

**Independent Study Title** Adapting Theory of Planned Behaviors in Studying  
Coffee Shop's Consumer Behaviors in Thailand

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## ABSTRACT

The purpose of the research is to validate the applicable utility of the theory of planned behaviors in studying the consumer behavior towards brand trust and brand loyalty by examining their interrelationship to consumer perceptions over the quality of marketing mix-led services and the base of consumer attitude. Thus, this research is explanatory in nature which aims to explain the behavior of consumer towards brand trust and brand loyalty in view of the theoretical structure of the prescriptive cognitive model represented by the theory of planned behavior. This research chooses to study customer perceptions in branded coffee shop context as it has not been targeted in the existent publications.

The pattern of structure presents a creative, but deduction-oriented contribution to the original version of the theory of planned behavior, which was originally used to establish a relational linkage between beliefs (i.e. behavioral control and attitude) and behavioral intention. That is, the present study differs from the previous studies available in the extant literature in numerous ways. Theoretically, this research approaches the construct of behavioral control through customer satisfaction as representative of service quality delivered by the marketing-mix actions of the coffee shops that describe the

customer perceptions over 7Ps domains of service attributes. Behavioral control is a valid manifestation of consumer's beliefs over the products and services provided and the choices made. Behavioral controls, together with customer attitude towards the products and services, have long been verified to be key determinants of consumer buying behavior, which was concluded in the prescriptive cognitive or expectancy value model of consumer behaviors, contributable to Fishbein (1967), known as the "Fishbein model."

In addition to providing the statistical evidences to support the three hypotheses that are raised, this research draws to the attention on many useful implications, theoretically and practically. For instance, brand attitude has been shown to significantly predict brand trust, comparable higher with weights of influence higher than the state of customer satisfaction. Customer attitude provides attitudinal indications of the customers towards, for instance, cup-of-coffee consumption such as "brand for coffee shop is important to me because it means consistency of product and service quality", "brand name is selected apart from price," "coffee of trusted coffee brand shop always satisfies me," and "uniquely designed coffee shop with good sitting environment always reflects trustfulness". This can imply to the coffee shops to use advertisement and magazine, and bloggers media as possible channels of promotion to help stimulate the formation of brand attitude of the customers.

**Keywords:** Brand Attitude/Brand Trust/Customer Satisfaction/Customer Loyalty/  
Marketing-Mix/Service Quality/Environmental Psychology/  
Theory of Planned Behavior/Coffee Shop