attraction of radio, attraction of magazine, and attraction of newspaper,) and decision making of purchase are found to be moderate and their corresponding Cramer's V values are 0.179, 0.168, 0.155, 0.156, 0.183, 0.198, and 0.191, respectively. Thus, it can be said that most of the consumers consider the promotion factors such as sponsorship activities, giving presents, attraction of TV, attraction of radio, attraction of magazine, and attraction of newspaper" to purchase the coffee mix.

It is found that the relationship between all pairs of variables is found to be statistically significant at 1 per cent level. The result implies that consumers are more likely to buy coffee mix even if the aspects of promotion activities improve. Therefore it

can be concluded that most of the coffee mix consumers slightly consider the "promotion" factors when they buy the coffee mix. Therefore, marketers need to identify the information sources for the consumers to search regarding the coffee mix brands and to know how to make the effective advertising and sale promotion programs to induce the consumers. Thus, coffee mix manufactures should consider the effective promotion program to attract the coffee mix consumers.

Table (4.4)   Relationship between Promotion and Decision Making of Purchase

Reason / Agreement Level	Sales Promotion Activity		Hospitality of Staff		Services of Staff		Sponsorship Activities		Coupon System		Promotion Period		Lucky Draws		Give Present		Attraction of Magazine		Attraction of Radio		Attraction of News Paper		Attraction of TV		Billboard		Commercials on bus and cars	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	485	26.3	423	22.9	502	27.2	542	29.4	561	30.4	556	30.1	542	29.4	522	28.3	464	25.1	561	30.4	578	31.3	540	29.3	620	33.6	647	35.0
2	209	11.3	283	15.3	248	13.4	232	12.6	257	13.9	234	12.7	232	12.6	233	12.6	274	14.8	279	15.1	279	15.1	289	15.7	342	18.5	376	20.4
3	283	15.3	240	13.0	221	12.0	226	12.2	242	13.1	204	11.1	226	12.2	229	12.4	229	12.4	297	16.1	268	14.5	347	18.8	201	10.9	234	12.7
4	399	21.6	431	23.3	427	23.1	313	17.0	324	17.6	317	17.2	313	17.0	342	18.5	367	19.9	312	16.9	309	16.7	245	13.3	281	15.2	246	13.3
5	225	12.2	204	11.1	182	9.9	220	11.9	193	10.5	204	11.1	220	11.9	212	11.5	211	11.4	174	9.4	182	9.9	181	9.8	169	9.2	134	7.3
6	87	4.7	107	5.8	108	5.9	155	8.4	111	6.0	173	9.4	155	8.4	150	8.1	143	7.7	65	3.5	72	3.9	86	4.7	75	4.1	51	2.8
Purchase	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**
Non Purchase	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**
Total	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**
Pearson Chi-square	58.968 (.000)		18.71 (.000)		12.929 (.000)		52.374 (.000)		29.364 (.000)		30.558 (.000)		38.718 (.000)		44.473 (.000)		69.690 (.000)		61.562 (.000)		45.203 (.000)		72.462 (.000)		37.831 (.000)		31.029 (.000)	
Cramer's V	0.179		0.101		0.084		0.168		0.126		0.129		0.145		0.155		0.191		0.183		0.156		0.198		0.143		0.130	

Source: Survey data, 2013

Note: (1) The values within the parenthesis are shown as p-value (significant values) for respective Pearson Chi-square χ^2

4.1.5 Analysis on Relationship between Place and Decision Making of Purchase

In order to see how place factor (any time, many place, same price regardless of time, same price regardless of place, desired brands, and convenient to buy) are correlated with decision making of purchase, correlation coefficients are calculated and the results are presented in table (4.5). The table shows the summary of frequencies in each cell and the degree of association for pairs of variables.

Table (4.5)   Relationship between Place and Decision Making of Purchase

Reason \ Agreement Level	Any Time		Many Place		Same Price Regardless of Time		Same Price Regardless of Place		Desired Brands		Convenient to Buy	
	Freq	%	Freq.	%	Freq	%	Freq	%	Freq.	%	Freq	%
1	103	5.6	108	5.9	120	6.5	127	6.9	111	6.0	116	6.3
2	7	5.3	95	5.1	139	7.5	155	8.4	128	6.9	119	6.4
3	17	7.4	116	6.3	143	7.7	156	8.5	153	8.3	149	8.1
4	70	16.7	318	17.2	310	16.8	320	17.3	316	17.1	306	16.6
5	17	19.7	349	18.9	417	22.6	389	21.1	446	24.2	413	22.4
6	29	36.8	702	38.0	559	30.3	541	29.3	534	28.9	585	31.7
Purchase	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**
Non Purchase	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**
Total	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**
Pearson Chi-square	**82.056** **(.000)**		**64.808** **(.000)**		**63.646** **(.000)**		**50.641** **(.000)**		**57.076** **(.000)**		**37.831** **(.000)**	
Cramer's V	**0.211**		**0.187**		**0.186**		**0.166**		**0.176**		**0.213**	

Source: Survey data, 2013

Note: (1) The values within the parenthesis are shown as p-value (significant values) for respective Pearson Chi-square χ^2

According to the Table (4.5), it is found that the degree of association between the place factor (any time, many place, same price regardless of time, same price regardless of place, desired brands, and convenient to buy) and decision making of purchase are found to be moderate and their corresponding Cramer's V values are 0.211, 0.187, 0.186, 0.166, 0.176, and 0.213, respectively.

It is found that the association between all pairs of variables is found to be statistically significant at 1 per cent level. The result implies that consumers are more likely to buy coffee mix even if the aspects of place factors improve. According to the survey, place factor is very important for consumers' decision in buying coffee mix. Most of the consumers want to buy coffee mix, anywhere such as retail shop, bazaars and supermarket if possible. According to the results of the analysis, the coffee mix companies should use many distribution channels to provide their products for target consumers if products are available for where the customer goes.

4.1.6 Analysis on Influence of External Stimuli on Decision Making of Purchase

In order to test whether there is difference between purchase group and non-purchase group in terms of their mean scores of external factors, two independent sample t-test is employed. In the survey of this study, 1688 respondents answer that they buy coffee mix while 158 respondents answer that they do not buy coffee mix. The mean scores of the two groups for each factor, t-value, and its corresponding p-value are presented in Table (4.6).

Table (4.6)   Influence of External Stimuli on Decision Making of Purchase

Factors	Purchase	Mean	t-value	p-value
Product	Purchase	3.9368	2.823	0.005**
	Non Purchase	3.7652		
Price	Purchase	3.0857	1.574	0.117
	Non Purchase	2.9346		
Place	Purchase	4.1443	6.044	0.000***
	Non Purchase	3.7199		
Promotion	Purchase	2.8135	1.014	0.312
	Non Purchase	2.7184		

Source: Survey data, 2013

**. Correlation is significant at the 0.05 level (2-tailed).

***. Correlation is significant at the 0.01 level (2-tailed).

As shown in Table (4.6), for product factors, the mean score of purchase group is 3.94 while the mean score of non-purchase group is 3.77. The t-value is 2.823 and its p-value is 0.005 and the result implies that there is a significant difference between

purchase and non-purchase groups in terms of product factors. It means that consumers can more purchase the coffee mix than others, if coffee mix's product quality and taste will improve for consumers. Thus it can be said that quality and taste of coffee mix have influenced on decision making in buying coffee mix.

It is found that for price factors, the mean score of purchase group is 3.09 while the mean score of non-purchase group is 2.93. The t-value is 1.574 and its p-value is 0.117 and the result implies that there is no significant difference between purchase and non-purchase groups in terms of price factor. Thus it can be said that price of coffee mix has not influenced over consumer decision making of purchase. It means coffee mix is low involvement product for coffee mix consumers.

It is found that for promotion factors, the mean score of purchase group is 2.81 while the mean score of non-purchase group is 2.72. The t-value is 1.014 and its p-value is 0.312 and the result implies that there is no significant difference between purchase and non-purchase groups in terms of promotion factors. Therefore, it can be said that, most of the consumers slightly consider the promotion when buying coffee mix. Thus it can be said that promotion has not influenced over consumer decision making of purchase. Because of most of the promotion program are not interested program for consumers. Therefore manufacturers and marketers ought to use attractive promotion program for target consumers.

It is found that for place factors, the mean score of purchase group is 4.14 while the mean score of non-purchase group is 3.72. The t-value is 6.044 and its p-value is 0.000, indicating that there is a significant difference between purchase and non-purchase groups in terms of place factors. Therefore, it can be said that most of consumers want to purchase the coffee mix when it can buy anytime and it can easily buy at many places. Thus it can be said that place have influenced on consumers decision making in buying coffee mix. Therefore it can be concluded that among the external stimuli, the product factor and the place factor have influenced on decision making in buying coffee mix.

4.2 Analysis on Relationship between Internal Stimuli and Decision Making of Purchase

This section focuses on the relationship between internal stimuli and decision making of purchase. Among the motivation theories, this study focuses on Maslow's hierarchy of needs theory. These needs are physiology needs, safety needs, love and affiliation needs, esteem needs and self-actualization needs. Decision making of purchase is divided into purchase and non -purchase.

4.2.1 Analysis on Relationship between Physiological Needs and Decision Making of Purchase

In order to see how Physiological needs (to satisfy the hunger, to get satisfaction by drinking daily, to drink when passing through café, and to drink after meals) are correlated with decision making of purchase, correlation coefficients are calculated and the results are presented in Table (4.7). The table shows the summary of frequencies in each cell and the degree of association for pairs of variables.

It is found that the relationship between the physiological needs and decision making of purchase are found to be moderate and their corresponding Cramer's V values are 0.160, 0.224, 0.195, and 0.237, respectively. Therefore, it can be said that, consumers purchase the coffee mix, because it can be used to get satisfaction by drinking daily and to drink after meals.

It is found that the relationship between all pairs of variables is found to be statistically significant at 1 per cent level and the result implies that consumers are more likely to buy coffee mix if physiological needs, consumers highly agree with the statement of purchase the coffee mix to drink after meals.

Table (4.7)   Relationship between Physiological Needs and Decision Making of Purchase

Agreement Level \ Reason	To Satisfy the Hungriness		To Get satisfy by Drinking daily		Want to Drink When I pass through Cafe		To Drink After meals	
	Freq	**%**	**Freq**	**%**	**Freq**	**%**	**Freq**	**%**
1	468	25.4	301	16.3	358	19.4	384	20.8
2	189	10.2	124	6.7	174	9.4	182	9.9
3	183	9.9	140	7.6	240	13.0	213	11.5
4	331	17.9	230	12.5	313	17.0	296	16.0
5	304	16.5	256	13.9	290	15.7	255	13.8
6	213	11.5	637	34.5	313	17.0	358	19.4
Purchase	1688	91.4	1688	91.4	1688	91.4	1688	91.4
Non Purchase	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**
Total	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**
Pearson Chi-square	**47.218** **(.000)**		**93.008** **(.000)**		**70.260** **(.000)**		**104.046** **(.000)**	
Cramer's V	**0.160**		**0.224**		**0.195**		**0.237**	

Source: Survey data, 2013

Note: (1) The values within the parenthesis are shown as p-value (significant values) for respective Pearson Chi-square χ^2

4.2.2 Analysis on Relationship between Safety Needs and Decision Making of Purchase

In order to see how safety needs (to stress out, to reduce annoyed, to reduce sleepy, to reduce stress, for health, and to get fresh) is correlated with decision making of purchase, correlation coefficients are calculated and the results are presented in Table (4.8). The Table shows the summary of frequencies in each cell and the degree of association for pairs of variables.

It is found that the relationship between consumers purchase the coffee mix because to get good health and decision making of purchase is moderate and its corresponding Cramer's V value is 0.238. Therefore, it can be said that consumers rarely consider the purchase the coffee mix, because it can be used to get good health by drinking coffee mix.

The relationship between the safety needs (to stress out, to reduce annoyed, and to reduce sleepiness) and decision making of purchase are more acceptable and its corresponding are 0.297, 0.260, and 0.277, respectively. Therefore, it can be said that, consumers purchase the coffee mix, because it can be used to stress out, to reduce anger, and to reduce sleepiness during drinking coffee time.

The relationship between the safety needs (to reduce stress and to feel fresh) and decision making of Purchase are found to be strong, and their corresponding Cramer's V values are 0.321 and 0.326, respectively. Therefore, it can be said that, consumers purchase the coffee mix, because it can be used to reduce stress and to feel fresh during drinking coffee time.

In addition, it is found that, the relationship between all pairs of variables is found to be statistically significant at 1 per cent level and the result implies that consumers are more likely to buy coffee mix even if the aspect of safety needs increase. According to the survey, among the safety needs, consumers consider the factors such as to get feel fresh and to be able to reduce stress are found to very important factors for decision making in buying coffee mix.

Table (4.8)   Relationship between Safety Needs and Decision Making of Purchase

Reason / Agreement Level	To Stress Out		To Reduce Anger		To Reduce Sleepiness		To Reduce Stress		For Health		To Feel Fresh	
	Freq	%	Freq.	%	Freq	%	Freq	%	Freq.	%	Freq	%
1	235	12.7	293	15.9	200	10.8	200	10.8	315	17.1	141	7.6
2	157	8.5	176	9.5	99	5.4	160	8.7	285	15.4	117	6.3
3	132	7.2	174	9.4	99	5.4	135	7.3	204	11.1	130	7.0
4	338	18.3	376	20.4	314	17.0	335	18.1	341	18.5	394	21.3
5	330	17.9	349	18.9	444	24.1	389	21.1	336	18.2	443	24.0
6	496	26.9	320	17.3	532	28.8	469	25.4	207	11.2	463	25.1
Purchase	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**
non Purchase	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**
Total	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**
Pearson Chi-square	**162.884 (.000)**		**124.387 (.000)**		**141.678 (.000)**		**190.025 (.000)**		**104.536 (.000)**		**196.189 (.000)**	
Cramer's V	**0.297**		**0.260**		**0.277**		**0.321**		**0.238**		**0.326**	

Source: Survey data, 2013

Note: (1) The values within the parenthesis are shown as p-value (significant values) for respective Pearson Chi-square χ^2

4.2.3 Analysis on Relationship between Love and Affiliation Needs and Decision Making of Purchase

To order to see how love and affiliation needs (to do social activities, to improve friendship, and to share more information) are associated with decision making of purchase, correlation coefficients are calculated and the result are presented in table (4.9). The Table shows the summary of frequencies in each cell and the degree of association for pairs of variables.

It is found that the relationship between the love and affiliation needs of "to do social activities" and "decision making of purchase" is very weak and its corresponding Cramer's V value is 0.148. Thus, it can be said that some consumers slightly consider doing the social activities when buying coffee mix.

The relationship between the love and affiliation needs (to improve friendship and to share more information) and decision making of purchase is found to be moderate and their corresponding Cramer's V values are 0.185, and 0.170, respectively. Therefore, it

can be said that consumers purchase the coffee mix, because it can be used to improve friendship and to share information during drinking coffee time.

The relationship between all pairs of variables is found to be statistically significant at 1 per cent level and the result implies that consumers are more likely to buy coffee mix even if the aspect of love and affiliation needs increase. According to the survey, among the love and affiliation needs, consumers purchase the coffee mix because it can be used to improve friendship and to share more information during the drinking coffee time.

Table (4.9)   Relationship between Love and Affiliation Needs and Decision Making of Purchase

Reason Agreement Level	To Do Social Activities		To Improve Friendship		To Share More Information	
	Feq	%	Feq.	%	Feq	%
1	233	12.6	129	7.0	134	7.3
2	263	14.2	207	11.2	155	8.4
3	181	9.8	142	7.7	155	8.4
4	354	19.2	354	19.2	375	20.3
5	357	19.3	397	21.5	344	18.6
6	300	16.3	459	24.9	525	28.4
Purchase	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**
Non Purchase	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**
Total	**1846**	**100**	**1846**	**100**	**1846**	**100**
Pearson Chi-square	**40.382** **(.000)**		**63.497** **(.000)**		**70.260** **(.000)**	
Cramer's V	**0.148**		**0.170**		**0.185**	

Source: Survey data, 2013

Note: (1) The values within the parenthesis are shown as p-value (significant values) for respective Pearson Chi-square χ^2

4.2.4 Analysis on Relationship between Esteem Needs and Decision Making of Purchase

In order to see how esteem needs (to get prestige, to get attention, to describe the high living standard, and to get recognition from friends) are associated with decision making of purchase, correlation coefficients are calculated and the results are presented in

Table (4.10). The table shows the summary of frequencies in each cell and the degree of association for pairs of variables.

The relationship between the esteem needs of "to describe the high living standard" and "decision making of purchase" is very weak and its corresponding Cramer's V value is 0.128. Therefore, it can be found that, consumers slightly consider describing the high living stand when buying coffee mix.

The relationship between the esteem needs (to get prestige, to get attention, and to get recognition from friends) and decision making of purchase are found to be moderate and their corresponding Cramer's V values are 0.150, 0.152, and 0.172, respectively. Therefore it can be said that consumers rarely consider the esteem needs factors such as it can be used to get prestige, to get attention from friends and to get recognition from friends when buying coffee mix..

It is found that the relationship between all pairs of variables is found to be statistically significant at 1 per cent level and the result implies that consumers are more likely to buy coffee mix even if the aspect of "esteem needs" increase.

Table (4.10) Relationship between Esteem Needs and Decision Making of Purchase

Reason \ Agreement Level	To Get Prestige		To Get Attention		To Describe the High Living Std.		To Get recognition from friends	
	Freq No.	%	Freq No.	%	Freq No.	%	Freq No.	%
1	502	27.2	701	38.0	711	38.5	527	28.5
2	295	16.0	258	14.0	258	14.0	233	12.6
3	224	12.1	209	11.3	194	10.5	182	9.9
4	338	18.3	253	13.7	200	10.8	315	17.1
5	210	11.4	154	8.3	226	12.2	207	11.2
6	119	6.4	113	6.1	99	5.4	224	12.1
Purchase	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**
Non Purchase	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**
Total	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**
Pearson Chi-square	**41.673** (.000)		**42.528** (.002)		**30.063** (.000)		**54.808** (.000)	
Cramer's V	**0.150**		**0.152**		**0.128**		**0.172**	

Source: Survey data, 2013

Note: (1) The values within the parenthesis are shown as p-value (significant values) for

respective Pearson Chi-square χ^2

4.2.5 Analysis on Relationship between Self-Actualization Needs and Decision Making of Purchase

In order to see how self-actualization needs (to get more concentration, to get ideas, to produce more capacity, to make decision, and to think about problems) are correlated with decision making of purchase, correlation coefficients are calculated. The results are presented in Table (4.11). The table shows the summary of frequencies in each cell and the degree of association for pairs of variables.

The relationship between the self-actualization needs (to make decision and to think about problem) and decision making of purchase are moderate relationship and their corresponding Cramer's V values are 0.245 and 0.226, respectively. Therefore, it can be said that, consumers purchase the coffee mix, because it can be used to make decision and to think about problem during drink coffee time.

The relationship between the self-actualization needs (to get more concentration and to get ideas) and decision making of purchase are strong relationship and their corresponding Cramer's V values are 0.315 and 0.306, respectively. Therefore, it can be said that, consumers purchase the coffee mix, because it can be used to get more concentration and to get ideas during the drinking coffee time.

In addition, it is found that, the relationship between all pairs of variables is found to be statistically significant at 1 per cent level and the result implies that consumers are more likely to buy coffee mix even if the aspect of self-actualization needs increase. Therefore it can be concluded that consumers purchase the coffee mix because it can be used to get more concentration during the drinking coffee time.

