Coffee Consumption Habits and Preference for Thai people

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Abstract

This study examines the coffee drinking choices of Thai people. Age and gender are differences were compared. The methods were used to collect data for this research. Observation was conducted on costumers (N=16) at the Starbucks coffee at MBK center, in which apparent age, gender, product choice and quantity were recorded. Additionally, a survey was given only one location in Bangkok in which respondents answered question about their gender, age, and coffee drinking consumption habits, frequency, and preferences. Adult men were found to consume coffee more than women, but the difference was not significant. The results indicate a distinct difference in coffee consumption habits age and gender.

Introduction

Coffee is from more than 50 countries that lie along the equator zone. The original coffee comes from Ethiopia. Coffee is a popular drink to make people alert, not fall asleep, and kind of effects are emotional effect, physical effect. It is important to understand the effects of drinking coffee, why people drink coffee, and how they drink coffee. This paper will examine the coffee consumption choices of people in Bangkok and explain peoples’ motivations for drinking coffee.

Literature Review

Physical effect

Drinking coffee can cause physical-side effects. According to Smatresk(1999). Caffeine can block the action by the chemical called phosphodiesterase (PDE) (para.1). Hormones and neurotransmitters, they can’t cross cell membrane (para.1). When
people drink a lot of coffee it can affect in the heart (para.3). Caffeine effect on any animal, use chemicals neurotransmitters to control their heartbeat.

**Effect mood**

It is regularly known that drinking coffee effect the mood. Coffee likes addict that people need to drink it, According to Glasgow SPCMH (2014). Coffee composes caffeine that helps people alert all the time. When people fall asleep in the class room or when people in meeting room (para.1). Caffeine will help people concentrate the work (para.1). Coffee that has affects to the brain and nervous system (para.1). Coffee makes you not fall asleep that is a problem when people want to sleep at night (para.2).

**Origin**

The origin of coffee is from around the world and it really similar all the detail that means coffee is not much different, According to NCA (n.d.). Coffee is from the best bean (para.1). Another affect to coffee are quality and flavor that the demand of people (para.2). Coffee has grown from the country that along equator zone (para.1). However coffee has grown in more than 50 countries around the world (para.2).

**Types of coffee**

People have more choices to select coffee to drink. Type of coffee has more than 6 types. People can choose all of they like, According to Derreks (n.d.). First one Espresso, it is a strong black coffee (p.1). Second is Cappuccino (p.1). Third is Americano, it contains one shot of espresso and hot water (p.2). Fourth is Latte, it contains one shot of espresso and three parts of steam milk or foam milk (p.2). Fifth is Mocha, it contains coffee latte and chocolate syrup (p.2). Sixth is Caramel Macchiato, it is for caramel lover, it contains espresso, caramel, and foam milk or steam milk (p.2).
**Business overview**

Business overview is very important for every business. It can help people to know what people should add to business, what business has, what should improve, and etc, According to H.Holmes (n.d.). The first important is union of coffee for yearly (para.1). Coffee is the popular on younger adult, coffee has unique to make people interest (para.2). The most of restaurant select to sell coffee (para.8). Most of people decide to brewed coffee at home that is very save money, comfortable, and not waste the time (para.8).

**Method**

**Survey**

A survey was conducted on everyone who drinks coffee around Atsadang Rd., Bangkok on multiple afternoons in April 10-12, 2014. No restrictions that place on age or gender. Participants were asked question about their coffee drinking habits and preferences.

**Observation**

Observations were conducted around one hour on April 10, 2014 between 7-8 P.M. Qualitative data was recorded for what kind of coffee that people choose to drink. Types of coffee purchased were recorded.

**Participants**

A total of thirty participants were surveyed for this study. All participants were chosen by randomly and based on people who drink coffee. No restrictions were placed in age, gender or any demographic.

Observations were conducted on people who in the Starbuck coffee at ground floor, MBK center.
Result

Survey

The result of the survey showed that the coffee had chosen by men and women. Respondents (N=28) reported on their coffee drinking coffee routine, indicating whether they prefer to drink in the morning (79%; N=22), in the afternoon (14%; N=4), or evening (7%; N=2). The reported of respondents, most respondents drinking coffee every day.

When asked about which types of coffee they liked best, participants listed Cappuccino most...
frequently (39%; N=11) and Espresso second most frequently (25; N=7). Only 10 respondents (36%; N=10) reported enjoying other coffee.

When comparing the results between men and women, man respondents were more likely to drink coffee several times a week (N=20) than women (N=10).

Observation

The result of the observation showed that the coffee had chosen by men and women.

Respondents (N=16) reported on their habit. Most of respondents choose another coffee drinking (46; N=5), Respondent that choose Cappuccino (27%; N=3), and Caramel Macchiato (27%).

![Figure 1: Observation result for the question: What popular coffee that people choose to drink?](image)

![Figure 2: Observation result for the question: What age group that go to coffee shop?](image)
Macchiato (27%; N=3). The most of customer is around 26-40 years old (%; N=9), and 41-60 years old (%; N=4)

Implication

Survey

The results of the survey shed light on the coffee drinking habits of Thai people. The most surprising results were that respondents indicated that their preferred time for drinking coffee in the morning (N=22). The data also suggests that Thai people prefer to drink cappuccino. However, the many biases, such as gender and age, and possible lurking variables because of the survey is specific to respondent, who drink coffee, and due to surveying one social demographic make it difficult to generalize the results to the population in Thailand. If this study were to be repeated, the survey should be conducted on multiple age and gender of various social classes.

Observation

The results of the observation reveal trends on the way to choose coffee of Thai people. The most surprising results were that respondent personality was related to coffee choices. The data also suggests that Thai people prefer to drink Cappuccino and Caramel Macchiato supporting the survey result, however, the many biases, such as gender and age, and possible lurking variable because of the observing about what people like from their personality to choose their drinking coffee. Social class, make it difficult to generalize the results to the general people in the Starbucks coffee, MBK center (ground floor). If this study were to be reported, the survey should be conducted on multiple of age and gender of various social classes.
Limitation

Methods Limitation

There were a number of limitations found in the survey conducted for this study. The number of survey responses was only 28. The number of observation responses was only 16. Additionally, the survey respondent, there were no sampling of limited to social group, and as a result, The observed data is likely skewed base on social economic factors. The survey data is not enough because of hasn’t support from people. There were not many people around the place to survey. It not useful in BKK, not many people have coffee addict. People not cooperates the survey because it wastes their time. Not many people agree to fill out the survey questions. So people can see what they do on the survey. There were any questions in the survey. It has not enough detail to fill out observation note. The self-reported data problems are respondents were confused, because they don’t know exactly what they like and what they want, so it was hard to do the survey.

Researcher Limitations

The research was bias on position, age, and location. The position was depending on people’s status, age was easy to see that group of age are not the same personality, so they have a lot of different things, location was that the location for observe, what the age group, and what their personality. The perspective limited was based on people who drink coffee only. The language is very important because in Thailand has own language and people are prefer their own language more than foreigner language. So it was hard to work on if the survey questions haven’t Thai language.
Conclusion

This paper attempted to show, how they drinking coffee. Although the research was not able to explain all detail of people who drinking coffee. The result was from survey paper and observation. As the result people were choosing coffee by type of coffee and brand. The results suggest that there may be a relationship between coffee habit and personality.
References


