ปัจจัยที่ส่งผลต่อพฤติกรรมการตัดสินใจของผู้บริโภคในการใช้บริการร้านกาแฟในกรุงเทพมหานคร

FACTORS AFFECTING CONSUMERS' DECISION BEHAVIOR TOWARDS COFFEE SHOP SERVICE IN BANGKOK

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การวิจัยนี้มีวัตถุประสงค์เพื่อ (1) ศึกษาปัจจัยส่วนบุคคลที่ส่งผลต่อพฤติกรรมการตัดสินใจของผู้บริโภคในการใช้บริการร้านกาแฟในกรุงเทพมหานคร (2) ศึกษากลยุทธ์การตลาดที่ส่งผลต่อพฤติกรรมการตัดสินใจของผู้บริโภคในการใช้บริการร้านกาแฟในกรุงเทพมหานคร และ (3) ศึกษาพฤติกรรมการตัดสินใจของผู้บริโภคในการใช้บริการร้านกาแฟในกรุงเทพมหานคร

การวิจัยนี้เป็นการวิจัยเชิงปริมาณ ประชากรที่ใช้ในการวิจัยครั้งนี้ คือ ผู้บริโภคที่มาใช้บริการร้านกาแฟในกรุงเทพมหานคร ซึ่งไม่ทราบจำนวนที่แน่นอน ใช้สูตรการคำนวณของทาโร ยามาเน่ ได้ขนาดกลุ่มตัวอย่างจำนวน 400 คน ได้แก่ ผู้บริโภคที่มาใช้บริการร้านกาแฟในกรุงเทพมหานคร โดยใช้วิธีการสุ่มตัวอย่างแบบง่าย และใช้แบบสอบถามเป็นเครื่องมือในการเก็บรวบรวมข้อมูล สถิติที่ใช้ในการวิเคราะห์ ได้แก่ ค่าความถี่ ค่าร้อยละ ค่าเฉลี่ย ค่าส่วนเบี่ยงเบนมาตรฐาน และการวิเคราะห์การถดถอยเชิงพหุคุณ

ผลการวิจัยพบว่า (1) ปัจจัยส่วนบุคคลที่แตกต่างกันส่งผลต่อพฤติกรรมการตัดสินใจใช้บริการร้านกาแฟของผู้บริโภคในกรุงเทพมหานครแตกต่างกัน อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 และ (2) กลยุทธ์การตลาดที่ส่งผลต่อพฤติกรรมการตัดสินใจใช้บริการร้านกาแฟของผู้บริโภคในกรุงเทพมหานครแตกต่างกัน อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 และ (3) พฤติกรรมการตัดสินใจของผู้บริโภคในการใช้บริการร้านกาแฟในกรุงเทพมหานคร ลูกค้าส่วนใหญ่เลือกร้านกาแฟด้วยตนเอง โดยที่กาแฟสดและรสชาติดี และเบเกอรี่ที่อร่อยอีกด้วย ราคาเหมาะสม มีที่นั่งพอสมควร พนักงานมีความกระตือรือร้นและบริการที่รวดเร็ว การตกแต่งร้านสวยงามและบรรยากาศสบาย

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ABSTRACT

The objectives of this research were: (1) to study the personal factors affecting consumers' decision behavior towards coffee shop service in Bangkok; (2) to study the marketing strategy affecting consumers' decision behavior towards coffee shop service in Bangkok; and (3) to study consumers' decision behavior towards coffee shop service in Bangkok.

This research was quantitative research. The population used in this research was consumers who came to coffee shop service in Bangkok. The exact number was unknown. Used Taro Yamane's calculation formula, a sample size of 400 people including consumers who came to use coffee shop service in Bangkok. Used a simple random sampling method and used a questionnaire as a tool for collecting data. The statistics used in the analysis were frequency, percentage, mean, standard deviation and multiple regression analysis.

The research findings were found that: (1) different the personal factors affected consumers' decision behavior towards coffee shop service in Bangkok differently with statistically significant at the 0.05 level; (2) different the marketing strategy affected consumers' decision behavior towards coffee shop service in Bangkok differently with statistically significant at the 0.05 level; and (3) consumers' decision behavior toward coffee shop service in Bangkok that most customers selected coffee shop by themselves. By fresh coffee and tasty, preferred bakery also, price was suitable. There was enough sitting place. Staff were enthusiastic and fast service. The beautiful shop decoration and comfortable atmosphere.