Table (4.11)   Relationship between Self-Actualization Needs and Decision Making of Purchase

Reason / Agreement Level	To Get More Concentrate		To Get Idea		To Create More Capacity		To Make Decision		To Think About Problems	
	Freq	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	199	10.8	217	11.8	331	17.9	382	20.7	469	25.4
2	174	9.4	169	9.2	203	11.0	239	12.9	237	12.8
3	153	8.3	173	9.4	200	10.8	267	14.5	256	13.9
4	405	21.9	437	23.7	430	23.3	339	18.4	272	14.7
5	333	18.0	326	17.7	361	19.6	262	14.2	302	16.4
6	424	23.0	366	19.8	163	8.8	199	10.8	152	8.2
Purchase	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**	**1688**	**91.4**
Non Purchase	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**	**158**	**8.6**
Total	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**	**1846**	**100**
Pearson Chi-square	**183.333** **(.000)**		**172.577** **(.000)**		**124.182** **(.000)**		**111.108** **(.000)**		**94.295** **(.000)**	
Cramer's V	**0.315**		**0.306**		**0.259**		**0.245**		**0.226**	

Source: Survey data, 2013

Note: (1) The values within the parenthesis are shown as p-value (significant values) for respective Pearson Chi-square χ^2

4.2.6   Analysis on Influence of Internal Stimuli on Decision Making of purchase

In order to see how "decision making of purchase" varies with their "internal stimuli" factors, two independent sample t-test is employed. In this study, 1688 respondents answer that they buy coffee mix while 158 respondents answer that they do not buy coffee mix. The mean scores of the two groups for each factor, t-value, and its corresponding p-value are presented in Table (4.12).

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Table (4.12)   Influence of Internal Stimuli on Decision Making of Purchase

Factors	Purchase	Mean	t-value	p-value
Physiological Needs	Purchase Non Purchase	3.8194 2.5633	13.006	0.000***
Safety Needs	Purchase Non Purchase	3.9773 2.4325	12.202	0.000***
Love and Affiliation Needs	Purchase Non Purchase	4.0889 3.5675	4.860	0.000***
Esteem Needs	Purchase Non Purchase	2.7688 2.0649	6.728	0.000***
Self-Actualization Needs	Purchase Non Purchase	3.5622 2.1203	13.885	0.000***

Source: Survey data, 2013

**. Correlation is significant at the 0.05 level (2-tailed).

***. Correlation is significant at the 0.01 level (2-tailed).

As shown in Table (4.12), it is found that for physiological needs, the mean score of purchase group is 3.82 while the mean score of non-purchase group is 2.56. The t-value is 13.006 and its p-value is 0.000 and the result implies that there is a significant difference between purchase and non-purchase groups in terms of physiological needs. Therefore, it can be said that consumers purchase the coffee mix, because it can be used to get satisfaction by drinking coffee daily and to drink after meals.   Thus it can be concluded that physiological needs" has influenced on decision making in buying coffee mix.

It is found that for safety needs, the mean score of purchase group is 3.98 while the mean score of non-purchase group is 2.43. The t-value is 12.202 and its p-value is 0.000 and the result implies that there is a significant difference between purchase and non-purchase groups in terms of safety needs. Therefore, it can be said that, consumers purchase the coffee mix, because it can be used to reduce feeling sleepy and to get feel fresh during drinking coffee time. Thus it can be concluded that safety needs has influenced on decision making in buying coffee mix.

It is found that for love and affiliation needs, the mean score of purchase group is 4.09 while the mean score of non-purchase group is 3.57. The t-value is 4.860 and its p-value is 0.000 and the result implies that there is a significant difference between

purchase and non-purchase groups in terms of love and affiliation needs. Therefore, it can be said that, consumers purchase the coffee mix, because it can be used to share more information during drinking coffee time. Thus it can be concluded that love and affiliation needs has influenced on decision making in buying coffee mix.

It is found that for esteem needs, the mean score of purchase group is 2.77 while the mean score of non-purchase group is 2.07. The t-value is 6.728 and its p-value is 0.000 and the result implies that there is a significant difference between purchase and non-purchase groups in terms of esteem needs. Therefore, it can be said that, consumers purchase the coffee mix, because it can be slightly used to get more recognition of fondness of coffee from friends during drinking coffee time. Thus it can be concluded that esteem needs has influenced on decision making in buying coffee mix.

It is found that for self-actualization needs, the mean score of purchase group is 3.56 while the mean score of non-purchase group is 2.12. The t-value is 13.885 and its p-value is 0.000 and the result implies that there is a significant difference between purchase and non-purchase groups in terms of self-actualization needs. Therefore, it can be said that, consumers purchase the coffee mix, because it can be used to get more concentration during drinking coffee time. Thus it can be concluded that self-actualization needs has influenced on decision making in buying coffee mix.

Therefore it can be concluded that among the internal stimuli, physiology needs, safety needs, love and affiliation needs, esteem needs and self-actualization needs have influenced on decision making in buying coffee mix.

4.3 Analysis on Relationship between External Stimuli and Decision Making of Need Recognition

This section focuses on the relationship between the two variables: external stimuli and decision making of need recognition. External stimuli, the independent variables, include four marketing mix activities. The marketing mix activities include product, price, place and promotion activities. Decision making of need recognition, the dependent variable, can take only two values: recognize their needs because of actual requirement and recognize their needs because of motivation of environment.

In this study, relationship between the agreement level of each aspect of an external stimuli and decision making of need recognition is tested by using cross tabulation with Chi-square (χ^2) test, which is an appropriate test of association of two

categorical variables. Although Chi-square test can confirm whether there is association between external stimuli and decision making of need recognition, it cannot provide information about the degree of association between external stimuli and decision making of need recognition. Therefore, to indicate the degree of association between the two variables, Cramer's V test which can indicate the degree of association between external stimuli and "decision making of need recognition" is also employed.

4.3.1 Analysis on Relationship between Product and Decision Making of Need Recognition

In order to see how product factors(quality, better taste, bitter-sweet taste, bitter taste, aroma, popular brand, package, containing nutrient, greater sweetness, content of sachets, and content of gram) are correlated with decision making of need recognition, correlation coefficients are calculated. The results are presented in Table (4.13). The table shows the summary of frequencies in each cell and the degree of association for pairs of variables. It is found that the relationship between the product (bitter-sweet taste, bitter taste, great smell, package, containing nutrient, greater sweetness, containing of sachets, and containing of gram) and decision making of need recognition are found to be very weak and their corresponding Cramer's V values are 0.145, 0.112, 0.139, 0.100, 0.136, 0.080, 0.104, and 0.100, respectively. Thus, it can be said that consumers rarely consider the some product factors such as bitter-sweet taste, bitter taste, aroma, package, containing nutrient, greater sweetness, containing of sachets, and containing of gram to know the requirement of coffee mix.

The relationship between the product factor (quality, better taste, and popular brand) and decision making of need recognition are found to be moderate and their corresponding Cramer's V values are 0.192, 0.195, and 0.158, respectively. Thus, it can be said that most of the consumers rarely consider the quality and better taste of coffee to know the requirement of coffee mix.

In addition, it is found that, the relationship between all pairs of variables is found to be statistically significant at 1 per cent level and the result implies that consumers are more likely to have need recognition to buy coffee mix if any aspects of product factors improve.

Therefore, it can be concluded that among the product factors, most of the consumers can know the requirement of coffee mix because of product quality and better taste of product.

Table (4.13)   Relationship between Product and Decision Making of Need Recognition

Reason Agreement Level	Quality Motivation of Envir freq.	%	Actual Req: freq.	%	Better taste Motivation of Envir: freq	%	Actual Req: freq	%	Bitter-Sweet taste Motivation of Envir: freq	%	Actual Req: freq	%	Bitter taste Motivation of Envir: freq	%	Actual Req: freq	%	Aroma Motivation of Envir: Freq	%	Actual Req: freq	%	Popular Brand Motivation of Envir: Freq	%	Actual Req: freq	%	Package Motivation of Envir: Freq	%	Actual Req: freq	%	Contain Nutrient Motivation of Envir: Freq	%	Actual Req: freq	%	Greater Sweetness Motivation of Envir: freq	%	Actual Req: freq	%	Contains of Sachets Motivation of Envir: freq	%	Actual Req: freq	%	Contains gram Motivation of Envir freq	%	Actual Req:: Freq	%
1	35	1.9	92	5.0	22	1.2	23	1.2	111	6.0	87	4.7	111	6.0	157	8.5	36	2.0	53	2.9	99	5.4	81	4.4	158	8.6	146	7.9	85	4.6	145	7.9	291	15.8	344	18.6	322	17.4	283	15.3	317	17.2	288	15.6
2	71	3.8	37	2.0	65	3.5	19	1.0	109	5.9	72	3.9	93	5.0	74	4.0	102	5.5	58	3.1	64	3.5	84	4.6	144	7.8	142	7.7	86	4.7	126	6.8	112	6.1	141	7.6	133	7.2	178	9.6	146	7.9	177	9.6
3	29	1.6	71	3.8	23	1.2	71	3.8	60	3.3	102	5.5	81	4.4	117	6.3	48	2.6	106	5.7	61	3.3	160	8.7	88	4.8	146	7.9	186	10.1	152	8.2	131	7.1	158	8.6	100	5.4	153	8.3	94	5.1	130	7.0
4	113	6.1	72	3.9	56	3.0	108	5.9	149	8.1	222	12.0	176	9.5	201	10.9	155	8.4	169	9.2	103	5.6	132	7.2	151	8.2	219	11.9	160	8.7	167	9.0	158	8.6	127	6.9	111	6.0	121	6.6	123	6.7	195	10.6
5	173	9.4	165	8.9	98	5.3	155	8.4	168	9.1	238	12.9	146	7.9	214	11.6	184	10.0	204	11.1	229	12.4	203	11.0	193	10.5	205	11.1	131	7.1	205	11.1	108	5.9	144	7.8	118	6.4	158	8.6	102	5.5	113	6.1
6	436	23.6	552	29.9	593	32.1	613	33.2	260	14.1	268	14.5	250	13.5	226	12.2	332	18.0	399	21.6	301	16.3	329	17.8	123	6.7	131	7.1	209	11.3	194	10.5	57	3.1	75	4.1	73	4.0	96	5.2	75	4.1	86	4.7
Total	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6
Pearson Chi-square	67.729 (.000)				70.305 (.000)				38.675 (.000)				22.994 (.000)				35.712 (.000)				46.036 (.000)				18.631 (.000)				34.362 (.000)				11.861 (.000)				20.151 (.000)				18.423 (.000)			
Cramer's V	0.192				0.195				0.145				0.112				0.139				0.158				0.100				0.136				0.080				0.104				0.100			

Source: Survey data, 2013

Note: (1) The values within the parenthesis are shown as p-value (significant values) for respective Pearson Chi-square χ^2

4.3.2 Analysis on Relationship between Price and Decision Making of Need Recognition

In order to see how price factors (fair price, cheaper price, and expensive price) are associated with decision making of need recognition, correlation coefficients are calculated. The results are presented in Table (4.14).The table shows the summary of frequencies in each cell and the degree of association for pairs of variables.

Table (4.14)   Relationship between Price and Decision Making of Need Recognition

Reason	Fair Price				Cheaper Price				Expensive Coffee			
	Motivation of Environment		Actual Requirement		Motivation of Environment		Actual Requirement		Motivation of Environment		Actual Requirement	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	234	12.7	254	13.8	275	14.9	388	21.0	159	8.6	197	10.7
2	143	7.7	165	8.9	194	10.5	140	7.6	101	5.5	126	6.8
3	113	6.1	202	10.9	144	7.8	170	9.2	113	6.1	114	6.2
4	135	7.3	144	7.8	108	5.9	121	6.6	208	11.3	208	11.3
5	118	6.4	130	7.0	81	4.4	100	5.4	151	8.2	204	11.1
6	114	6.2	94	5.1	55	3.0	70	3.8	125	6.8	140	7.6
Total	**857**	**46.4**	**989**	**53.6**	**857**	**46.4**	**989**	**53.6**	**857**	**46.4**	**989**	**53.6**
Pearson Chi-square	**21.000** (0.001)				**25.366** (0.000)				**6.168** (0.290)			
Cramer's V	**0.107**				**0.117**				**0.058**			

Source: Survey data, 2013

Note: (1) The values within the parenthesis are shown as p-value (significant values) for respective Pearson Chi-square χ^2

The relationship between the price factor s(fair price, cheaper price, and expensive price) and decision making of need recognition are found to be very weak and their corresponding Cramer's V values are 0.107, 0.117, and 0.058, respectively. Therefore, it can be said that consumers slightly consider the price factor such as fair price, cheaper price, and expensive price to know the requirement of coffee mix.

In addition, it can be found that, the relationship between fair price, cheaper price, and decision making of need recognition are found to be statistically significant at 1 per

cent level and the result implies that consumers are more likely to have need recognition to buy coffee mix if those two aspects of price factors improve.

4.3.3 Analysis on Relationship between Promotion and Decision Making of Need Recognition

In order to see how promotion factors (sales promotion, hospitality of staff, services of staff, sponsorship activities, coupon systems, promotion period, lucky draws, giving presents, attraction of TV, attraction of radio, attraction of magazines, attraction of newspapers, billboard, and commercials on buses and cars) are correlated with decision making of need recognition, correlation coefficients are calculated. The results are presented in Table (4.15). The table shows the summary of frequencies in each cell and the degree of association for pairs of variables.

It is found that the relationship between variables is just very weak. The relationship between the promotion factor (hospitality of staff, services of staff, sponsorship activities, coupon system, promotion period, lucky draw, giving present, attraction of TV, attraction of radio, attraction of magazines, attraction of newspapers, billboards, and commercials on buses and cars) and decision making of need recognition are found to be very weak and their corresponding Cramer's V values are 0.079, 0.101, 0.081, 0.085, 0.053, 0.126, 0.124, 0.124, 0.114, 0.131, 0.104, 0.118, 0.048, and 0.071, respectively. Therefore, it can be said that consumers can get a few information to know the requirement of coffee mix because of promotion factors such as hospitality of staff, services of staff, sponsorship activities, coupon system, promotion period, lucky draw, giving present, attraction of TV, attraction of radio, attraction of magazines, attraction of newspapers, billboards, and commercials on buses and cars.

In addition, the relationship between all pairs of variables (except for coupon system, billboard, and commercials on buses and cars) are found to be statistically significant at 5 per cent level and the result indicating that consumers are more likely to have need recognition to buy coffee mix if those significant aspects of promotion factors improve. Therefore it can be concluded that promotion activities have affected on decision making of need recognition.

Table (4.15)   Relationship between Promotion and Decision Making of Need Recognition

Agreement Level	Sales Promotion Activity				Hospitality of Staff				Services of Staff				Sponsorship Activities				Coupon System				Promotion Period				Lucky draws			
Reason	Motivation of Envir:		Actual Req:		Motivation of Envir:		Actual Req:		Motivation of Envir:		Actual Req:		Motivation of Envir:		Actual Req:		Motivation of Envir:		Actual Req:		Motivation of Envir:		Actual Req:		Motivation of Envir:		Actual Req:	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	242	13.1	334	18.1	186	10.1	275	14.9	262	14.2	279	15.1	257	13.9	342	18.5	295	16.0	352	19.1	315	17.1	287	15.5	288	15.6	297	16.1
2	101	5.5	126	6.8	144	7.8	157	8.5	104	5.6	167	9.0	158	8.6	174	9.4	125	6.8	152	8.2	122	6.6	139	7.5	108	5.9	147	8.0
3	157	8.5	139	7.5	145	7.9	117	6.3	110	6.0	126	6.8	119	6.4	122	6.6	132	7.2	124	6.7	99	5.4	116	6.3	136	7.4	103	5.6
4	194	10.5	224	12.1	217	11.8	277	15.0	229	12.4	258	14.0	180	9.8	199	10.8	150	8.1	193	10.5	133	7.2	239	12.9	137	7.4	236	12.8
5	119	6.4	117	6.3	106	5.7	108	5.9	88	4.8	108	5.9	80	4.3	110	6.0	95	5.1	111	6.0	92	5.0	122	6.6	108	5.9	121	6.6
6	44	2.4	49	2.7	59	3.2	55	3.0	64	3.5	51	2.8	63	3.4	42	2.3	60	3.3	57	3.1	96	5.2	86	4.7	80	4.3	85	4.6
Total	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6
Pearson Chi-square	11.602 (.041)				18.840 (.002)				12.125 (.033)				13.389 (.020)				5.202 (.392)				29.425 (.000)				38.718 (.000)			
Cramer's V	0.079				0.101				0.081				0.085				0.053				0.126				0.124			

Source: Survey data, 2013

Note: (1) The values within the parenthesis are shown as p-value (significant values) for respective Pearson Chi-square χ^2

Table (4.15) Relationship between Promotion and Decision Making of Need Recognition"(Contd.)

Agreement Level	Give as Present Motivation of Envir: Freq	%	Actual Req: Freq	%	Attraction of TV Motivation of Envir: Freq	%	Actual Req: Freq	%	Attraction of Radio Motivation of Envir: Freq	%	Actual Req: Freq	%	Attraction of Magazine Motivation of Envir: Freq	%	Actual Req: Freq	%	Attraction of Newspaper Motivation of Envir: Freq	%	Actual Req: Freq	%	Billboard Motivation of Envir: Freq	%	Actual Req: Freq	%	Commercials on bus and cars Motivation of Envir: Freq	%	Actual Req: Freq	%
1	277	15.0	287	15.5	237	12.8	266	14.4	271	14.7	340	18.4	312	16.9	311	16.8	276	15.0	313	17.0	292	15.8	378	20.5	299	16.2	397	21.5
2	105	5.7	153	8.3	149	8.1	151	8.2	149	8.1	164	8.9	139	7.5	173	9.4	137	7.4	182	9.9	190	10.3	216	11.7	204	11.1	238	12.9
3	134	7.3	103	5.6	134	7.3	112	6.1	177	9.6	129	7.0	142	7.7	135	7.3	185	10.0	171	9.3	103	5.6	115	6.2	118	6.4	133	7.2
4	154	8.3	252	13.7	156	8.5	229	12.4	133	7.2	194	10.5	139	7.5	186	10.1	120	6.5	140	7.6	144	7.8	151	8.2	135	7.3	125	6.8
5	108	5.9	119	6.4	99	5.4	161	8.7	85	4.6	134	7.3	84	4.6	149	8.1	82	4.4	148	8.0	90	4.9	89	4.8	70	3.8	72	3.9
6	79	4.3	75	4.1	82	4.4	70	3.8	42	2.3	28	1.5	41	2.2	35	1.9	57	3.1	35	1.9	38	2.1	40	2.2	31	1.7	24	1.3
Total	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6
Pearson Chi-square	28.160 (.000)				23.910 (.000)				31.907 (.000)				19.951 (.001)				25.654 (.000)				4.170 (.525)				9.223 (.101)			
Cramer's V	0.124				0.114				0.131				0.104				0.118				0.048				0.071			

Source: Survey data, 2013

Note: (1) The values within the parenthesis are shown as p-value (significant values) for respective Pearson Chi-square χ^2

4.3.4 Analysis on Relationship between Place and Decision Making of Need Recognition

In order to see how place factors (any time, many place, same price regardless of time, same prices regardless of places, desired brands, and convenient to buy) are associated with decision making of need recognition, correlation coefficients are calculated. The results are presented in Table (4.16). The table shows the summary of frequencies in each cell and the degree of association for pairs of variables.

According to the table (4.16), it is found that the relationship between the place factors (any time, many places, same prices regardless of time, same prices regardless of places, desired brands, and convenient to buy) and decision making of need recognition are found to be very weak and their corresponding Cramer's V values are 0.040, 0.069, 0.059, 0.092, 0.056, and 0.076, respectively. Therefore, it can be said that consumers slightly know the requirement of coffee mix, because of some place factors such as any time, many places, same prices regardless of time, same prices regardless of places, desired brands, and convenient to buy

 In addition, it can be found that , the relationship between all pairs of variables (except for same price regardless of place) is found to be statistically not significant, the result indicating that there is no association between   place factors and decision making of need recognition..

