ABSTRACT

Coffee becomes a popular beverage in Thailand many years ago. Coffee also has many advantages for consumers, such as refreshing, increases alertness, lowers the risk of many diseases, and so forth. Coffee business is not highly competitive because there are many investors in this business. This research aims to study consumer behavior (including consumption behavior and buying behavior) and to compare satisfaction of Nescafe consumers and Moccona consumers because the researcher would like to know whether Nescafe consumers and Moccona consumers differ in terms of consumption behavior, buying behavior, product satisfaction, and product attitude.

Descriptive research is employed in this research in order to determine characteristics of Nescafe consumers and Moccona consumers. The consumption behavior, buying behavior, product satisfaction, and product attitude are considered as the dependent variables while brand name and demography are the independent variables. To identify the sample of this research, both probability sampling and non-probability sampling are used as the sampling procedure. Simple Random Sampling (SRS) is applied to select 5 out of 9 branches of The Mall Department Store as a collected location. Quota sampling and convenience sampling are also used to collect data from 400 respondents. Surveying by questionnaires is distributed to 400 respondents that are divided into 200 Nescafe respondents and 200 Moccona respondents. After the data collection procedures are carried out, all the research hypotheses are tested by using Independent T-Test, the Mann-Whitney test, and the Kruskal-Wallis test for the analyses.
According to the results of the study, it can be concluded that there is a difference in product satisfaction toward coffee taste between Nescafe and Moccona consumers, but there is no difference in product satisfaction toward coffee aroma between Nescafe and Moccona consumers. Moreover, there is no difference in product attitude toward variety of coffee taste between Nescafe and Moccona consumers. In addition, there is a difference in consumption behavior of Nescafe consumers when determined by gender and age levels. Furthermore, there is a difference in consumption behavior of Moccona consumers when determined by gender, but there is no difference in consumption behavior of Moccona consumers when determined by age levels. Finally, there is a difference in place for buying coffee of Nescafe and Moccona consumers when determined by income levels.

Based on the findings, the researcher recommended that Nescafe and Moccona companies or concerned organizations should educate or engage consumers in a campaign to consume coffee at least 1 cup per day, but not more than 4 cups a day. Moreover, Nescafe and Moccona companies should also add up more varieties of coffee taste and create a unique of each coffee taste clearly. In addition, both Nescafe and Moccona companies should use a promotion campaign in distribution channel places to attract and motivate their consumers.