Keywords: Consumer' Decision, Behavior, Coffee Shop

Research Background

The beverage industry in Thailand is considered to be one of the industries that generates a lot of revenue for the country, whether it is soft drinks or energy drinks. Another beverage business that is very popular now is the coffee shop business. Over the past five years, the coffee market has remained a continuously growing business. The Thai coffee market was valued at THB 21.2 billion in 2017,

compared to a value of THB 21.3 billion in 2018, and is expected to be in 2019. Value added to 25.8 billion baht due to expansion of coffee chain, Thai and foreign brands. Factors leading to growth in the coffee business have led to market growth of 15-20% due to greater coffee consumption potential in Thailand. Thai people are found to drink 0.5-1kg of coffee per person per year or about 200-300 cups of coffee per person per year, but it is still believed that Thai coffee consumption is still low compared to coffee consumption in almost other countries in Europe and Asia, which makes Coffee shops have more opportunities for growth. In addition, the government promotes the Thai coffee business by formulating an annual coffee strategy. 2017-2021 In order to upgrade Thai coffee and promote Thailand to become an ASEAN coffee hub, this is considered to be one of the main factors contributing to the continued growth of the Thai coffee business. These factors reflect the investment of Thai entrepreneurs and foreign entrepreneurs in coffee shops in Thailand. Positive expectations. Even the coffee shop business has received strong support from consumers and entrepreneurs. Investing in a coffee shop business remains a challenge. In particular, competition among non-coffee chain store groups was very fierce in 2018. The market share of non-coffee chain store groups was 94.4%, while the market share of franchised coffee shop chains was 5.6% of the national coffee business. As a result, competition in the coffee shop business continues to increase. In addition to regular coffee, specialty coffee is becoming increasingly popular and is now a hot trend, leading to more specialty coffees in every coffee shop. Even large chains like Starbucks are increasingly focusing on specialty coffee, so entrepreneurs need to find marketing strategies and build public relations to retain their old customers and add new ones. More Services They must also adapt to the ever-changing times in order to survive. Today, Thailand is home to many emerging coffee brands, including coffee shops. It is well known among the Thai people and neighboring countries. Due to its long-term opening, in addition to opening branches nationwide and domestically, coffee shops ranked second after Starbucks in market share in 2017, but still have the largest number of branches in Thailand. The coffee shop intends to build a coffee shop that is more popular with consumers, aiming to become a high-end coffee shop.

Therefore, in this study, coffee, a representative of Thai brand coffee shops, was selected as the research object, aiming to analyze coffee's environment and marketing strategies (7P). This is to improve competitiveness and create opportunities for long-term continued business growth, and is information in the development of products and services that can be more effectively accepted by more customers. The purpose of the research is to provide relevant marketing suggestions for coffee shops in the hope of achieving sustainable operations and a long-term foothold, and also to provide relevant marketing strategy suggestions and references for business operators in other similar industries.

Research Objectives

1. To study the personal factors affecting consumers' decision behavior towards coffee shops service in Bangkok.

2. To study the 7P marketing strategy affecting consumers' decision behavior towards coffee shops service in Bangkok.

3. To study consumers' decision behavior towards coffee shops service in Bangkok.

Research Scopes

In this research, the researcher has defined the scope of research as follows:

Content Scope

Key research factors include

1.7P marketing theory (product, price, channel, promotion, personnel, process, tangible display)

1.1 Product: focus on differentiation, ingredients, positioning, development, combination

1.2 Price: Appropriate pricing, reasonable price adjustment according to the economic level of different regions

1.3 Place: Establish appropriate sales channels

1.4 Promotion: Advertising

1.5 Process: Provide high-quality and comfortable services

1.6 Personnel: Establish a learning platform and establish an employee growth planning c

1.7 Physical evidence: Create a warm, comfortable and gathering-friendly dining environment

Area Scope

Bangkok.

Population and Sample Size

The population used in this research was consumers who came to use coffee shops service in Bangkok. The exact number was unknown.