Table (4.16)   Relationship between Place and Decision Making of Need Recognition

Agreement Level / Reason	Any Time — Motivation of Environment		Any Time — Actual Requirement		Many Place — Motivation of Environment		Many Place — Actual Requirement		Same Price Regardless of Time — Motivation of Environment		Same Price Regardless of Time — Actual Requirement		Same Price Regardless of Place — Motivation of Environment		Same Price Regardless of Place — Actual Requirement		Desired Brands — Motivation of Environment		Desired Brands — Actual Requirement		Convenient to Buy — Motivation of Environment		Convenient to Buy — Actual Requirement	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	56	3.0	65	3.5	63	3.4	67	3.6	66	3.6	73	4.0	71	3.8	75	4.1	61	3.3	65	3.5	65	3.5	69	3.7
2	49	2.7	55	3.0	43	2.3	57	3.1	68	3.7	83	4.5	70	3.8	103	5.6	63	3.4	78	4.2	61	3.3	71	3.8
3	66	3.6	87	4.7	67	3.6	72	3.9	6.5	3.5	94	5.1	87	4.7	83	4.5	70	3.8	97	4.3	73	4.0	93	5.0
4	189	10.2	189	10.2	180	9.8	161	8.7	191	10.3	184	10.0	196	10.6	185	10.0	190	10.3	192	10.4	184	10.0	192	10.4
5	172	9.3	209	11.3	175	9.5	232	12.6	192	10.4	246	13.3	164	8.9	248	13.4	227	12.3	241	13.1	218	11.8	208	11.3
6	325	17.6	384	20.8	329	17.8	400	21.7	275	14.9	309	16.7	269	14.6	295	16.0	246	13.3	316	17.1	256	13.9	356	19.3
Total	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6
Pearson Chi-square	2.977 (.703)				8.826 (.116)				6.494 (.261)				15.783 (.007)				5.827 (.323)				10.647 (.059)			
Cramer's V	0.040				0.069				0.059				0.092				0.056				0.076			

Source: Survey data, 2013

Note: (1) The values within the parenthesis are shown as p-value (significant values) for respective Pearson Chi-square χ^2

4.3.5 Analysis on Influence of External Stimuli on Decision Making of Need Recognition

In order to test whether there are differences between need recognition because of actual requirement group and need recognition because of motivation of environment group in terms of their mean scores of external stimuli, two independent sample t-test is employed. In the survey for this study, 857 respondents answer they recognize their need because of motivation of environment while 989 respondents answer they recognize their need because of actual requirement. The mean scores of the two groups for each factor, t-value, and its corresponding p-value are presented in Table (4.17).

Table (4.17) Influence of External Stimuli on Decision Making of Need Recognition

Factors	Need Recognition	Mean	t-value	p-value
Product	Actual Requirement	3.9105	0.540	0.589
	Motivation of Environment	3.9323		
Price	Actual Requirement	3.1007	0.891	0.373
	Motivation of Environment	3.0485		
Place	Actual Requirement	4.4407	0.638	0.523
	Motivation of Environment	4.4479		
Promotion	Actual Requirement	4.2115	3.246	0.001**
	Motivation of Environment	4.0182		

Source: Surveyed data, 2013

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

As shown in Table (4.17), it is found that for product factors, the mean score of "actual requirement group" is 3.91 while the mean score of "motivation of environment group" is 3.93. The t-value is 0.540 and its p-value is 0.589 and the result implies that there is no significant difference between "actual requirement group" and "motivation of environment group" in terms of product activities. Therefore it can be said that product factors are not affected on "decision making of need recognition".

It is found that for price factors, the mean score of "need recognition because of actual requirement group" is 3.10 while the mean score of "need recognition because of motivation of requirement group" is 3.05. The t-value is 0.891 and its p-value is 0.373 and the result implies that there is no significant difference between "need recognition

because of actual requirement" group and "need recognition because of motivation of environment" group in terms of price activities. Therefore it can be said that price factors have not influenced on "decision making of need recognition".

It can be found that for promotion factors, the mean score of "actual requirement group" is 4.21 while the mean score of "motivation of environment group" is 4.02. The t-value is 3.246 and its p-value is 0.001 and results imply that there is significant difference between "need recognition because of actual requirement" and "need recognition because of motivation of environment" groups in terms of promotion activities. Therefore it can be concluded that, promotion have affected on decision making of need recognition. Thus, it is found that promotion stimulus the need recognition of consumers' decision making.

It is found that for place factors, the mean score of "actual requirement group" is 4.44 while the mean score of "motivation of environment group" is 4.45. The t-value is 0.638 and its p-value is 0.523, indicating that there is no significant difference between actual requirement and motivation of environment groups in terms of place activities. Therefore it can be said that place have not influenced on decision making of need recognition. Therefore, it can be concluded that among the external stimuli, promotion have influenced on need recognition of consumers. Therefore, it can be said that manufactures and marketers of coffee mix ought to use the attractive promotion program to know their product for target consumers.

4.4 Analysis on Relationship between Internal Stimuli and Decision Making of Need Recognition

This section focuses on the relationship between internal stimuli and decision making of need recognition. Among the motivation theories, this study focuses on Maslow's hierarchy of needs theory. These needs are physiological needs, safety needs, love and affiliation needs, esteem needs and self-actualization needs. Decision making of need recognition is divided into two: "need recognition because of actual requirement" and need recognition because of motivation of environment". The association between two variables is analyzed by cross tabulation with Chi-square test statistic and Cramer's V coefficient.

4.4.1 Analysis on Relationship between Physiological Needs and Decision Making of Need Recognition

In order to how physiological needs (to satisfy the hunger, to get satisfaction by drinking daily, to drink when passing through café, and to drink after meal) are correlated with decision making of need recognition, correlation coefficients are calculated in Table (4.18). The table shows the result of frequencies in each cell and the degree of association for pairs of variables.

In Table (4.18), it is found that the relationship between variables is just very weak. The degree of association between the physiological needs (to satisfy the hunger, to get satisfaction by drinking daily, to drink when passing through café, and to drink after meal) and need recognition are found to be very weak and their corresponding Cramer's V values are 0.140, 0.130, 0.150, and 0.144, respectively. Therefore, it can be said that consumers know the requirement of coffee mix because of physiological needs factors such as to satisfy the hunger, to get satisfaction by drinking daily, to drink when passing through café, and to drink after meal. These factors can be motivated the need recognition of consumers' decision making.

In addition, the relationship between all pairs of variables is found to be statistically significant at 1 per cent level and the result implies that consumers are more likely to have need recognition to buy coffee mix even if the aspect of physiological needs increase. Therefore, it can be concluded that among the physiological needs, most of the consumers know the requirement of coffee mix because of consumers' desire to drink it. Therefore, coffee mix marketers should try to know the needs of consumers' desire.

Table (4.18)   Relationship between Physiological Needs and Decision Making of Need Recognition

Reason / Agreement Level	To Satisfy the Hungriness				To Satisfy by Drink Daily				Want to Drink				To Drink After Eating Food			
	Motivation of Environment		Actual Requirement		Motivation of Environment		Actual Requirement		Motivation of Environment		Actual Requirement		Motivation of Environment		Actual Requirement	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	215	11.6	321	17.4	132	7.2	216	11.7	167	9.0	270	14.6	204	11.1	272	14.7
2	86	4.7	115	6.2	54	2.9	84	4.6	86	4.7	105	5.7	100	5.4	101	5.5
3	106	5.7	87	4.7	89	4.8	62	3.4	122	6.6	130	7.0	83	4.5	140	7.6
4	157	8.5	225	12.2	130	7.0	157	8.5	163	8.8	171	9.3	145	7.9	165	8.9
5	167	9.0	148	8.0	113	6.1	151	8.2	164	8.9	139	7.5	109	5.9	161	8.7
6	126	6.8	93	5.0	339	18.4	319	17.3	155	8.4	174	9.4	216	11.7	150	8.1
Total	**857**	**46.4**	**989**	**53.6**	**857**	**46.4**	**989**	**53.6**	**857**	**46.4**	**989**	**53.6**	**857**	**46.4**	**989**	**53.6**
Pearson Chi-square	**35.986**				**30.963**				**20.438**				**38.252**			
	(.000)				**(.000)**				**(.001)**				**(.000)**			
Cramer's V	**0.140**				**0.130**				**0.150**				**0.144**			

Source: Survey data, 2013

Note: (1) The values within the parenthesis are shown as p-value (significant values) for respective Pearson Chi-square χ^2

4.4.2 Analysis on Relationship between Safety Needs and Decision Making of Need Recognition

In order to see how safety needs (to stress out, to reduce anxiety, to reduce sleepiness, to reduce stress, for health, and to keep fresh) are associated with decision making of need recognition , correlation coefficients are calculated in Table (4.19). The table shows the summary of frequencies in each cell and the degree of association for pairs of variables.

In Table (4.19), it is found that the relationship between the safety needs (to stress out, to reduce anxiety, for health, and to keep fresh) and decision making of need recognition are found to be very weak and their corresponding Cramer's V values are 0.145, 0.093, 0.097, and 0.110, respectively. Thus, it can be said that consumers know the requirement of coffee mix, because of safety needs factors such as to stress out, to reduce anxiety, for health, and to keep fresh. These factors can be motivated the need recognition of consumers' decision making.

The relationship between the safety needs (to reduce sleepiness and to reduce stress) and decision making of need recognition are found to be moderate, and their corresponding Cramer's V values are 0.152 and 0.152, respectively. Thus, it can be said that consumers know the requirement of coffee mix, because of to reduce sleepiness and to reduce stress.

The relationship between all pairs of variables is found to be statistically significant at 1 per cent level and the result implies that consumers are more likely to have need recognition to buy coffee mix even if the aspect of safety needs increase. Therefore, it can be concluded that among the safety needs, most of consumers know the requirement of coffee mix because of to reduce sleepiness and to keep fresh.

Table (4.19)   Relationship between Safety Needs and Decision Making of Need Recognition

Reason / Agreement Level	To Stress Out				To Reduce Anxeity				To Reduce Sleepiness				To Reduce Stress				For Health				To Keep Fresh			
	Motivation of Environment		Actual Requirement		Motivation of Environment		Actual Requirement		Motivation of Environment		Actual Requirement		Motivation of Environment		Actual Requirement		Motivation of Environment		Actual Requirement		Motivation of Environment		Actual Requirement	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	114	6.2	204	11.1	166	9.0	212	11.5	87	4.7	185	10.0	99	5.4	181	9.8	206	11.2	193	10.5	80	4.3	130	7.0
2	78	4.2	95	5.1	85	4.6	106	5.7	50	2.7	58	3.1	74	4.0	104	5.6	118	6.4	190	10.3	57	3.1	77	4.2
3	68	3.7	75	4.1	110	6.0	78	4.2	49	2.7	61	3.3	74	4.0	78	4.2	97	5.3	118	6.4	73	4.0	70	3.8
4	168	9.1	192	10.4	195	10.6	202	10.9	152	8.2	189	10.2	170	9.2	183	9.9	156	8.5	199	10.8	183	9.9	238	12.9
5	143	7.7	203	11.0	158	8.6	206	11.2	213	11.5	253	13.7	168	9.1	239	12.9	165	8.9	187	10.1	205	11.1	257	13.9
6	286	15.5	220	11.9	143	7.7	185	10.0	306	16.6	243	13.2	272	14.7	204	11.1	115	6.2	102	5.5	259	14.0	217	11.8
Total	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6	857	46.4	989	53.6
Pearson Chi-square	38.858 (.000)				15.827 (.007)				42.668 (.000)				42.533 (.000)				17.318 (.004)				22.372 (.000)			
Cramer's V	0.145				0.093				0.152				0.152				0.097				0.110			

Source: Survey data, 2013

Note: (1) The values within the parenthesis are shown as p-value (significant values) for respective Pearson Chi-square χ^2

4.4.3 Analysis on Relationship between Love and Affiliation Needs and Decision Making of Need Recognition

In order to see how love and affiliation needs (to do social activities, to improve friendship, and to share more information) are associated with decision making of need recognition, correlation coefficients are calculated in Table (4.20). The table shows the results of frequencies in each cell and the degree of association for pairs of variables.

Table (4.20)   Relationship between Love and Affiliation Needs and Decision Making of Need Recognition

Reason / Agreement Level	To Do Social Activities				To Improve Friendship				To Share more Information			
	Motivation of Environment		Actual Requirement		Motivation of Environment		Actual Requirement		Motivation of Environment		Actual Requirement	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	125	6.8	135	7.3	76	4.1	74	4.0	73	4.0	82	4.4
2	101	5.5	185	10.0	61	3.3	160	8.7	73	4.0	97	5.3
3	94	5.1	105	5.7	76	4.1	79	4.3	79	4.3	92	5.0
4	152	8.2	264	14.3	184	10.0	241	13.1	166	9.0	276	15.0
5	195	10.6	179	9.7	205	11.1	212	11.5	158	8.6	208	11.3
6	190	10.3	121	6.6	255	13.8	223	12.1	308	16.7	234	12.7
Total	**857**	**46.4**	**989**	**53.6**	**857**	**46.4**	**989**	**53.6**	**857**	**46.4**	**989**	**53.6**
Pearson Chi-square	62.693 (.000)				45.130 (.000)				39.974 (.000)			
Cramer's V	0.184				0156				0.147			

Source: Survey data, 2013

Note: (1) The values within the parenthesis are shown as p-value (significant values) for respective Pearson Chi-square χ^2

It is found that the relationship between variables range from very weak to moderate. The degree of association between the love and affiliation needs factors such as to share more information and need recognition are very weak and its corresponding Cramer's V value is 0.147. The degree of association between the love and affiliation needs (to do social activities and to improve friendship) and decision making of need recognition are found to be moderate and their corresponding Cramer's V values are 0.184, and 0.156, respectively. Therefore, it can be said that, consumers rarely know the

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requirement of coffee mix because of to do social activities and to improve friendship during drinking coffee time.

In addition, the relationship between all pairs of variables is found to be statistically significant at 1 per cent level and thus the result implies that consumers are more likely to have need recognition to buy coffee mix even if the aspect of love and affiliation needs increase. Therefore it can be concluded that among the love and affiliation needs, most of the consumers know the requirement of coffee mix because of the factors like to do social activities and to improve friendship.

4.4.4 Analysis on Relationship between Esteem Needs and Decision Making of Need Recognition

In order to see how esteem needs (to get prestige, to get attention, to describe the high living standard and to get recognition from friends) are associated with decision making of need recognition, correlation coefficients are calculated in Table (4.21).The table shows the result of frequencies in each cell and the degree of association for pairs of variables.

Table (4.21) Relationship between Esteem Needs and Decision Making of Need Recognition

Reason / Agreement Level	To Get Prestige				To Get Attention				To Describe the High Living Std.				To Get Recognize From Friends			
	Motivation of Environment		Actual Requirement		Motivation of Environment		Actual Requirement		Motivation of Environment		Actual Requirement		Motivation of Environment		Actual Requirement	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	267	14.5	286	15.5	341	18.5	466	25.2	336	18.2	476	25.8	233	12.6	387	21.0
2	161	7.1	221	12.0	123	6.7	148	8.0	120	6.5	157	8.5	112	6.1	140	7.6
3	107	5.8	134	7.3	103	5.6	116	6.3	115	6.2	92	5.0	99	5.4	94	5.1
4	180	9.8	179	9.7	162	8.8	101	5.5	106	5.7	102	5.5	190	10.3	135	7.3
5	115	6.2	103	5.6	86	4.7	83	4.5	136	7.4	100	5.4	101	5.5	122	6.6
6	57	3.1	66	3.6	42	2.3	75	4.1	44	2.4	62	3.4	122	6.6	111	6.0
Total	**857**	**46.4**	**989**	**53.6**	**857**	**46.4**	**989**	**53.6**	**857**	**46.4**	**989**	**53.6**	**857**	**46.4**	**989**	**53.6**
Pearson Chi-square	18.668 (.002)				36.698 (.002)				30.980 (.000)				44.083 (.000)			
Cramer's V	0.101				0.141				0.130				0.155			

Source: Survey data, 2013

Note: (1) The values within the parenthesis are shown as p-value (significant values) for respective Pearson Chi-square χ^2

It is found that the degree of association between variables range from very weak to moderate. The relationship between the esteem needs (to get prestige, to get attention, and to describe the high living standard) are associated with decision making of need recognition, is found to be very weak and their corresponding Cramer's V values are 0.101, 0.141, and 0.130, respectively. Thus , it can be said that consumer slightly know the requirement of coffee mix because of esteem needs factors such as to get prestige, to get attention, and to describe the high living standard during drinking coffee time.

The relationship between the esteem needs of to get recognition from friends and decision making of need recognition is moderate and its corresponding Cramer's V value is 0.155. Therefore, it can be said that consumers know the requirement of coffee mix, because of to get recognition from friends during drinking coffee time.

In addition, it is found that, the relationship between all pairs of variables is found to be statistically significant at 1 per cent level and the result implies that consumers are more likely to have need recognition to buy coffee mix if any aspect of esteem needs increase. Therefore it can be concluded that among the esteem needs, most of the consumers know the requirement of coffee mix because of to get recognition from friends.

4.4.5 Analysis on Relationship between Self-Actualization Needs and Decision Making of Need Recognition

In order to see how self-actualization need (to get more concentration , to get ideas, to create more capacity, to make decision, and to think about problems) are associated with decision making of need recognition, correlation coefficients are calculated in Table (4.22).The table shows the result of frequencies in each cell and the degree of association for pairs of variables.

It is found that the relationship between the self-actualization needs (to get more concentration, to get ideas, to create more capacity, and to think about problems) and need recognition are very weak and their corresponding Cramer's V values are 0.093, 0.087, 0.130, and 0.097, respectively. Therefore, it can be said that consumers know the requirement of coffee mix because of self-actualization needs factors such as to get more concentration, to get ideas, to create more capacity, and to think about problems during drinking coffee time.

The relationship between the "to make better decision" and need recognition are moderate, and its corresponding Cramer's V value is 0.162. Therefore, it can be said that

consumers rarely know the requirement of coffee mix because of "self-actualization needs" factors such as "to make better decision" during coffee time.

In addition, the relationship between all pairs of variables is found to be statistically significant at least at 5 per cent level and thus the result implies that consumers are more likely to have need recognition to buy coffee mix even if the aspect of self-actualization needs increase. Therefore it can be concluded that among the self-actualization needs, most of the consumers know the requirement of coffee mix because of the factor "to make better decision".

Table (4.22)   Relationship between Self-actualization Needs and Decision Making of Need Recognition

Reason / Agreement Level	To Get More Concentrate				To Get Idea				To Create More Capacity				To Make Better Decision				To Think About Problems			
	Motivation of Environment		Actual Requirement		Motivation of Environment		Actual Requirement		Motivation of Environment		Actual Requirement		Motivation of Environment		Actual Requirement		Motivation of Environment		Actual Requirement	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	110	6.0	168	9.1	119	6.4	178	9.6	174	9.4	240	13.0	211	11.4	227	12.3	266	14.4	300	16.3
2	76	4.1	119	6.4	77	4.2	114	6.2	104	5.6	134	7.3	104	5.6	199	10.8	108	5.9	158	8.6
3	89	4.8	80	4.3	96	5.2	92	5.0	95	5.1	116	6.3	160	8.7	119	6.4	153	8.3	116	6.3
4	199	10.8	221	12.0	219	11.9	235	12.7	256	13.9	188	10.2	140	7.6	215	11.6	128	6.9	152	8.2
5	162	8.8	189	10.2	155	8.4	190	10.3	153	8.3	220	11.9	127	6.9	144	7.8	132	7.2	177	9.6
6	221	12.0	212	11.5	191	10.3	180	9.8	75	4.1	91	4.9	115	6.2	85	4.6	70	3.8	86	4.7
Total	**857**	**46.4**	**989**	**53.6**	**857**	**46.4**	**989**	**53.6**	**857**	**46.4**	**989**	**53.6**	**857**	**46.4**	**989**	**53.6**	**857**	**46.4**	**989**	**53.6**
Pearson Chi-square	**16.122** (.007)				**14.047** (.015)				**31.105** (.000)				**48.616** (.000)				**17.432** (.004)			
Cramer's V	**0.093**				**0.087**				**0.130**				**0.162**				**0.097**			

Source: Survey data, 2013

Note: (1) The values within the parenthesis are shown as p-value (significant values) for respective Pearson Chi-square χ^2

4.4.6 Analysis on Influence of Internal Stimuli and Decision Making of Need Recognition

In order to test whether there is a difference between "actual requirement group" and "motivation of environment group" in terms of their mean scores of internal stimuli, two independent sample t-test is employed. In the survey for this study, 857 respondents answer they recognize their need to buy coffee mix because of actual requirement while 898 respondents answer, they recognize their needs to buy coffee mix because of motivation of environment. The mean scores of the two groups for each factor, t-value, and its corresponding p-value are presented in Table (4.23).

Table (4.23) Influence of Internal Stimuli and Decision Making of Need Recognition

Factors	Need Recognition	Mean	t-value	p-value
Physiological Need	Actual Requirement	3.8748	5.308	0.000***
	Motivation of Environment	3.5707		
Safety Need	Actual Requirement	3.9739	3.774	0.000***
	Motivation of Environment	3.7334		
Love and Affiliation Needs	Actual Requirement	4.2034	4.559	0.000***
	Motivation of Environment	3.9063		
Esteem Needs	Actual Requirement	2.8451	4.025	0.000***
	Motivation of Environment	2.5902		
Self-actualization Needs	Actual Requirement	3.5104	2.080	0.038**
	Motivation of Environment	3.3767		

Source: Survey data, 2013

**. Correlation is significant at the 0.05 level (2-tailed).

***. Correlation is significant at the 0.01 level (2-tailed).

As shown in Table (4.23), it is found that for physiological needs, the mean score of "actual requirement group" is 3.88 while the mean score of "motivation of environment group" is 3.57. The t-value is 5.308 and its p-value is 0.000 and the result implies that there is a significant difference between "recognize their need because of actual requirement" and "recognize their needs because of motivation of environment" groups in terms of "physiological needs". Therefore, it can be said that consumers know the requirement of coffee mix because of stimulus of physiological needs. Thus it can be said that physiological needs has influenced on need recognition.

It is found that, for safety needs, the mean score of "actual requirement group" is 3.97 while the mean score of "motivation of environment group" is 3.73. The t-value is

3.774 and its p-value is 0.000, indicating that there is a significant difference between actual requirement and motivation of environment groups in terms of safety needs. Therefore, it can be said that consumers know the requirement of coffee mix because of stimulus of "safety needs". Thus it can be said that safety needs has influenced on need recognition.

It is found that, for love and affiliation needs, the mean score of "actual requirement" group is 4.20 while the mean score of "motivation of environment" group is 3.91. The t-value is 4.559 and its p-value is 0.000. The result indicating that there is a significant difference between "actual requirement group" and "motivation of environment group" in terms of love and affiliation needs. Therefore, it can be said that consumers know the requirement of coffee mix because of stimulus of love and affiliation needs .Thus it can be said that "love and affiliation needs" has influenced on "decision making need recognition".

It is found that for esteem needs, the mean score of "actual requirement group" is 2.85 while the mean score of "motivation of environment group" is 2.59. The t-value is 4.025 and its p-value is 0.000 and the result indicating that there is a significant difference between "actual requirement group" and" motivation of environment group" in terms of esteem needs. Therefore, it can be said that consumers know the requirement of coffee mix because of stimulus of esteem needs. Thus it can be said that esteem needs has influenced on "decision making need recognition.

It is found that for self-actualization needs, the mean score of "actual requirement group" is 3.51 while the mean score of "motivation of environment group" is 3.38. The t-value is 2.080 and its p-value is 0.038 and the result implies that there is a significant difference between "need recognition because of actual requirement" and "need recognition because of motivation of environment" groups in terms of "self-actualization needs". Therefore, it can be said that consumers know the requirement of coffee mix because of stimulus of self-actualization needs .Thus it can be said that self actualization needs, has influence on "decision making of need recognition".

Therefore it can be concluded that all internal stimuli have influenced on "decision making of need recognition" of coffee mix consumers.

4.5 Analysis on Influence of External Stimuli and Internal Stimuli on Decision Making of Purchase

In order to test whether there is a difference between purchase group and non-purchase group in terms of their mean scores of overall internal stimuli and external stimuli factors, two independent sample t-test is employed. The mean scores of the two groups, t-value, and its corresponding p-value are presented in Table (4.24).

Table (4.24) Influence of External Stimuli and Internal Stimuli on Decision Making of Purchase

Stimuli	Purchase	Mean	t-value	p-value
External	Purchase	3.6303	3.999	0.000***
	Non-Purchase	3.3688		
Internal	Purchase	3.6282	13.076	0.000***
	Non-Purchase	2.4911		

Source: Survey data, 2013

**. Correlation is significant at the 0.05 level (2-tailed).

***. Correlation is significant at the 0.01 level (2-tailed).

As shown in Table (4.24), it is found that, for external stimuli, the mean score of purchase group is 3.63 while the mean score of non-purchase group is 3.37. The t-value is 3.999 and its p-value is 0.000 and the result implies that there is a significant difference between purchase and non-purchase groups in terms of external stimuli. Thus, it can be said that consumers purchase the coffee mix, because of motivation of external stimuli. Therefore it can be said that external stimuli have affected on decision making in buying coffee mix.

It can be found that for internal stimuli, the mean score of purchase group is 3.63 while the mean score of non-purchase group is 2.49. The t-value is 13.076 and its p-value is 0.000 and the result implies that there is a significant difference between purchase and non-purchase groups in terms of internal stimuli. Thus, it can be said that consumers purchase the coffee mix because of motivation of internal stimuli. Therefore, it can be concluded that both external stimuli and internal stimuli have influenced on decision making of buying coffee mix. Thus it can be said that product, place, physiological needs, safety needs, love and affiliation needs, esteem needs and self-actualization needs have influenced on decision making in buying coffee mix.

4.6 Analysis on Influence of External Stimuli and Internal Stimuli on Decision Making of Need Recognition

In order to test whether there is difference between 'recognize their need because of actual requirement" group and "recognize their need because of motivation of environment" group in terms of their mean scores of overall "internal stimuli" and "external stimuli" factors, two independent sample t-test is employed. The mean scores of the two groups ,t-value, and its corresponding p-value are presented in Table (4.25).

Table (4.25) Influence of External Stimuli and Internal Stimuli on Decision Making of Need Recognition

Stimuli	Need Recognition	Mean	t-value	p-value
External	Actual Requirement	3.6181	0.514	.607
	Motivation of Environment	3.5991		
Internal	Actual Requirement	3.6631	5.092	.000***
	Motivation of Environment	3.4163		

Source: Survey data, 2013

** Correlation is significant at the 0.05 level (2-tailed).

***. Correlation is significant at the 0.01 level (2-tailed).

As shown in Table (4.25), it is found that for external stimuli, the mean score of "recognize their need because of actual requirement" group is 3.62 while the mean score of "recognize their need because of motivation of environment" group is 3.60. The t-value is 0.514 and its p-value is 0.607 and the result implies that there is no significant difference between "recognize their need because of actual requirement" and " recognize their need because of motivation of environment" groups in terms of external stimuli. It's mean that most of the external stimuli are not affected on "decision making of need recognition".

For "internal stimuli", the mean score of "recognize their need because of actual requirement group" is 3.66 while the mean score of "recognize their need because of motivation of environment group" is 3.42. The t-value is 5.092 and its p-value is 0.000. The result shows that there is significant difference between "recognize their need because of actual requirement" group and "recognize their need because of motivation of environment" group in terms of internal stimuli. Therefore it can be said that consumers know the requirement of coffee mix, because of internal stimuli factors. Thus it can be

concluded that among the stimuli, internal stimuli" have influenced on need recognition of coffee mix consumers.

4.7 Analysis on Internal and External Factors Effect on Decision Making of Coffee Mix Consumers

Models of consumer behavior play a key role in modern industrial organizations. Likewise, consumer decision making has long been of interest to researchers. Many researches on consumer behavior consider a wide range of factors influencing the consumers, and acknowledge a broad range of consumption activities beyond purchasing. To get more complete view of consumer behavior, there are many researchers who use models to represent the nature and make forecast based on the influencing factors. In this study, an empirical model is constructed to predict the decision making of coffee mix consumers with the survey data. In practice, socio-economic variables are very often categorical, rather than interval scale. Many empirical studies with this type of variable employ models where the dependent variable is categorical. Hence, the standard regression analysis cannot be performed due to the violation of assumptions. In this case, logistic regression analysis is appropriate as it consider the categorical nature of dependent variable. One of the advantages of using logistic regression is that it can report the likelihood of the presence of the desired outcome of the dependent variable.

4.7.1 Analysis on Influence of External Stimuli on Decision Making

In this section, the influence of external stimuli factors on decision making is analyzed by using binary logistic regression model. Since decision making includes "purchase", "need recognition", and "drink", three separate logistic regression models are required. In each regression model, the dependent variable may be "purchase" or "need recognition" or "drinking" while the independent variables are four marketing mix variables. In terms of the level of data measurement, the dependent variables are binary categorical variables, that is, they can take only two values (either "purchase" or "non-purchase", either "need recognition because of actual requirement" or "need recognition because of motivation of environment", and either "drink" or "not-drink"). In contrast, all the independent variables are interval scales as they are measured with Likert scales.

To know the influence of external stimuli factors on decision making in buying coffee mix, this study is analyzed by using binary logistic regression model. It is shown in Table (4.26).

Table (4.26) Estimated Binary Logistic Regression of Purchase on External Stimuli Factors

Stimuli	B	S.E.	Wald	d.f	Sig.	Exp(B)
Product	.031	.117	.070	1	.791	1.032
Price	.043	.090	.224	1	.636	1.044
Place	.242	.077	9.911	1	.002**	1.274
Promotion	-.105	.091	1.327	1	.249	.900
Constant	.504	.398	1.605	1	.205	1.656

-2 Log Likelihood (-2LL) = 1040.932

Omnibus test: χ^2 = 37.926 with 4 degrees of freedom and p-value = 0.00

Nagelkerke R Square = 0.046

Overall Correct Percentage = 91.4 %

**. Correlation is significant at the 0.05 level (2-tailed).

***. Correlation is significant at the 0.01 level (2-tailed).

Table (4.26) presents the estimated binary logistic regression model of purchase on external stimuli. In this model, the dependent variable is consumers' decision making in buying coffee mix and it can take only two outcomes, either purchase or non-purchase. The independent variables are external stimuli. External stimuli include product, price, place and , promotion.

The Omnibus test of Chi-square (Chi-square = 37.926 and p-value = 0.00) indicates that the model as a whole is statistically significant at 1 % level. Among the external stimuli, only the external stimulus of place is found to be statistically significant at 1% level. The odd ratio expresses the influence of each external stimulus over decision making of buying of coffee mix consumers. Its corresponding odd ratio [Exp(B) = 1.274) indicates that when the score of place is increased by one unit, then the likelihood of consumers to buy coffee mix will increase by about 27 %. The Nagelkerke R-square (0.046) indicates that the model can predict about 5% of the variation of the dependent variable. Therefore it can be concluded that among the external stimuli, place has influenced on purchase decision of consumers.

To know the influence of external stimuli factors on decision making in need recognition of consumers, this study is analyzed by using binary logistic regression model. It is shown in Table (4.27).

Table (4.27) Estimated Binary Logistic Regression of Need Recognition on External Stimuli Factors

Stimuli	B	S.E.	Wald	d.f	Sig.	Exp(B)
Product	.094	.068	1.883	1	.170	1.098
Price	-.063	.049	1.614	1	.204	.939
Promotion	.115	.074	8.647	1	.000***	1.112
Place	.050	.046	1.179	1	.278	1.051
Constant	.219	.254	.740	1	.390	1.245

-2 Log Likelihood (-2LL) = 2532.83

Omnibus test: χ^2 = 16.83 with 4 degrees of freedom and p-value = 0.01

Nagelkerke R Square = 0.012

Overall Correct Percentage = 52.2 %

**. Correlation is significant at the 0.05 level (2-tailed).

***. Correlation is significant at the 0.01 level (2-tailed).

Table (4.27) presents the estimated binary logistic regression model of need recognition on external stimuli. In this model, the dependent variable is need recognition of coffee mix consumers, and it can take only two outcomes; either "need recognition because of actual requirement" or" need recognition because of motivation of environment". The independent variables are external stimuli. External stimuli include product, price, place and, promotion.

The Omnibus test of Chi-square (Chi-square = 16.83 and p-value = 0.01) indicates that the model as a whole is statistically significant at 1 per cent level. Among the external stimuli, only the external stimulus of promotion is found to be statistically significant at 1 per cent level.

The odd ratio expresses the influence of each external stimulus over need recognition of consumers. Its corresponding odd ratio [Exp(B) = 1.112] indicates that when the score of promotion factors increased by one unit, then the likelihood of consumers to recognize their need to buy coffee mix will increase by about 11%.. The

Nagelkerke R-square (0.012) indicates that the model can predict about 1% of the external stimuli, promotion has influenced on need recognition of consumers.

To know the influence of external stimuli factors on decision making in drinking coffee mix, this study is analyzed by using binary logistic regression model. It is shown in Table (4.28).

Table (4.28)   Estimated Binary Logistic Regression of Drinking Coffee Mix on External Stimuli Factors

Stimuli	B	S.E.	Wald	d.f	Sig.	Exp(B)
Product	.376	.109	15.154	1	.000***	1.510
Price	.587	.111	27.920	1	.000***	1.799
Promotion	.173	.107	2.588	1	.108	1.189
Place	-.079	.103	0.578	1	.447	0.924
Constant	4.616	.675	46.785	1	.000	101.043

-2 Log Likelihood (-2LL) = 740.03

Omnibus test: $\chi2$ = 99.26 with 4 degrees of freedom and p-value = 0.00

Nagelkerke R Square = 0.14

Overall Correct Percentage = 94.0%

**. Correlation is significant at the 0.05 level (2-tailed).

***. Correlation is significant at the 0.01 level (2-tailed).

Table (4.28) presents the estimated binary logistic regression model of decision making of drinking coffee mix on external stimuli. In this model, the dependent variable is decision making of drinking coffee mix, and it can take only two outcomes, either "drinking" or "not-drinking". The independent variables are external stimuli. External stimuli include product, price, place and promotion.

The Omnibus test of Chi-square (Chi-square = 99.26 and p-value = 0.00) indicates that the model as a whole is statistically significant at 1 per cent level. Among the external stimuli, two external stimuli of product and price are found to be statistically significant.

The odd ratio expresses the influence of each "external stimulus" over drinking of consumers. The odd ratio of price variable [Exp(B) = 1.799] indicates that when the score of price is increased by one unit, then the likelihood of consumers to drink coffee mix will increase by about 79%..

The odd ratio of" product" variable [Exp(B) = 1.510] indicates that when the score of product factor is increased by one unit, then the likelihood of consumers to drink coffee mix will increase by about 51%.

The Nagelkerke R-square (0.14) indicates that the model can predict about 14% of the variation of the dependent variable. Therefore it can be concluded that among the external stimuli, product and price have influenced on decision making of drinking coffee mix.

4.7.2   Analysis on Influence of Internal Stimuli on Decision Making

In this section, the influence of internal stimuli factors on decision making is analyzed by using binary logistic regression model. Since decision making includes 'purchase", "recognition", and "drink", three separate logistic regression models are required. In each regression model, the dependent variable may be "purchase" or "know" or "drink" while the independent variables are physiology needs, safety needs, love & belonging needs, esteem needs, and self-actualization needs. In terms of the level of data measurement, the dependent variables are binary categorical variables, that is, they can take only two values (either purchase or non-purchase, either recognition or non-recognition, and either drink or not-drink).

To know the influence of internal stimuli factors on decision making in buying coffee mix, this study is analyzed by using binary logistic regression model. It is shown in Table (4.29).

Table (4.29)   Estimated Binary Logistic Regression of Purchase on Internal Stimuli Factors

Stimuli	B	S.E.	Wald	d.f	Sig.	Exp(B)
Physiology	.420	.110	14.728	1	.000***	1.523
Safety	.405	.095	18.219	1	.000***	1.499
Love	-.220	.074	8.854	1	.003**	0.803
Esteem	-.116	.093	1.546	1	.214	0.891
Self-actualization	.528	.100	27.761	1	.000***	1.695
Constant	-.639	.290	4.836	1	.028	.528

-2 Log Likelihood (-2LL) = 846.514
Omnibus test: χ^2 = 232.34 with 5 degrees of freedom and p-value = 0.00
Nagelkerke R Square = .267
Overall Correct Percentage = 91.4 %
**. Correlation is significant at the 0.05 level (2-tailed).
***. Correlation is significant at the 0.01 level (2-tailed).

Table (4.29) presents the estimated binary logistic regression model of purchase on internal stimuli. In this model, the dependent variable is consumers' decision making in buying coffee mix and it can take only two outcomes, either purchase or non-purchase. The independent variables are internal stimuli. Internal stimuli include physiology needs, safety needs, love and affiliation needs, esteem needs, and self-actualization needs.

The Omnibus test of Chi-square (Chi-square = 232.34 and p-value = 0.00) indicates that the model as a whole is statistically significant at 1 per cent level. It is found that most of the internal stimuli (physiology needs, safety needs, love and affiliation needs and self- actualization needs), except for esteem variable, are found to be statistically significant at 1 per cent level.

The odd ratio expresses the influence of each internal stimulus over purchase of consumers. It is found that, the odd ratio of physiology needs [Exp(B) = 1.523] indicates that when the score of physiology needs is increased by one unit, then the likelihood of consumers to buy coffee mix will increase by about 52%. The odd ratio of safety needs [Exp(B) = 1.499] indicates that when the score of safety needs is increased by one unit, then the likelihood of consumers to buy coffee mix will increase by about 50%.

The odd ratio of love and affiliation needs [Exp(B) = 0.803] indicates that when the score of love and affiliation needs is increased by one unit, then the likelihood of consumers to buy coffee mix will increase by about 20%, while other factors remain constant. The odd ratio of self-actualization needs [Exp(B) = 1.695] indicates that when the score of self-actualization needs is increased by one unit, then the likelihood of consumers to buy coffee mix will increase by about 70%.

The Nagelkerke R-square (0.267) indicates that the model can predict about 27% of the variation of the dependent variable. Therefore it can be concluded that among the internal stimuli, physiology needs, safety needs, love and affiliation needs and self-actualization needs, have influenced on decision making in buying coffee mix.

To know the influence of internal stimuli factors on decision making in need recognition of consumers, this study is analyzed by using binary logistic regression model. It is shown in Table (4.30).

Table (4.30) Estimated Binary Logistic Regression of Need Recognition on Internal Stimuli Factors

Stimuli	B	S.E.	Wald	d.f	Sig.	Exp(B)
Physiology	.179	.055	10.596	1	.001***	0.836
Safety	-.003	.051	.003	1	.958	0.997
Love	-.097	.041	5.711	1	.017**	0.908
Esteem	-.080	.043	3.515	1	.061	0.923
Self-actualization	.105	.047	4.866	1	.027**	1.110
Constant	1.071	.177	36.567	1	.000	2.919

-2 Log Likelihood (-2LL) = 2508.598

Omnibus test: χ^2 = 41.054 with 5 degrees of freedom and p-value = 0.000

Nagelkerke R Square = 0.029

Overall Correct Percentage = 53.6 %

** Correlation is significant at the 0.05 level (2-tailed).

***. Correlation is significant at the 0.01 level (2-tailed).

Table (4.30) presents the estimated binary logistic regression model of need recognition on "internal stimuli". In this model, the dependent variable is need recognition of coffee mix consumers, and it can take only two outcomes; either "recognize their need because of actual requirement" or" recognize their need because of motivation of environment". The independent variables are internal stimuli. Internal stimuli include physiology needs, safety needs, love & belonging needs, esteem needs, and self-actualization needs.

The Omnibus test of Chi-square (Chi-square = 41.054 and p-value = 0.01) indicates that the model as a whole is statistically significant at 1 per cent level. It is found that most of internal stimuli, except for safety and esteem needs, are found to be statistically significant.

The odd ratio expresses the influence of each internal stimulus over need recognition of consumers. The odd ratio of physiology needs [Exp(B) = 0.836] indicates that when the score of physiology needs is increased by one unit, then the likelihood of consumers to recognize to buy coffee mix will increase by about 20%. The odd ratio of love and affiliation needs [Exp(B) = 0.908] indicates that when the score of love and affiliation needs is increased by one unit, then the likelihood of consumers to recognize to buy coffee mix will decrease by about 10%. The odd ratio of self-actualization needs

[Exp(B) = 1.110] indicates that when the score of self-actualization needs is increased by one unit, then the likelihood of consumers to recognize to buy coffee mix will increase by about 11%.

The Nagelkerke R-square (0.029) indicates that the model can predict about 3% of the variation of the dependent variable. Therefore it can be concluded that among the internal stimuli, physiology needs, love and affiliation needs and self-actualization needs, have influenced on decision making of need recognition of consumers.

To know the influence of internal stimuli factors on decision making in drinking coffee mix, this study is analyzed by using binary logistic regression model. It is shown in Table (4.31).

Table (4.31) Estimated Binary Logistic Regression of Drinking Coffee Mix on Internal Stimuli Factors

Stimuli	B	S.E.	Wald	d.f	Sig.	Exp(B)
Physiology	1.407	.160	76.990	1	.000***	4.063
Safety	.015	.108	.019	1	.892	1.015
Love	1.003	.108	85.634	1	.000***	1.367
Esteem	.672	.143	22.029	1	.000***	1.959
Self-actualization	.190	.124	2.360	1	.124	1.209
Constant	.741	.420	3.105	1	.078	2.097

-2 Log Likelihood (-2LL) = 551.517

Omnibus test: $\chi 2$ = 287.768 with 5 degrees of freedom and p-value = 0.00

Nagelkerke R Square = 0.395

Overall Correct Percentage = 94.0%

**. Correlation is significant at the 0.05 level (2-tailed).

***. Correlation is significant at the 0.01 level (2-tailed).

Table (4.31) presents the estimation of binary logistic regression model of decision making of drinking coffee mix on internal stimuli factors. In this model, the dependent variable is decision making of drinking coffee mix, and it can take only two outcomes, either drinking or not-drinking. The independent variables are internal stimuli. Internal stimuli include physiology needs, safety needs, love and affiliation needs, esteem needs, and self-actualization needs. The odds ratio can be used for the relationship of decision making and internal stimuli factor.

The Omnibus test of Chi-square (Chi-square = 287.768 and p-value = 0.00) indicates that the model as a whole is statistically significant at 1 per cent level. It is found that all internal stimuli, except for safety and self-actualization needs, are found to be statistically significant at 1 per cent level.

It is found that odd ratio express the influence of each internal stimulus over drinking of consumers. The odd ratio of physiology needs [Exp(B) = 4.063] indicates that when the score of physiology needs is increased by one unit, then the likelihood of consumers to drink coffee mix will increase by about four times, while other factors remain constant.

The odd ratio of love and affiliation needs [Exp(B) = 1.367] indicates that when the score of love and affiliation needs is increased by one unit, then the likelihood of consumers to drink coffee mix will increase by about 37%, The odd ratio of esteem needs [Exp(B) = 1.959) indicates that when the score of esteem needs is increased by one unit, then the likelihood of consumers to drink coffee mix will increase by about 96%.

The Nagelkerke R-square (0.395) indicates that the model can predict about 39% of the variation of the dependent variable. Therefore it can be concluded that among the internal stimuli, physiology needs, love and affiliation needs and esteem needs, have influenced on decision making of drinking coffee mix.

4.8   Estimation of Binary Logistic Regression Model

As mentioned in above, the odds ratio can be used for the relationship of decision making and external stimuli factor and internal stimuli factor. It can also be used as a measurement of the effective size on dependent variable in terms of the relative important of independent variables. But if it considers the model to be used their estimated coefficients should be statistically significance. In this study, most of the coefficients are not statistically significant. Hence, the stepwise procedure is used for eliminating insignificant independent variables external stimuli and internal stimuli to get the best fitted model which can be used for the prediction of response variable "purchase", know(need recognition)" and "drinking".

To show the strong fitted logistic model is examined for "Purchase" variable in terms of independent variables such as product, price, promotion and place. To eliminate the insignificant variables, the stepwise procedure is used for the estimation of coefficients. It is shown in table (4.32).

Table (4.32)   Final Estimation of External Stimuli on Purchase Decision

Stimuli	B	S.E.	Wald	d.f	Sig.	Exp(B)
Product	.133	.066	4.025	1	.045**	1.142
Place	.290	.064	20.283	1	.000***	1.337
Constant	.620	.294	4.435	1	.035	1.858

-2 Log Likelihood (-2LL) = 1043.81

Model Chi Square = 35.05 with 2 degrees of freedom and p-value=0.00

Nagelkerke R Square = 0.42

Overall Correct Percentage = 91.4%

**. Correlation is significant at the 0.05 level (2-tailed).

***. Correlation is significant at the 0.01 level (2-tailed).

A logistic regression analysis is conducted to predict the "purchase" using product and place as predictors. A test of the consider model against a constant only model was statistically significant (Chi square = 35.05, p < .000 with d.f = 2), indicating that the fitted model is well. Nagelkerke's R^2 of .42 indicated a moderately relationship between external stimuli and purchase decision. Prediction success overall was 91.4%. The Wald criterion demonstrates that product and place factors make a significant contribution to decision making of purchase .The 'B' values are the logistic coefficients that can be used to create a predictive equation like

$$\text{logit}(p) = \ln(\frac{p}{1-p}) = 0.62 + 0.133 \text{ product} + 0.290 \text{ place}$$

where p = the probability is in a purchasing of coffee mix group . Hence, it can be concluded that among the external stimuli, only two external stimuli factors: product and place are important factors for the decision to buy coffee mix. It means that consumers can more purchase the coffee mix when the coffee mix manufacturers and marketer effectively use the stimuli of product factor and place factor. Therefore it can be concluded that according to logistic regression analysis, among the external stimuli, product and place factor influence on decision making of purchase.

4.9   Business Implications

This analysis is based on in-depth interviews with retailers, wholesalers, consumers and marketing managers of coffee mix companies.

4.9.1 Business Implications of Product Information

According to the results of the analysis, marketers and manufacturers of coffee mix companies should make their products to attract the consumers. Coffee mix product is not much affected by seasonal demands (except for some festivals) but it does not have regular sales volume except for a few key players. The packaging style and labeling should be specially designed to attract customers' attention. Some brands enter into and penetrate the market well in a short time, and sales reach to peak quickly, but may disappear due to lack of well-planned actions.

Therefore, manufacturers of coffee mix companies ought to know why some local brands still possessing high market shares, and they must be aware that there are more and more foreign brands imported lately. Since there may be strong competition with foreign brands in the near future, local brands now need to be aware of demand-side preferences. Now, new brands coffee mix are being manufactured to meet customers' satisfaction in taste. In addition, manufacturers of coffee mix have to understand good manufacturing practices and long-term business plans. However, most of the manufacturers do not have good manufacturing practices and long-term business plans. Therefore, it can be seen that many brands are in and out of the market in a short time.

According to the survey, manufacturers ought to know about foreign brands that may come into the market directly or may be imported by local business groups. They have the advantages of offering different tastes and high quality; therefore, they may become threats to local brands in the near future as people lifestyles change rapidly in Myanmar and they are now starting to explore new choices.

According to the results of the analysis, marketers and manufacturers of coffee mix companies have to understand the certain criteria for making the brand choice and better ways to make the coffee mix tasty as the major concern. The purchasing size of customers is widely varied. But, it could be classified into two groups; buying sachets and buying packages. All brands of coffee mix are available both in small sachets and in packages that everybody can afford to purchase as a favorable advantage. It is found that the number of sachets contained in a package varies among different brands. However, the price is not much different regarding the per sachet price of a package. The households of high income level mostly buy coffee mix in packages.

Coffee mix manufacturers and marketers should aware the challenges of local brands and a difficult area of competition with foreign products in the near future. They ought to focus more on customers' satisfaction, strong management, good manufacturing

practices, health, quality, and sustainability. There might be an essential need of effective use of ICT and internet for local products in the future. Instead of endeavors to promote sales volumes alone, they should pay close attention to their products' value and image to be able to stand strong in severe competition with foreign brands.

Marketers and manufacturers of coffee mix ought to know about Myanmar which is a developing country; brand positioning may play a vital role in gaining high market shares. Economical branding and premium standards would fit in here but premium coffee mix brands may need a considerable amount of time to get attention.

According to findings of the study, marketers and manufacturers of coffee mix ought to know about environmental friendly products and quality products, approved with the guideline of ISO certificates, FDA certificates and other qualifications are needed to be achieved in order to attain more approval and acceptance from consumers as reliable products. According to findings of the study, marketers and manufacturers of coffee mix ought to know the growth in the sales of coffee mix primarily depends on its convenience, but recently the growth is being carried by the premiumization of the instant coffee mix. As the quality of coffee mix improves and is marketed to the consumers, there is a good chance that it will maintain its current popularity. Ready to drink (RTD) coffee shows a strong performance, which is attributed to the substantial growth of special coffee shop brands in the retail channel. Based on increased consumers' desire for a good coffee taste, operators of chained special coffee shops collaborate with beverage manufacturers in order to produce RTD coffee taste through the retail channel. These specialist coffee shop branded RTD coffee appeal to young consumers in their twenties, as they appreciate being able to enjoy the same coffee flavors and taste at a lower price anywhere. Young consumers who prefer "premium coffee" are expected to be willing to pay a relatively higher price when they purchase RTD coffee. It is shown in Appendix (G). They enjoy premium RTD coffee bought from convenience stores at a cheaper price more than the coffee bought from special coffee shops. Therefore, manufacturers should follow this trend with more premium products with a high-end positioning. In addition, manufacturers ought to know about the health concern, because consumers in urban areas are aware of health better than before. As a result, coffee mix companies that can adopt these changes are likely to generate the health concerned products.

4.9.2   Business Implications of Price Information

Price represents the value of a good or service for both sellers and buyers. Since all ultimate consumers are not equally price conscious, products have different prices according to brands and quality of the products. Therefore, pricing is an important factor to be considered for market leaders of coffee mix. The marketers should set the price based on the target markets and the income level of target group of consumers. According to in-depth interview, it can be said that most of the wholesalers, sub-wholesale and retailers are more price conscious groups than ultimate consumers.

According to the research findings, manufacturers ought to know about the price, the value placed on what is exchanged. In the consumer market, the price of the product plays a vital role for both manufacturers and consumers. For the manufacturers, the "pricing" should be the most flexible function that can be adjusted much easier than the other marketing functions like modifying the product formula, changing the promotional programs and redesigning distribution network. Likewise, from consumers' perspective; "price" is something of value that a buyer gives up in an exchange.

4.9.3   Business Implications of Promotion Information

According to the results of the analysis, manufacturers of coffee mix should understand the role of promotion. Promotion is concerned with any vehicle that manufacturers should employ for getting people to know more about their products or service. Manufacturers of coffee mix should carry out sales promotion in two ways namely consumer sales promotion targeted at the ultimate consumer market and trade sales promotion targeted at the members of the marketing channel, such as wholesalers, sub wholesale and retailers. They should also understand the benefits of sales promotions to increase profits. Another way to attract customer attention is promotion activities such as discounts, gifts and, lucky draws etc. A word-of-mouth promotion is being used by successful marketers in this rapidly changing and turbulent business environment. Clearly, word-of-mouth is an important promotional tactic, but it does not occur by itself – it must be organized systematically by identifying influential individuals, winning their supports and providing information to enable them to spread the words. Word-of-mouth thus appears to be a very effective tactic to be used in business environment.

According to the research findings, marketers and coffee mix manufacturers should know, the simple nature of the consumer market like coffee mix market, "promotion" activities are essentially important. These activities are vital in attracting

customers' awareness and interest. It is undeniable that the advertisements are actually required for the newly introduced products in such markets. Moreover, it plays an important role for market penetration and further development of the market.

The results clearly express that the majority of the consumers are very fond of the "TV commercials" which are very attractive. "TV commercials" also support a lot to introduce the new products in the market as well as to maintain market shares and hold the position in the market. The majority of the consumers like "TV commercials". It is no doubt that it extends the substantial support for the customers' brand selection. Most consumers are likely to buy new coffee mix brand for the first time due to the attractive "TV commercials" which means that there are some other factors that the consumer considers for need recognition. For this reason, the coffee mix manufacturers and marketers should not emphasize only on "TV commercial" but should pay much attention to the other marketing functions. However, as the "TV commercial" renders the substantial supports, it is responded as the most popular activity, and it is also the effective mean among the promotion activities.

According to the survey, manufacturers ought to use varieties of promotional strategies in attracting different sizes of wholesale distributors (large, medium, small) because different sizes of wholesalers are preferred different promotional strategies, for example, large wholesale distributors prefer promotion with quantity discount whereas small wholesalers prefer percentage-based promotion.

In addition, manufacturers ought to know about other promotion activities including "cash discounts", "gifts" and "lucky draws programs", "free trial sampling", etc. Especially, manufacturers and marketers ought to use product free trial to give target consumers when a new product is introduced in the market. Some of the consumers do not believe the lucky draw. It could be said that the "lucky draw" is not fully efficient form of promotion activities, although it is still likely to be useful to certain extent in the future.

4.9.4 Business Implications of Place (Distribution) Information

According to the results of the analysis, the coffee mix companies should use distribution channels to deliver their products to target consumers. Coffee mix products are sold at different places such as bazaars, stores, grocery, super market, shopping malls in Yangon. And these products are also available from urban to rural areas. Coffee mix manufacturing companies and marketers should ask other transportation companies to

assist the distribution of their goods nationwide. This system of distribution helps the increased availability of product for consumers but there is the limitation of direct contact between producers and consumers which reduces feed-back time for the producers.

In addition, the manufacturers, marketers and distributors of coffee mix companies ought to try their best to serve the customers with the availability of their products in other parts of the country. Coffee mix companies ought to set up branch offices not only in Yangon but also in other cities and townships or states such as Nay Pyi Taw, Mandalay, Pyay, Pindaya, Bogalay and Magway to be able to provide their products to consumers effortlessly. In addition, coffee mix manufacturers should appoint dealers to deliver their products to many places for target customers.

Based on the finding results from this survey, for coffee mix manufacturing companies to survive successively and competitively among the fierce rivalries especially in coffee industry, consumers changing behavior, tastes, preferences, life style changes, changes and trends in demographic factors are necessary to trace in a timely manner with the extensive efforts of consumer researches and market researches.

4.9.5 Business Implications of Marketing Mix Information

According to the results of the analysis, consumer purchase decisions are often affected by marketing mix factors. Marketing mix is a business tool that is used by the management of organizations which enable them to remain in the global competitive environment. Marketing mix refers to the four major areas of decision making (4Ps) in the marketing process that are mixed to obtain the results desired by the organization and to satisfy the needs and wants of consumers. Manufacturers, marketing managers and marketers ought to use the marketing mix to control in order to completely satisfy customers' needs. For any business to be successful, in today's highly competitive marketplace, it should provide a quality product that satisfies customer needs, offer affordable price, and engage in wider distribution channels and back it up with effective promotion strategies. According to the results of the analysis, manufacturers of coffee mix companies ought to know that product factors and place factors mostly influence on consumers' purchase decision in buying coffee mix among the marketing mix factors. According to the results of the analysis, among the marketing mix, promotion factors mainly influence on consumers' decision making of need recognition. Therefore, marketers and manufacturers should emphasize on these three factors more than other factors to satisfy the needs and wants of consumers.

4.9.6 Business Implications of Motivation

According to the results of the analysis, marketers and manufacturers ought to know that consumers make purchase decisions to support their self concept. After examining consumers, a marketer may initially build marketing mix strategy around more obvious clues to consumption behavior. There is a relationship between "motivation" and consumers' desire to achieve a certain outcome. According to the findings, "motivation" is also closely tied to the concept of involvement, which relates to how much effort the consumer will exert on marketing decision. Highly motivated consumers will mentally and physically involve in the purchase process. Not all products have a high percentage of highly involved customers. However, marketers who market products and services to create high level of consumer involvement should prepare options that could be attractive for this group. Marketers should make it easy for consumers to learn about their products (e.g., information on website, on TV) and, for some products, allow customers to experience the product (e.g., free trial) before deciding to purchase. Marketers and manufacturers of coffee mix companies must know the stimulus of needs and wants. Therefore, they should always prepare their products to be attractive, creative and innovative. Marketers and manufacturers of coffee mix companies ought to know the hierarchy of consumers' needs. These needs influence on consumers' purchase decision. According to the results of the analysis, among the hierarchy of needs, physiological needs and safety needs influence on consumers' purchase decision in buying coffee mix. Therefore, marketers and manufacturers of coffee mix companies should emphasize more on physiological needs and safety needs than others for   consumers' purchase decision.

4.9.7 Business Implications of Consumers' Purchase Decisions

Consumers face with purchase decisions almost every day but not all decisions are treated as the same. Some decisions are more complex than others and thus require more effort of consumers. Other decisions are fairly routine and require little effort.

In accordance with the findings, marketers and manufacturers of coffee mix ought to understand how consumers deal with the purchase decisions they face. The implications of buying behavior that marketers and manufacturers ought to know are different buying situations which require different marketing efforts.

In addition, marketers and manufacturers of coffee mix companies should know about the consumers' purchase decision .A purchase decision can be strongly affected by the situation in which people find themselves. In general, a situation is the circumstance a

person faces when making a purchase decision, such as the nature of their physical environment, their emotional state, or time constraints. Not all situations are controllable in which a consumer may not follow their normal process for making a purchase decision.

Marketers and manufacturers should take advantages of decision made in uncontrollable situations in at least two ways. First, marketers can use promotional methods to reinforce a specific selection of products when the consumer is confronted with a particular situation. Second, marketers ought to use marketing methods that attempt to convince consumers that a situation is less likely to occur if the marketer's product is used.

In order to know the factors influencing a consumer's decision to purchase, marketers and manufacturers of coffee mix companies should understand the consumer decision making process. This process is presented in a sequence of 5 steps. These steps are "need recognition", "information search", "evaluation options", "purchase" and "post-purchase". However, whether consumers actually carry out each step depends on the type of purchase decision that is faced. For instance, for minor re-purchase the consumer may be quite loyal to the same brand. Thus, if the decision is a routine one (i.e., buy the same product), little effort is involved in making a purchase decision. In this analysis, coffee mix is low involvement product. Therefore, in cases of routine, brand loyal consumers may skip several steps in the purchasing process since they know exactly what they are allowing the consumers to move quickly through the steps.

Marketers and manufacturers of coffee mix companies should consider the market segmentation techniques. In addition, marketing research and product development can be identified. Moreover, the interest of the buyer, its relationship with the corporate marketing mix, and opportunities for buyer's orientation from the perspective of consumer behavior on decision in buying coffee mix can be obtained using this technique.

The results suggested that manufacturers ought to know about the strong relationship between marketing mix elements (product and place) and decision making for purchase. There is a strong relationship between internal stimuli (physiological needs, safety needs, and love and affiliation needs) and decision making for purchase. This result supported the assumption of Kotler (2005) that marketing mix elements have become major business tools for a company to pursue its marketing objectives. It might be concluded that marketing mix elements have significant effects on consumers' loyalty. Therefore, manufacturers of coffee mix should produce superior products; charge competitive prices, position appropriately, promote widely, and provide other distinctive

functional benefits to consumers. They also need to pay more attention to their customers in order to understand their needs and expectations as well as to keep in touch with them.

In addition, marketers and manufacturers of coffee mix companies should know that the majority of the customers are middle aged people from the different walks of life, ranging from the city dwellers to those who live in the rural areas. The customers tend to accept the coffee mix as an essential item in their daily life. The acceptance of coffee mix has gradually become to substitute to the old habits of drinking ground coffee. Hence, the number of customers will increase in the future. Today, health concerns are rising and health awareness is growing among the consumers in urban area and will continue to accelerate as the population ages. Therefore, consumers now look for products and services to help them maintain and improve their health by changing the type of products they purchase for their family, the sports they play, and how they spend their leisure time. The demand for health and wellness-related products is increasing rapidly. Therefore, coffee mix manufacturing companies that adapt their products to these growing health concerns are likely to generate the production of health concerned coffee mix.

Generally, in accordance with the surveyed results, marketers and manufacturers of coffee mix should know that the conclusion is made based on the three main analyzed areas. The first area is the buying behavior of coffee mix consumers. As the nature of Myanmar consumer market, the price sensitivity is based on their income level. The good advantage of the coffee mix is that it could be purchased and consumed very easily. Moreover, the purchasing size and price per sachet is within the accessible limit even for the low income earners and the price differences among the various brands are quite narrow. Thus, coffee mix drinkers have favorable opportunity to make their desired choices with low risk. Hence, there are some other criteria that come up as the influencing factors of brand choice. Among these criteria, the taste is the firstly prioritized criterion for the brand selection. Therefore, it could be concluded that they are prioritized criterion for the brand selection.

According to the survey results, taste is the primary factor considered for making the brand choice. Thus, it is noted that the consumers' first priority is strongly based on the "taste" of the coffee mix. It is really important for coffee mix enterprises to keep an eye to the trend of the preference of majority consumers. Therefore, it could be remarked that, in accordance with the surveyed results, the taste of the coffee mix is the most important factor considered for the selection of the particular brand of coffee mix.

Concerning with the promotion activities, "TV commercial" is the most popular and the effective way among the media for advertisements. The best advantage of the "TV commercial" is that it is the most effective means to reach large population of customers and it is the best channel to attract the customer awareness within the short period. The result clearly showed that "TV commercial" extends the supports significantly to introduce the new product in the market and to maintain the current market share. Thus, the advertising is really essential as a must and it renders substantial supports more than other promotion activities. Therefore, it could be concluded that advertising is the most effective mean among the promotion activities.

According to the result, external stimuli also indicate that consumers incorporate product and place factors into their buying decision. According to the results, manufacturers ought to know about the internal stimuli which indicate that consumers buy coffee mix because of their physiology needs, safety needs, and love and affiliation needs, and these internal factors influence on consumers' buying decision.

Marketers and manufacturers of coffee mix companies must know about the decision making variable of need recognition, only one external stimuli factor; promotion and all five internal stimuli are found to have significant influence. These results indicate that manufacturers should know that internal stimuli are more important than external stimuli in decision making of coffee mix consumers.

4.9.8 Business Implication for Trends of Coffee Mix Consumers

With the changing life styles, most people are getting accustomed with hot beverages, and demands for these products increase significantly. Besides these beverages, especially, coffee mix has now become beverage fashion in daily life of urban people. There would be more and more people who would consume these products in the future. Thus, manufacturers who can offer low price, high quality and satisfy consumers' needs may achieve highest market share based on changing preferences pattern such as preferences on product content (more grams perhaps), product tastes (creamy) and health conscious product, and changing lifestyles in this rapidly changing environment.

CHAPTER 5
CONCLUSION

This chapter presents findings, suggestions, recommendations, and further research based on the results of empirical data analysis of the behaviors of coffee mix consumers, and the influencing factors on the decision making of coffee mix consumers in Yangon.

5.1   Findings and Discussions

This study explores the buying behavior of coffee mix consumers and analyzes the influencing factors on decision making of coffee mix consumers in Yangon. In order to implement these objectives, both secondary and primary data are used for analysis. For the development of coffee mix industry in Myanmar, secondary data are obtained from Myanmar Marketing Research Development (MMRD). To answer the specified research questions, primary data are also collected using a four-stage random sampling method, which go through township level, ward level, household level, and buyer level, orderly. After choosing a sample of 1846 consumers, data are collected with structured questionnaires. The survey questionnaire consists of two main parts; the first part is about demographic and behaviors of consumers while the second is concerned with external stimuli and internal stimuli on decision making of consumers. In this study, external stimuli are defined as four marketing mix activities of product, price, place and promotion, whereas following the Maslow's Hierarchy of Need Theory, internal stimuli are defined as physiology needs, safety needs, love and affiliation needs, esteem needs, and self-actualization needs. Based on previous studies, each stimulus is measured with different number of statements, and each statement is measured on six-point Likert scale.

Demographic characteristics of coffee mix consumers are described asking five questions: gender, age, marital status, education, and occupation. By the analysis of those data, it is found that female consumers are more than male consumers, accounting for two thirds of the sample. This result reflects the nature of Myanmar households where most females are often responsible for buying things. The ages of coffee mix consumers range from 10 years to over 76 years. Among those age groups, the age group between 10 and 50 years takes the largest share, accounting for about three quarters of the sample. Marital status is simply divided into single and married, and it is found that single

consumers are about two times larger than married consumers. The reason might be that single consumers are more likely to go outside and thus they have higher chance to buy and consume coffee mix, compared to married consumers who are often engaged with household work at home. In terms of education level, graduate consumers share larger than non-graduates in the sample. The results of occupation data show that the sample includes more employed consumers than dependents. Regarding the result of income level, most of coffee- mix consumers' income level is between fewer than kyats 100,000 and kyats 200000. Income level has influenced on consumption habit and decision making in buying coffee mix.

Behaviors of consumers are examined with six questions: whether they consume coffee mix or not, how frequent they consume per day, at what specific time of the day they consume, which coffee mix brand they prefer, what size of coffee mix they like, and where they buy. By the analysis of those data, it is found that almost all survey respondents consume coffee mix. This result indicates that coffee mix market in Myanmar is very large, and it is a very good opportunity for existing coffee mix suppliers to expand their business and for potential suppliers to enter the market. The result of the frequency of drinking coffee mix shows that more than three quarters of respondents consume coffee mix once or two times a day although there is a small percentage of consumers who are heavy drinkers or have coffee mix more than three times a day. Moreover, most of the consumers report that they have coffee mix in the morning. By the responses of coffee mix consumers, they like "Premier" best, followed by "Super" and "Sunday", respectively. And thus, it could be concluded that those three coffee mix brands are market leaders in the coffee mix industry. Although there are different package sizes of coffee mix, they are broadly divided into two, and just over half of the consumers report that they prefer a larger size. Regarding the place of purchase, one third of consumers like to buy coffee mix at super markets. In short, it is believed that all this information about the buying behaviors of coffee mix consumers can be very useful for manufacturers, suppliers and marketers to incorporate into their marketing strategy.

In contrast to the nature of variables in other subjects, most of the variables in management studies cannot be directly measured as they are often related to psycho, perception, attitude, and emotion of human beings. And thus, they are often quantified with indirect measurement scales. The most useful scale in this circle of subject is Likert scale. Here, it should be noted that the collected data will be as much reliable as the scale used. Therefore, it is very important to examine the reliability of the scales used in data

collection are. The most common measure of scale reliability is Cronbach's alpha. In this study, the results of Cronbach's alpha values of all the Likert scales used in the survey questionnaires are found to be very high reliable. As a result, the resulting data collected with current Likert scales can also be expected to be reliable.

To analyze the degree of the agreement level of consumers on external and internal stimuli specified in the questionnaire, two-step procedure is employed. In the first step, individual mean scores of each statement are analyzed within a stimulus while in the second step overall mean score of each stimulus are analyzed among stimuli. Since the mean scores can range between 1 and 6, it is assumed that consumers are in more towards agreement if the mean score is above 3.5. Conversely, they are in more towards disagreement if the mean score is below 3.5. Following this assumption, consumers' agreement level on external and internal stimuli is analyzed. Within the various aspects of coffee mix product, it is found that consumers take into account of taste, quality, and aroma of coffee mix into their buying decision. Among those product activities with mean score higher than 3.5, consumers prefer better taste best, followed by quality, aroma, popular brand, bitter-sweet taste, bitter taste, containing higher amount of nutrient, and good packaging, respectively. According to the results, taste is the primary factor considered for making the brand choice. The preferred taste of Myanmar consumers is different from the international taste. Among the various brand of the coffee mix in Yangon, "Premier" is the most popular and the first brand in the market. Secondly followed brand, "Super" and thirdly followed brand "Sunday" and the other brands hold only the small portion of market share respectively. Generally, it is found that the taste of "Premier" enables to capture the Myanmar preference. For the perspective new brand changes, the research shows that majority of the customers would change the new brand if the new one has better taste. Thus, it is noted that the consumers' first priority is strongly based on the taste of the coffee mix. It is really important for coffee mix enterprises to keep an eye to the trend of the preference of majority consumers. It is the most vivid evidence in the taste of the preference of majority consumers. The most vivid evidence the taste of coffee mix is the major reason for making the brand choice. Therefore, it could be remarked that, in accordance with the surveyed results, the taste of the coffee mix is the most important factor considered for the selection of the particular brand of coffee mix.

Regarding price aspects, consumers are found to prefer expensive coffee mix, implying that higher price means higher quality for them. Interestingly, coffee consumers

slightly consider promotion activities when they buy coffee mix. Reason for this result may be that the type, amount, and frequency of promotion activities are not attractive enough for coffee mix consumers. Moreover, it may also be that as the cost of coffee mix is not very significant within the total expenditure of consumers, they do not want to care about the promotion activities. Moreover, poor promotion activities such as lack of incentive and insufficient attraction may be responsible for customers' lack of interest in promotion activities. But concerning the advertisements and the promotion activities, TV commercial is the most popular and the most effective way among the Medias for advertisements. To the best advantage of the TV commercial, it is the most effective means to meet the customers with the highest frequency and the best channel to attract the customer awareness within the short period. The result clearly should that TV commercial extends the supports significantly to introduce the new product in the market and to maintain the current market share. Besides, it is an essential way to be applied to expand the market share. The majority of the customers express their opinion that they like the advertisements especially to TV commercial, more than the advertisements from other media channels. Thus, the advertising is really essential as a must and it renders substantial supports more than other promotional activities. Therefore, it could be concluded that advertising is the most effective mean among the promotion activities. Therefore, it is found that the most influencing factor for making the brand choice in coffee mix market today is not the price but the taste of the coffee mix, there with the advertisements of the product extend the positive impacts towards the buying decision of the customer.

Therefore, marketers need to identify the information sources for the consumers to search regarding the coffee mix brands and to know how to make the effective advertising and sale promotion programs to induce the consumers. Therefore it can be concluded that coffee-mix manufacturers should consider the effective promotion program to attract the target consumers.

In contrast to promotion activities, place is important in buying decision of consumers. It is found that place factors play very important role in buying coffee mix as the mean values of all place factors are higher than the cutoff value of 3.5, showing that customers seriously consider where they will buy. Among the place activities, customers prefer it can easily be bought at many places most with the mean value of 4.62. Consumers want to buy coffee mix, if possible, at anywhere such as retail shops, bazaars, and supermarkets. It seems that the easier to buy, the more likely for consumers to buy coffee mix.

In modern society, having coffee is very common in many societies in the world due to the reasons such as to make friends, to keep fresh, and to participate. Hence, offering coffee and having coffee together become popular in Myanmar society. In this study, the results indicate that consumers are more likely to have or buy coffee mix whenever they have social activities.

Among the external stimuli, it is found that the mean values of price factors and promotion activities are lower than the cutoff value of 3.5 while the mean values of product and place are found to be higher than the cutoff value and thus indicating that consumers do not seem to consider price and promotion factors when they buy coffee mix. Three reasons may be responsible for this: (1) the cost of coffee mix is relatively small, (2) the price of coffee mix does not differ much from one brand to another, and (3) the incentives of the promotion activities of coffee mix are not much attractive.

In line with the mean scores of individual statements, the overall mean scores also indicate that consumers incorporate product and place, factors into their decision of buying but they do not care about price and promotion activities of coffee mix.

Concerning with internal stimuli, results indicate that consumers buy coffee mix because of their safety needs but not because of their physiological need. Since people do not have coffee mix for their meals, having coffee mix cannot fulfill the hunger of people. Consumers drink coffee mix only for their satisfaction but not for their hunger and attraction of coffee shop. In contrast, safety needs such as to keep fresh and to be able to concentrate are found to be very important in consumers' decision of buying coffee mix consumers. Love and affiliation factor is also moderately important in buying decision as people also need to have coffee if they want to join a group having coffee so that they can have smooth relationship with the group. Other two internal stimuli of esteem needs and self-actualization needs do not seem to be important in decision making of buying of coffee mix consumers.

As the similar results of individual statements, the results of overall mean scores indicates that consumers buy coffee mix because of their physiology needs, safety needs, and love and affiliation needs but esteem needs and self-actualization needs are not relevant for their buying decision.

In order to see the direction and strength of the relationships between decision making variables such as "purchase" or "non-purchase" and "need recognition because of actual requirement" or "need recognition because of motivation of environment", and external and internal stimuli, correlation analysis is performed. The results indicate that

all decision making variables and both external stimuli and internal stimuli factors are positively and significantly correlated although the strength of most correlations are varying from very weak to moderate, except for some cases of strong correlation. Moreover, in order to see whether there is any difference in mean scores of decision making variables of purchase and need recognition in terms of four external stimuli and five internal stimuli, two-independent sample t-tests are performed. On decision making variable of purchase, two external stimuli of product, place, and all five internal stimuli are found to have significance influence. On decision making variable of need recognition, only one external factor of promotion and all five internal stimuli are found to have significance influence. These results indicate that internal stimuli are more important than external stimuli in decision making of coffee mix consumers.

Although the two-sample t-test may indicate the influence of single independent variable on the dependent variable, it cannot capture the influence of more than one independent variable on the dependent variable at the same time. Therefore, multiple regression analysis is also performed. Specifically, among the family of regression analysis, binary regression analysis is employed as the dependent variables in this study are categorical and can take only two values.

In order to test whether there is difference between need recognition group and non-recognition group in terms of their mean scores of internal factors, two independent sample t-test is employed. In the survey for this study, 857 respondents answer they recognize their need to buy coffee mix because of motivation of environment while 898 respondents answer they recognize their need to buy coffee mix because of actual requirement. According to the results of two independent sample t-test, it can be concluded that internal stimuli have effect on "decision making of need recognition" of coffee mix consumers.

In order to test whether there is difference between purchase group and non-purchase group in terms of their mean scores of overall internal and external factors, two independent sample t-tests is employed. According to two independent sample t-test, it can be concluded that both external stimuli and internal stimuli influence on decision making of buying coffee mix.

In order to test whether there is difference between need recognition group and non-recognition group in terms of their mean scores of overall internal and external factors, two independent sample t-test is employed. According to the results of two

independent sample t-test, it can be concluded that among the stimuli, internal stimuli have effect on need recognition of consumers.

Models of consumer behavior play a key role in modern industrial organizations. In this study, an empirical model is constructed to predict the decision making of coffee mix consumers with the survey data. According to the survey, the influence of "external stimuli" factors on decision making is analyzed by using binary logistic regression model. Since decision making includes purchase, recognition, and drink, three separate logistic regression models are required. In each regression model, the dependent variable may be "purchase "or "know" or "drink" while the independent variables are four marketing mix variables. In terms of the level of data measurement, the dependent variables are binary categorical variables. In contrast, all the independent variables are interval scales as they are measured with Likert scales.

Among the external stimuli, it is found that only place has influence on purchase decision, only promotion has influence on need recognition, and price and product have influence on drinking decision.

Among the internal stimuli, it is found that physiological needs, safety needs and self-actualization needs have influences on purchase decision, physiology needs, love and affiliation needs, esteem needs, self-actualization have influence on need recognition, and physiology needs and esteem needs have influences on drinking decision.

Therefore, it can be found that among the stimuli, influencing factors of external stimuli are varied upon "purchase decision", "need recognition" and "drinking decision". But, among the internal stimuli, physiological needs influenced on "purchase decision", "need recognition" and "drinking decision". Thus, it can be said that among the stimuli, internal stimuli more influenced on decision making of purchase than other stimuli.

5.2   Recommendations and Suggestions

According to the concept of marketing mix, marketers ought to know how can externally stimulate the needs of consumers. Therefore, firstly, coffee mix manufacturers should consider that expanding their existing facilities and potential manufacturers should enter coffee mix market as almost all sample respondents have coffee mix once or two time a day. According to census data of 2014, if the current population of Yangon is about 6 million, there is a market demand from about 5 million people, which is quite large in terms of current market supply. It is also expected that the market demand of coffee mix will also be increasing in the future. Secondly, coffee mix manufacturers

should pay more attention on the quality, taste, and aroma of their products as consumers value more those product aspects. And, manufactures should try to fulfill the expectation of consumers as consumers think the higher price will bring the better quality. If manufacturers could build a trust relationship with their consumers in terms of how much they pay and what they get, they could have more and more consumer share. They should also consider their "distribution channels" as place of purchase largely determine the buying decision of coffee consumers. Since for consumers the closer the product, the more likely to buy and thus distributors should utilize all kinds of distribution channels to reach consumers. It is not the best strategy for manufacturers to invest largely in their promotion activities as consumers pay little attention to promotion activities of coffee mix in making decision. Lastly, according to the findings that internal stimuli are more important than external stimuli in decision making, marketers should try to simulate the needs of consumers by showing the benefits of having coffee mix.

According to the survey, coffee manufactures and marketers must go through extensive market surveys, and should understand and appreciate the differences in consumer preferences and habits across regions, and must be able to leverage on these by implementing regional specific branding strategies. Coffee mix manufactures and marketers must develop and introduce tea and cereal instant beverages alike that would cater consumption habits. Besides instant beverages, coffee mix manufactures and marketers should also produce flexible packaging printing for external customers.

Coffee mix manufactures and marketers must complement its strategic directive with well-placed, targeted branding strategies In addition, coffee mix manufactures and marketers must also offer sponsorships of school related and sports events, several arts festivals where the idea and message of coffee mix is disseminated and more readily accepted.

As opportunities, due to the size and developing consumer market, these regions will remain main drivers of revenue growth for coffee mix manufactures and marketers. By introducing complimentary products, coffee manufactures and marketers may manage to create a comfortable niche for themselves. Management should reiterate its desire to focus on these core markets, and continue to work with distributors to make further inroads with its products.

As threats, competition in the instant beverage space is naturally intense with the local competitors like Super Group and Premier as well as international conglomerates like Nestle and many foreign brands. Local coffee mix manufactures and marketers

should have a joint venture to market and distribute instant 3-in-1 coffee mix and other beverage products in Myanmar. Coffee mix manufactures and marketers should consider the following factors to fulfill the needs of consumers.

Firstly, concerning the consumers' need recognition on coffee mix, in terms of consumers' perception on the quality, the majority of respondents have perception on the products that their current brand is the good quality coffee mix and also have good taste. Therefore manufacturers need to emphasize product quality control process and also marketers should import good quality product because of consumers' perception on high quality product.

Besides, consumers get the source of information from TV commercial, advertising in channel Radio, and Magazine and references group. Therefore, marketers need to develop attractive promotion program for target consumer. Moreover, sales person opinions are important for the buyers of coffee mix and marketers need to provide product knowledge by sponsoring training for the sales persons to get more recommendation from the sales person. Furthermore, marketers should import and distribute the coffee mix aligned with the promise effect which is claimed on TV commercial message. On the other hand, marketers need to offer the product available at every retail store in all places.

The instant coffee has been such a dominant coffee market player since 2002 and it still holds a highest portion of the coffee market share. The growth in the sales of coffee mix primarily depends on its convenience, but recently the growth is being carried by the premiumization of the instant coffee mix. As the quality of the coffee mix improves and is marketed to the consumers as such there is a good chance that it will maintain its current popularity. Ready to drink (RTD) coffee shows a strong performance, which is attributed to the substantial growth of specialist coffee shop brands in the retail channel. Based on consumers' increasing desire for a good coffee taste, operators of chained specialist coffee shops collaborated with beverage manufacturers in order to produce RTD coffee taste through the retail channel. These specialist coffee shop branded RTD coffee products appeal to young consumers in their 20s and 30s, as they appreciate being able to enjoy the same coffee flavors and taste at a lower price anywhere. Younger consumers who prefer premium coffee are expected to be willing to pay a relatively higher price when purchasing RTD coffee. They enjoy premium RTD coffee from convenience stores, with a cheaper price than the coffee sold in specialist coffee shops.

Therefore, manufacturers are expected to follow this trend with more premium products with a high-end positioning.

Coffee mix manufactures and marketers should know about Local consumption of coffee mix will sooner or later be replaced by pure and French coffee unless local coffee is easily available and cheap. An increasing trend in opening of new coffee shops will also enhance the changing behavior of consumers to try more on locally roasted and ground coffee. Myanmar Coffee Industry will soon become a substantial contributor to the development of the national economy since it can create a number of jobs in villages and can, at the same time, generate millions of foreign exchange from coffee export.

Therefore Coffee mix manufactures and marketers must have to prepare to fulfill the changing demand of consumers and must understand the changing consumer behavior. Marketers try to track cultural shifts that might suggest new ways to serve consumers. Coffee mix manufactures and marketers should understand people with different cultural and social class characteristics develop different products and brand preferences. They must have to focus on their marketing programmes for the special needs of certain groups. In addition Coffee mix manufactures and marketers should know about "A person's buying behavior" is the result of the complex interplay of all these social, psychological, and personal factors. Many of these factors cannot be controlled by marketers, but they are useful in identifying and understanding the consumers that marketers are trying to influence.

5.3   Need for Further Study

Although this study have found out some influencing factors on decision making of coffee mix consumers, those factors may not always be relevant ones because as time passes, new products will appear and consequently consumers' tastes and preferences will definitely change. In that case, the current study may not provide perfect information about consumer decision and new studies will be required. Therefore, in order to predict the consumer behaviors and their decision making and to draw comprehensive marketing strategies, the similar studies should be conducted in the future. The future study should be done in the whole country including upper and lower Myanmar. Different people in different areas do not have the same behavior and factors that influence on them. The further study should find out the differences between the consumer behavior of the people of urban and rural area regarding coffee mix. The future study should be done the relationship between income level of customers and stimuli factors of consuming coffee mix in Myanmar.

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Appendix (B)

&efuLejrLebyg, K&d mtwO f&erLmtdFa×mipk
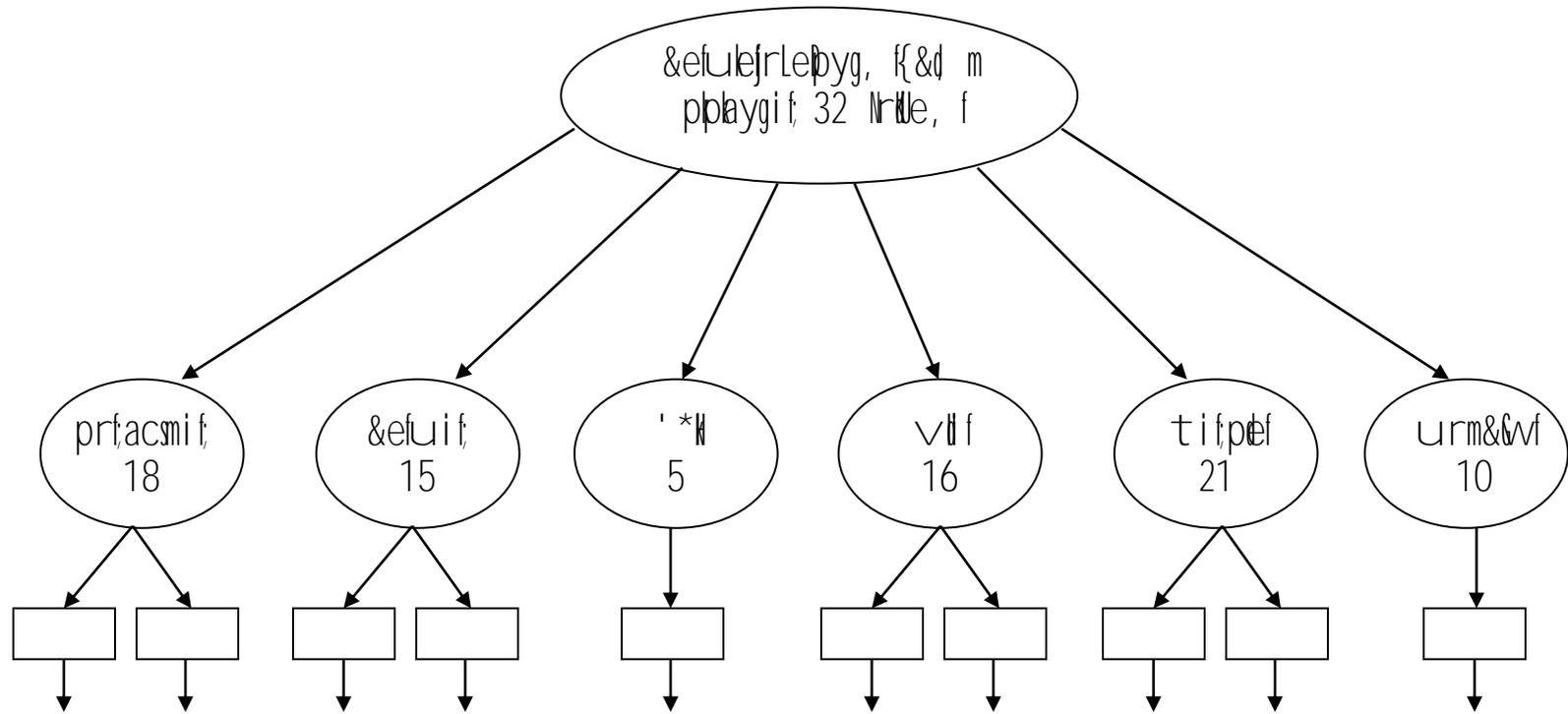
စဉ်	မြို့နယ်	လူဦးရေ	ရပ်ကွက်	အိမ်ထောင်စု	ပျမ်းမျှအိမ်ထောင်စု	နမူနာရပ်ကွက်	စုစုပေါင်း အိမ်ထောင်စု	နမူနာ အိမ်ထောင်စု
Sr.	Township	Population	Word	Household	Average Household	Sample Word (10%)	Total Household	Sample Household
1	Sanchaung	84964	18	26123	1451.3	2	2902.6	340
2	Yanking	102276	15	3974	264.9	2	529.8	83
3	Dagon	19927	5	6921	1384.1	1	1384.2	168
4	Hlaing	122865	16	29262	1828.9	2	3657.8	446
5	Insein	254590	21	50786	2418.4	2	4836.8	584
6	Kamaryut	72503	10	16939	1693.9	1	1693.9	225
								1846

Appendix (C)
Available Brands of Coffee Mix by Taste

Sr.	Brand	Taste						Total
		Original	Strong	Creamy	Diet	Ground	Milk	
1	All Time	1						1
2	America	1						1
3	Ben	1						1
4	Birdy	2	2	1				5
5	Birthday	1		1				2
6	Boss	1						1
7	Bravo	1						1
8	Café 21		1					1
9	Casablanca	1						1
10	D & D	2						2
11	D7			1				1
12	Emo	1	1	1				3
13	F & N	1						1
14	Gold Roast	2						2
15	Golden Lion	1						1
16	Java	1		1				2
17	Ka Ka	1						1
18	Kafe 2 Go	1						1
19	Khao Shong	3						3
20	Maxim	1						1
21	Mike	1						1
22	Mikko	1						1
23	Mister Cup	3						3
24	Moccona Trio	2	1					3
25	Morning Cup	1						1
26	Nescafe	2	1	2				5
27	Owl	1						1
28	Pokka	1	1				1	3
29	Power	1		1				2
30	Premier	2	1			1		4
31	Preserve		1					1
32	Rich	2	1			1		4
33	Shwe Myodaw	1						1
34	Special	1						1
35	ST	1						1
36	Super	3	1		1			5
37	Super One	1						1
38	U2	1						1
39	UFC	1						1
	Total	**49**	**11**	**8**	**1**	**2**	**1**	**72**

Source: Survey data from 2010

Appendix (D)

Foreign Coffee Mix Brand

Sr. No.	Brand	Country of Origin
1	Nestle	Thailand
2	KhaoShong	Thailand
3	Moccona	Australia
4	67	Vietnam
5	Birdy	Thailand
6	Mister Cup	Thailand
7	Good day	Indonesia
8	Best Share	China
9	Tesco	Nil
10	Tropicana	Nil
11	Clare	Thailand
12	Fitne	Thailand
13	MyCafé	Malaysia
14	Café 21	Singapore
15	CofiCofi	Malaysia
16	White Coffee	Singapore
17	Zolito	Thailand
18	Indo Café	Thailand
19	Harvest Power	China
20	Gano Café	Thailand
21	Morning Cup	Imported
22	Penang White	Malaysia
23	Ali Café	Indonesia
24	Genseng Coffee (Thailand)	Thailand
25	Old Town	Malaysia

Appendix (E)

Local Brands of Coffee Mix in Yangon Market

Sr. No.	Brand	Sr. No.	Brand
1	Super	17	KaKa Café
2	Premier	18	Birthday
3	Rich	19	Monkey
4	Gold Roast	20	D & D
5	Emo	21	Ben Café
6	All Time	22	Boss
7	Sunday	23	Diary Queen
8	Bravo	24	YESTE'
9	Super one	25	Success Chocolate Coffee (new)
10	Mikko	26	Chelio
11	Americafe	27	Internet
12	Java	28	MonKa
13	Special	29	Kaoshang
14	Coffee King		
15	Casablanca		
16	U2		

Source: MMRD, Survey data

Instant Coffee Mix

Sr.No	Name	Photos	Category	Origin	Net-weight	Content	LTP	Index (%)	wholesale	Index (%)	Super-market	Index (%)	Retail	Index (%)	Comments
1	Premier		3 in 1 coffee mix	Myanmar	600gm	20gmx30nos	2100	100	2210	105.24	2350	111.90	2400	114.29	
					200gm	20gmx10nos	810	100	850	104.94	890	109.88	900	111.11	
			2 plus 1		660gm	22gmx30nos	2281	100	2350	103.02	2700	118.37	2400	105.22	
			2 in 1 pure coffee mix		660gm	22gmx30nos	2325	100	2470	106.24	2700	116.13	2450	105.38	
					220gm	22gmx10nos	830	100	880	106.02	920	110.84	900	108.43	
					600gm	20gmx30nos	2515	100	2640	104.97	2800	111.33	2650	105.37	
			Espresso darker/richer		200gm	20gmx10nos	830	100	880	106.02	920	110.84	900	108.43	
			3 in 1 Extra creamy		300gm	20gmx10nos	855	100	890	104.09	950	111.11	900	105.26	
			Light		600gm	20gmx20nos	2100	100	2210	105.24	2350	111.90	2450	116.67	
			Strong		600gm	20gmx30nos	2525	100	2650	104.95	2800	110.89	2900	114.85	
			Cappuccino (new)		600gm	20gmx30nos	2560	100	2650	103.52	2850	111.33	2900	113.28	
			2 in 1 instant White coffee		360gm	20gmx30nos		100							Nil
2	Super		3 in 1 coffee mix	Myanmar	600gm	20gmx30nos	2700	100	2825	104.63	3000	111.11	2850	105.56	
					960gm	20gmx48nos	2300	100	2650	115.22	2400	104.35	2500	108.70	
					500gm	20gmx25nos	3940	100	3650	92.64	4000	101.52	3650	92.64	
			regular(red)		600gm	20gmx30nos	1800	100	1830	101.67	1880	104.44	1900	105.56	
			rich(green)		600gm	20gmx30nos	2000	100	2100	105.00	2400	120.00	2350	117.50	
			Reduce sugar		500gm	25nosx20gm	1880	100	1950	103.72	2400	127.66	2000	106.38	
			Diet		600gm	20gmx30nos		100		#DIV/0!		#DIV/0!		#DIV/0!	Nil
3	Rich		3 in 1 instant coffee mix	Myanmar	600gm	20gmx30nos	2350	100	2400	102.13	2400	102.13	2400	102.13	
			Cappuccino		600gm	20gmx30nos	2180	100	2310	105.96	2500	114.68	2350	107.80	
			Espresso		600gm	20gmx30nos	1925	100	1950	101.30	2030	105.45	2050	106.49	
			Creamy		600gm	20gmx30nos	2400	100	2430	101.25	2650	110.42	2700	112.50	
			3 plus one pure coffee mix		750gm	15gmx50nos	2180	100	2200	100.92	2300	105.50	2450	112.39	
			2 in 1 instant coffee mix		200gm	20gmx10nos	2450	100	2480	101.22	2700	110.20	2650	108.16	
			Expresso/Cuppuccino/3 in 1	Myanmar		cup	855	100	895	104.68	980	114.62	900	105.26	
			100 % Pure				155	100	160	103.53	170	110	165	106.76	
					400gm	20gmx20nos	2165	100	2275	105.08	2480	114.55	2260	104.39	
4	Harvest		2 plus 1	China	200gm	20gmx10nos	1085	100	1145	105.53	1240	114.29	1220	112.44	
					600gm	20gmx30nos	1750	100	2180	124.57	2000	114.29	1950	111.43	
			Cappuccino		200gm	20gmx10nos	805	100	845	104.97	920	114.29	900	111.80	
					378gm	18.9gmx20nos	1850	100	1925	104.05	2000	108.11	1870	101.08	
			3 in 1 Espresso darker		200gm	20gmx10nos	1045	100	1095	104.78	1150	110.05	1100	105.26	
					600gm	20gmx30nos	2325	100	2350	101.08	2630	113.12	2450	105.38	
					540gm	18gmx30nos	1555	100	2052	104.96	2150	109.97	2110	107.93	
			Creamy		200gm	20gmx10nos	600	100	630	105.00	660	110.00	650	108.33	
					600gm	20gmx30nos	2025	100	2100	103.70	2150	106.17	2120	104.69	
					200gm	20gmx10nos	855	100	880	102.92	980	114.62	920	107.60	

Source: DKSH, 2013

Sr.No	Name	Category	Origin	Net-weight	Content	LTP	Index (%)	wholesale	Index (%)	Super-market	Index (%)	Retail	Index (%)	Comments
	Harvest	3 in 1 coffee mix		600gm	20gmx30nos	2300	100	2350	102.17	2530	110.00	2480	107.83	
		Extra creamy		200gm	20gmx10nos	800	100	850	106.25	880	110.00	880	110.00	
				600gm	20gmx30nos	2300	100	2350	102.17	2530	110.00	2480	107.83	
5	Goldroast	3 in 1 instant coffee mix	Myanmar	600gm	20gmx30nos	2275	100	2490	109.45	2580	113.41	2540	111.65	
				200gm	20gmx10nos	790	100	840	106.33	880	111.39	900	113.92	
				960gm	20gmx48nos	3750	100	4140	110.40	4250	113.33	3800	101.33	
				1000gm	20gmx50nos	3900	100	3978	102.00	4100	105.13	4050	103.35	
		Gold 3 in 1 instant coffee mix		400gm	20gmx20nos	1499	100	1640	109.41	1700	113.41	1650	110.07	
				200gm	20gmx10nos	776	100	850	109.54	880	113.40	860	110.32	
				600gm	20gmx30nos	2600	100	2650	101.92	2700	103.85	2750	105.77	
6	Nestle	3 in 1 original instant coffee mix	Thailand	285gm	19.4gmx15nos	4700	100	4750	101.06	5400	114.89	5200	110.64	
		3 in 1 Rich Aroma		1164gm	19.4gmx60nos	5050	100	5100	100.99	5800	114.85	5600	110.89	
		Red Cup instant coffee		270gm	27gmx10nos	2350	100	2400	102.13	2700	114.89	2600	110.64	
				200gm	50pcs	3480	100	3930	112.93	4000	114.94	3960	113.79	
		Cappuccino	600	100gm	20gmx5nos	5090	100	5095	100.10	5850	114.93	5650	111.00	
				400gm	20gmx20nos	1830	100	2050	112.02	2100	114.75	2080	113.66	
		Barista		400gm	20gmx20nos	5045	100	5500	109.02	5800	114.97	5650	111.59	
		Nescafe Ice Rich Creamy		860gm	25pcs	5740	100	6400	111.50	6600	114.98	6500	113.24	
		Ice Coffee		270gm	27gmx10nos	6530	100	7080	108.42	7500	114.85	7310	111.94	
		3 in 1 espresso		270gm	27gmx10nos	1660	100	1700	102.41	1900	114.46	1850	111.45	
				270gm	18gmx9nos	2335	100	2375	101.71	2680	114.78	2520	107.92	
		Ice Coffee		270gm	27gmx10nos	1135	100	1165	102.64	1300	114.54	1220	107.49	
		Protect Proslim		160gm	16gmx10nos	1725	100	1755	101.74	1900	110.14	2000	115.94	
						1180	100	1200	101.69	1300	110.17	1650	139.8305	
7	Emo	3 in 1 coffee mix	Myanmar	600gm	20gmx30nos	1290	100	1340	103.88	1420	110.08	1450	112.40	out of mkt
		3 in 1 Extra creamy		600gm	20gmx30nos	1290	100	1340	103.88	1420	110.08	1400	108.53	
		3 in 1 regular		600gm	20gmx30nos	1290	100	1340	103.88	1420	110.08	1380	106.98	
		3 in 1 strong		600gm	20gmx30nos	3275	100	3325	101.53	3600	109.92	3500	106.87	
8	Birdy	3 in 1 coffee mix	Thailand	528gm	17.6gmx30nos	2230	100	2420	108.52	2450	109.87	2440	109.42	
		Robusta (red)		474gm	17.6gmx30nos	2190	100	2320	105.94	2400	109.59	2360	107.76	
		Cappuccino (blue)		528gm	17.6gmx30nos	2450	100	2500	102.04	2700	110.20	2650	108.16	
		super creamy (yellow)		528gm	17.6gmx30nos	2200	100	2120	96.36	2230	101.36	2250	102.27	#DIV/0! Nil
9	All time	Fine Ground***	Myanmar	200gm	20gmx10nos	865	100	895	103.47	950	109.33	1000	115.61	
				528gm	17.6gmx30nos	2160	100	2215	102.55	2400	111.11	2250	104.17	
		Coarse Ground***		200gm	20gmx10nos	880	100	905	102.84	970	110.23	1000	113.64	
				528gm	17.6gmx30nos	2160	100	2215	102.55	2400	111.11	2250	104.17	

Source: DKSH, 2013

Sr.No	Name	Photos	Category	Origin	Net-weight	Content	LTP	Index (%)	wholesale	Index (%)	Super-market	Index (%)	Retail	Index (%)	Comments
10	Sunday		3 in 1 coffee mix	Myanmar	600gm	30gmx20nos	2525	100	2575	101.98	2800	110.89	2600	102.97	
			****		300gm	30gmx10nos	1365	100	1325	97.07	1500	109.89	1420	104.03	
11	Bravo		3 in 1 instant Cappuccino	Myanmar	540gm	18gmx30nos	1850	100	1900	102.70	2100	113.51	1850	100.0	
					360gm	18gmx20nos	1235	100	1265	102.43	1400	113.36	1320	106.38	
					180gm	18gmx10nos	620	100	650	104.84	700	112.90	680	109.68	
12	Super One		3 in 1 instant coffeemix	Myanmar	600gm	20gmx 30nos	2455	100	2480	101.02	2700	109.98	2620	106.72	
					200gm	20gmx10nos	820	100	850	103.66	900	109.76	880	107.32	
					1000gm	20gmx50nos	3365	100	3465	102.97	3700	109.96	3640	108.17	
13	Mikko		3 in 1 instant coffee mix	Myanmar	1000gm	50nosx20gm	3250	100	3300	101.54	3700	113.85	3300	101.54	
					600gm	20gmx30nos	2100	100	2150	102.38	2450	116.67	2280	108.57	
14	Americafe		White Coffee Sugar free (Diet coffee)		240gm	12gmx20nos	1500	100	810	54.00	2000	133.33	1800	120.00	
			3 in 1 café	Myanmar	720gm	18gmx40nos	2200	100	2250	102.27	2420	110.00	2400	109.09	
15	Java		3 in 1	Myanmar	540gm	18gmx30nos	1950	100	1985	101.79	2150	110.26	2200	112.82	
			Extra creamy		900gm	18gmx50nos	3000	100	3150	105.00	3300	110.00	3600	120.00	
								100		#DIV/0!	1500	#DIV/0!		#DIV/0!	Mil
16	Special		Coffee	Myanmar	1000gm	20gmx50nos	2285	100	2260	98.91	2600	113.79	2300	100.66	
17	Coffee King		3 in 1 instant coffeemixx	Myanmar	600gm	20gmx30nos	2280	100	2320	101.75	2750	120.61	2300	100.88	
18	Casablanca		3 in 1 instant coffeemix	Myanmar	600gm	20gmx30nos	2350	100	2400	102.13		0.00	2500	106.38	
19	U2		3 in 1 instant light café	Myanmar		50nos	1950	100	2250	115.38	2400	123.08	2200	112.82	

Source: DKSH, 2013

Sr.No	Name	Photos	Category	Origin	Net-weight	Content	LTP	Index (%)	wholesale	Index (%)	Super-market	Index (%)	Retail	Index (%)	Comments
20	Kaka cafe		3 in 1 instant kafe	Myanmar	600gm	20gmx30nos	1450	100	1500	103.45	1650	113.79	1800	124.14	
21	Birthday		3 in 1 Creamy (yellow)	Myanmar	540gm	18gmx30nos	1230	100	1315	102.73	1410	110.16	1425	111.33	
			Red		540gm	18gmx30nos	1230	100	1315	102.73	1410	110.16	1425	111.33	
22	Monkey			Myanmar	900gm	30gmx30nos	2525	100	2520	99.80	2800	110.89	2550	100.99	
					450gm	30gmx15nos	1300	100	1350	103.85	1430	110.00	1400	107.69	
23	D & D		3 in 1 Cappuccino	Myanmar	600gm	20gmx30nos	2200	100	2250	102.27	2420	110.00	2360	107.27	
			Espresso			20gmx30nos		100							Nil
			Super Creamy			20gmx30nos		100							Nil
24	Ben cafe		Instant coffee -brazillian	Myanmar		25nos		100		#DIV/0!		#DIV/0!		#DIV/0!	NiL
25	Boss		coffee mix	Myanmar	600gm	20gmx30nos	1845	100	2000	108.40	2030	110.03	2010	108.94	
26	Mistercup		3 in 1 instant coffee	Thailand	518gm	18.5gmx28pcs	1800	100	1850	102.78	2600	144.44	2100	116.67	
27	Gingseng coffee		Genseng Coffee	Thailand		84nos	30000	100	31500	105.00	34000	113.33	33500	111.67	
28	Zolito		Medium roast	Thailand	Stick	8nos	3045	100	3050	100.16	3350	110.02	3400	111.66	
			Dark roast			8nos	3045	100	3050	100.16	3350	110.02	3400	111.66	
			mocha			8nos	3230	100	3050	94.43	3550	109.91	3100	95.98	
			Fresh			8nos	3045	100	3050	100.16	3350	110.02	3400	111.66	
29	Internet		korean style 3 in 1 coffee	Myanmar	Cup	12nos	1030	100	1080	104.85	1130	109.71	1110	107.77	
						24nos	2230	100	2280	102.24	2450	109.87	2380	106.73	
						6cups	940	100	970	103.19	1030	109.57	1000	106.38	
30	Best share		Slimming natural	China	150gm	5gmx 30nos	1640	100	1670	101.83	1800	109.76	1720	104.88	
					75gm	5gmx 15nos	9090	100	9120	100.33	10000	110.01	9800	107.81	

Source: DKSH, 2013

Sr.No	Name	Photos	Category	Origin	Net-weight	Content	LTP	Index (%)	wholesale	Index (%)	Super-market	Index (%)	Retail	Index (%)	Comments
31	G7		3 in 1 instant coffee	Vietnam										#DIV/0!	Nil
			cappuccino hazelnut		96gm	12gmx8nos	3275	100	3310	101.07	3600	109.92	3520	107.48	
			cappuccino irish cream		96gm	12gmx8nos	3454	100	3495	101.19	3800	110.02	3650	105.67	
			cappuccino mocha		96gm	12gmx8nos	3275	100	3295	100.61	3600	109.92	3450	105.34	
32	Tropicana		Slimming natural-Sugar free	Nil	96gm	12gmx8nos	3000	100	3025	100.83	3300	110.00	3250	108.33	
			Slimming natural-Sugar free orange drink		60gm	6gmx10nos	3000	100	3025	100.83	3301	110.03	3251	108.37	
33	Moccona		3in1 Coffeemix Trio Orig/ Espresso	Australia	504gm	28gmx18nos	2685	100	2800	104.28	2950	109.87	2900	108.01	
			3in1 Coffeemix Trio Gold		400gm	20gmx20nos	2685	100	2800	104.28	2950	109.87	2900	108.01	
			3in1 Coffeemix Trio&Inshape/l-		180gm	18gmx10nos	3320	100	3450	103.92	3650	109.94	3400	102.41	
					90gm	18gmx5nos	1727	100	1800	104.23	1900	110.02	1750	101.91	
			3 in 1 coffee mix espresso		200gm	20gmx10nos	4090	100	4400	107.58	4500	110.02	4340	106.11	
					100gm	20gmx5nos	2200	100	2250	102.27	2420	110.00	2330	108.18	
			3in1 Coffeemix Trio Aktiv		490gm	17.5gmx28nos	2685	100	2800	104.28	2950	109.87	2900	108.01	
34	Indo cafe		cappuccino Gingseng	Indonesian		25gmx5nos	1046	100	1050	100.38	1150	109.94	1110	106.12	Nil
								100		#DIV/0!		#DIV/0!		#DIV/0!	
35	Good day		3 in 1 coffee mix	Indonesia	150gm	30gmx5pcs	2454	100	2480	101.06	2700	110.02	2640	107.58	
36	Khao shong		3 in 1 cappuccino (violet)	Thailand	500gm	2gmx50nos	3319	100	3450	103.95	3650	109.97	3590	108.17	
			Agglomerated Instant Coffee		100gm		2454	100	2550	103.91	2700	110.02	2640	107.58	
			Agglomerated nstant Coffee Iced		400gm	10nosx40gm	1454	100	1495	102.82	1600	110.04	1555	106.95	
			Agglomerated Instant Coffee mixture		100gm	50gmx 2nos	1045	120	1080	103.35	1150	110.05	1120	107.18	
			Agglomerated Instant Coffee mixture		300gm	25gmx12nos	6500	130	6550	100.77	6950	106.92			
			Super rich		400gm	50gx8nos	3454	130	3480	100.75	3800	110.02	3720	107.70	
			Coffeemix Iced		600gm	20gx30nos	2500	100	2600	104.00	2750	110.00	2700	108.00	
			3in1 Instant Coffeemix Condensed		400gm	40gmx10nos	1900	100	1935	101.84	2100	110.53	2040	107.37	
								100		#DIV/0!		#DIV/0!		#DIV/0!	Nil
			Mocha (brown)		660gm	22nosx30gm	3318	100	3365	101.42	3650	110.01	3580	107.90	
			instant coffee mix Espresso 45				2209	100	2250	101.86	2430	110.00	2400	108.65	
			3in1 Instant Coffeemix Super Creamy				5000	100	5050	101.00	5500	110.00	5400	108.00	
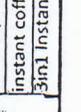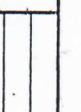
Sr.No	Name	Photos	Category	Origin	Net-weight	Content	LTP	Index (%)	wholesale	Index (%)	Super-market	Index (%)	Retail	Index (%)	Comments
37	Clare		Slimming	Thailand	140gm	12gmx10nos	4820	100	4870	101.04	5300	109.96	5500	114.11	
38	Tesco		Slimming	Nil	195gm	19.5gmx10ncs	5318	100	5350	100.60	5850	110.00	5750	108.12	
39	Fitne		Coffee white- kidney bean extract / Slimming	Thailand			3270	100	3300	100.92	3600	110.09	3700	113.15	
40	My Cafe		4 in1 Durian Coffee	Malaysia	570gm	38gmx15nos	3545	100	3655	103.13	3900	110.01	3820	107.76	
41	Cafe 21		2 in 1 coffee mix	Singapore	300gm		2955	100	3050	103.23	3250	110.00	3200	108.33	
42	Con Con		Tiger	Malaysia	100gm	20gmx5nos	1045	100	1075	102.87	1150	110.05	1110	105.22	
					200gm	20gmx10nos	3275	100	3380	103.21	3600	109.92	3550	108.40	
			Original		200gm	20gmx10nos	2045	100	2075	101.47	2250	110.02	2190	107.09	
			Sugar free/irish/ chocco mocca		200gm	20gmx10nos	1700	100	1750	102.94	1880	110.59	1840	108.24	
			/ hazel nuts/ french vanilla		60gm	12gmx5nos	863	100	900	104.29	950	110.08	930	107.76	
					120gm	12gmx10nos	1700	100	1730	101.76	1880	110.59	1830	107.65	
43	Old Town		Original Gold Coffee	Malaysia											
			Hazel nuts												Nil
			Cane Suger												Nil
			Classic		240gm	20gmx12nos	2365	100	2390	101.14	2600	110.03	2520	106.64	
			3 in 1 White coffee		540gm	36gmx15nos	5318	100	5348	100.56	5850	110.00	5780	108.69	Nil
44	Diary Queen		Original Coffee	Myanmar	600gm	20gmx30nos	2727	100	2755	101.03	3000	110.01	2920	107.08	
					200gm	20gmx10nos	1045	100	1075	102.87	1150	110.05	1110	106.22	
			Creamy Coffee		600gm	20gmx30nos	2727	100	2755	101.03	3000	110.01	2940	107.81	
					200gm	20gmx10nos	1045	100	1075	102.87	1150	110.05	1110	106.22	
45	Chelio		Alkaline	Myanmar	500gm	25gmx20nos	6000	100	6050	100.83	6600	110.00	6500	108.33	
			Cappuccino		800gm	40gmx20nos	5000	100	5050	101.00	5500	110.00	5420	108.40	
			Premium		500gm	25gmx20nos	3355	100	3400	101.34	3650	109.99	3610	107.60	

Source: DKSH, 2013

Appendix (G)

Ready to Drink Coffee (RTD)

Sr.No	Name	Photos	Category	Origin	Net weight	LTP	Index(%)	wholesale	Index(%)	Super-market	Index(%)	Retail(per sachet)	Index(%)	Comments
1	UFC		Black Coffee	Thailand	180ml	300	100	310	103.33	330	110	320	106.67	
			Ice Coffee		180ml	300	100	310	103.33	330	110	320	106.67	
			Rich Coffee		240ml	655	100	680	103.89	720	110	700	106.94	
2	Pokka		Cappuccino	Singapore	240ml	545	100	560	102.67	600	110	580	106.33	
			Bitter Roast		240ml	545	100	560	102.67	600	110	580	106.33	
			Vanilla		240ml	545	100	560	102.67	600	110	580	106.33	
			Black Coffee		240ml	545	100	560	102.67	600	110	580	106.33	
3	Nestle		Green Tea	Thailand	240ml	545	100	560	102.67	600	110	580	106.33	
			3 in 1 milk teamix		240ml	545	100	560	102.67	600	110	580	106.33	
			Nescafe Milk Coffee Drink Mocha		240ml	582	100	600	103.13	640	110	620	106.56	
			Lemon Teamix		240ml	582	100	600	103.13	640	110	620	106.56	
			Nescafe Milk Coffee Drink Original		240ml	582	100	600	103.13	640	110	620	106.56	
			Nescafe Milk Coffee Drink Ice		300ml	582	100	600	103.13	640	110	620	106.56	
4	Birdy		Robusta	Thailand	180ml	264	100	270	102.41	290	110	280	106.21	
			Rich Smooth (brown		180ml	264	100	270	102.41	290	110	280	106.21	
			Pure black		180ml	264	100	270	102.41	290	110	280	106.21	
			Classic		180ml	264	100	270	102.41	290	110	280	106.21	
5	Zolito		Dark Roast	Thailand	Nil	500	100	520	104.00	550	110	550	110.00	
			Medium Roast			500	100	520	104.00	550	110	550	110.00	
			Latte			500	100	520	104.00	550	110	550	110.00	
			Mocha			500	100	520	104.00	550	110	550	110.00	
6	Dutch Lady		UHT Coffee	Import	250ml	910	100	950	104.40	1000	109.8901	1000	109.89	

Source: DKSH, 2013

Appendix (H)

The Factors Influence on Decision Making in Buying Coffee Mix

Date _____

Male / Female _____

Age (Years) _____

Marital Status (Single/ Married) _____

Education _____

Occupation _____

Monthly Income (Ks) _____

Instructions

This research is to study your buying decision making of coffee mix. As your answers will be saved, please answer all the questions honestly.

There is no right or wrong answer for each question. You can draw (✓) at the answer that is match with your attitude. Please answer each question quickly and correctly and please answer all the questions.

Thank You.

1. Do You buy the coffee Mix   Yes (   )   No (   )

2. Do you drink coffee?   Yes (   )   No (   )

     If you drink coffee, how often do you drink?

     Sometime   (   )

     Always   (   )

     Usually   (   )

     I can't stay without drinking coffee.   (   )

3. How many times do you drink coffee per day?

     Once   (   )

     Twice   (   )

     Thrice   (   )

     More than thrice   (   )

4. When do you usually drink coffee?

     When I wake up   (   )

     Before having a lunch   (   )

     After having a lunch   (   )

     When I meet my friends   (   )

     Before having a dinner   (   )

     After having a dinner   (   )

     At leisure time   (   )

     Before going to bed   (   )

     I don't have specific time.   (   )

     When discussing business matters.   (   )

5. Which coffee brand do you usually drink?   (   )

     Please describe your 5 favorite coffee brands.

     (1)   _____   (2)   _____

     (3)   _____   (4)   _____

(5)   _____

6. What size of coffee do you usually buy?

Size	No. of purchases
I usually buy large size of coffee.	
I usually buy small size packages of coffee.	

7. Where do you buy coffee?

Location	
Super market	
I usually buy from market.	
I usually buy from retail store.	
I usually buy from the wholesale.	

8. What factors do you consider in purchasing coffeemix?

     Price of coffeemix

     Quality of coffeemix

     Taste of coffeemix

     Convenient to buy

     TV advertising

     Radio advertising

     News paper advertising

     Billboard

Please answer your attitudes toward the following statements.

No.	Statements	Totally disagree	A little disagree	Sometimes disagree	Sometimes agree	A little agree	Totally agree
	Product Factors	1	2	3	4	5	6
1.	I usually prioritize the quality of coffee when I purchase.						
2.	I usually purchase coffee with a better taste.						
3.	I choose coffee with bitter-sweet taste to buy.						
4.	I choose coffee with bitter taste to buy.						
5.	I choose to buy coffee with great smell.						
6.	I used to buy popular coffee brand.						
7.	I prefer to buy coffee with beautiful packages.						
8.	I prioritize coffee which contains higher nutrient to buy.						
9.	I choose to buy coffee with greater sweetness.						
10.	I buy coffee which contains a great number of sachets.						
11.	I choose to buy the type of coffee which contains greater gram in each sachet.						
	Price Factors						
12.	When buying coffee, I consider the fair price.						
13.	I choose to buy cheaper coffee.						
14.	I choose to buy expensive coffee because I believe it is better than others.						
	Promotion Factors						
15.	I choose to buy coffee due to sales promotional activities.						
16.	I choose to buy coffee due to hospitality of promotion staffs.						
17.	I choose to buy coffee due to services of promotion staffs.						
18.	I used to buy coffee because I like sponsorship activities.						
19.	I used to buy coffee because I like coupon systems.						
20.	I frequently buy coffee during promotion periods.						
21.	I used to buy coffee that has many lucky draws.						
22.	I used to buy coffee brand that gives many presents to customers.						
23.	I used to buy coffee due to the attraction of TV commercials.						

No.	Statements	Totally disagree	A little disagree	Sometimes disagree	Sometimes agree	A little agree	Totally agree
		1	2	3	4	5	6
24.	I used to buy coffee due to the attraction of commercials from radio.						
25.	I used to buy coffee due to the attraction of commercials from magazines.						
26.	I used to buy coffee due to the attraction of commercials from newspaper.						
27.	I used to buy coffee due to the attraction of billboard commercials.						
28.	I used to buy coffee due to the attraction of commercials on bus and cars.						
	Reference Group						
29.	I used to buy coffee due to the suggestions of consumers.						
30.	I used to buy coffee due to the suggestions from friends.						
31.	I used to buy coffee due to the suggestions from family members.						
32.	I used to buy coffee due to the suggestions from neighborhoods.						
	Social Factors						
33.	I choose to buy coffee mix because it can use easily in many ceremonies, weddings, donations and so on.						
34.	I choose to buy coffee mix because it can use as a donation.						
35.	I choose to buy coffee mix because it is suitable to give as presents.						
	Place Factors						
36.	I choose to buy coffee because it can buy any time.						
37.	I prefer to buy coffee because it can easily buy at many places.						
38.	Coffee can buy with the same price regardless of time and places.						
39.	Coffee can buy at the same price regardless of places.						
40.	I used to buy coffee because I can conveniently buy my desired coffee brand at any place.						
41.	I used to buy coffee since I can conveniently buy different size of desired coffee brand regardless of places.						

9. Please answer your attitudes towards the following statements.

No.	Statements	Totally disagree	A little disagree	Sometimes disagree	Sometimes agree	A little agree	Totally agree
	Physiological Needs	1	2	3	4	5	6
1.	I drink coffee when I feel hungry to satisfy my hungriness.						
2.	I get satisfaction by drinking coffee daily.						
3.	I want to drink when I pass through the café.						
4.	I would like to drink coffee after eating food to satisfy.						
	Safety Needs						
5.	I drink coffee when I feel stressed out.						
6.	I drink coffee when I feel annoyed.						
7.	I drink coffee when I feel sleepy.						
8.	I feel that my stress could reduce by drinking coffee.						
9.	Drinking coffee is good for health.						
10.	I feel fresh when I drink coffee.						
	Belonging Needs						
11.	Habit of drinking coffee is useful in social activities.						
12.	We can improve friendship during coffee time.						
13.	We also share more about ourselves during coffee time.						
	Esteem Needs						
14.	In the society, habit like drinking coffee brings prestige to drinkers.						
15.	The attention of many people could be achieved by drinking popular coffee.						
16.	I could describe my high living standard by drinking expensive coffee.						
17.	My friends recognize my fondness of coffee.						
	Self –Actualization Needs						
18.	I can more concentrate on studying when I dink coffee in study time.						
19.	By drinking coffee during study time, great ideas could be achieved.						
20.	Drinking coffee also create more capacity for doing business.						
21.	When making important decisions, we could think by drinking coffee to achieve better decisions.						
22.	When thinking about problems, it could be clearly understand by drinking coffee.						

9. Please answer attitudes towards the following statements.

No.	Statements	Yes	No
1.	Consumers purchase the coffee mix because of external stimuli factor.		
2.	Consumers purchase the coffee mix because of internal stimuli		

10. Please answer attitudes towards the following statements.

No.	Statements	Yes	No
1.	Consumers know the need recognition because of external stimuli factor.		
2.	Consumers know the need recognition because of internal stimuli factor.		