The sample group in the study was consumers who came to use coffee shops service in Bangkok, Thailand. According to Taro Yamane's formula (1973), a total of 400 samples of the survey population were accepted with a 95% confidence level and a 5% sample selection tolerance
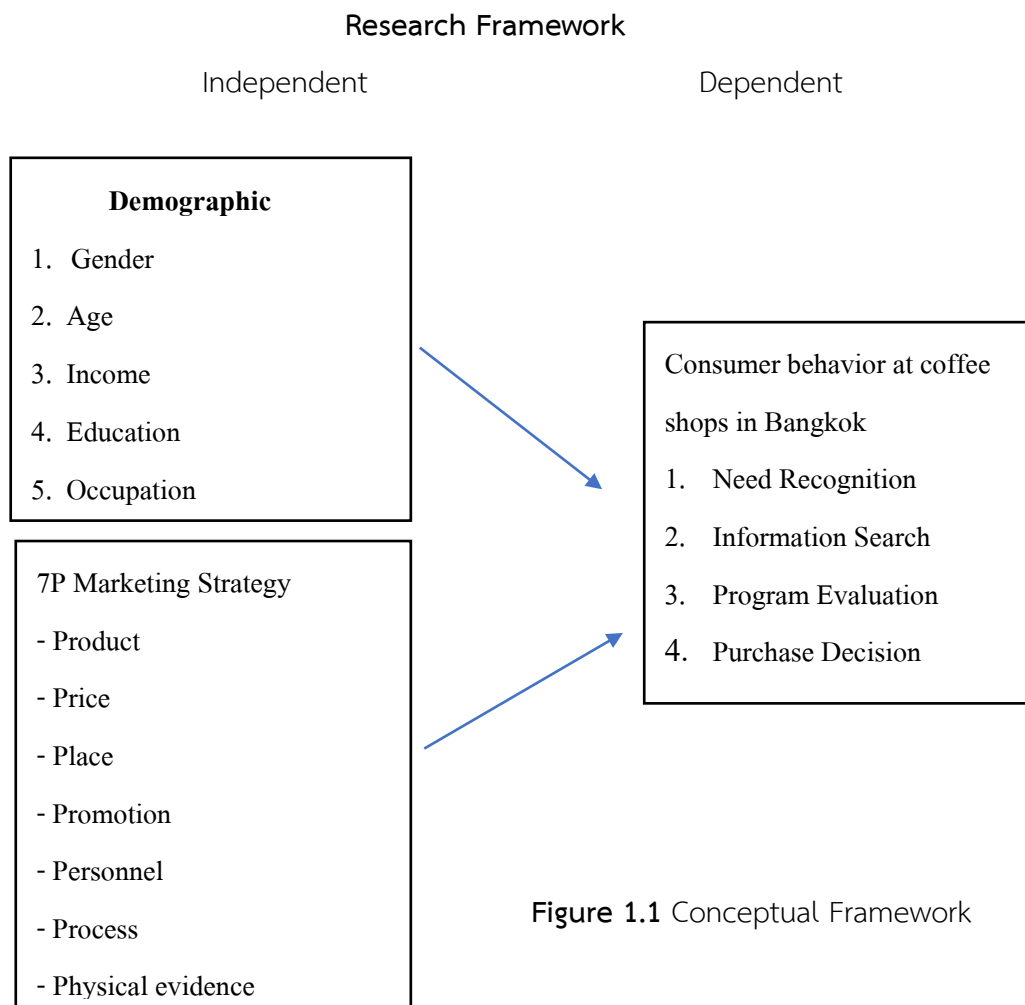
Research Framework

Independent   Dependent

Demographic
1. Gender
2. Age
3. Income
4. Education
5. Occupation

7P Marketing Strategy
- Product
- Price
- Place
- Promotion
- Personnel
- Process
- Physical evidence

Consumer behavior at coffee shops in Bangkok
1. Need Recognition
2. Information Search
3. Program Evaluation
4. Purchase Decision

Figure 1.1 Conceptual Framework

Expected Benefits

1. Promote economic development: coffee shops can bring new customers to surrounding shops and promote regional economic development. Local suppliers can also benefit from this, providing the supply of coffee, ingredients, supplies, etc., and promoting the development of the local economy.

2. Create employment opportunities: coffee shops can provide employment opportunities for unemployed people. In the process of running a coffee shop, you need to hire employees, including store managers, waiters, chefs, etc. This not only creates jobs but also boosts local economic development.

Literature Review

The topic in this research were Factors Affecting Consumers' Decision Behavior Towards Coffee Shop Service in Bangkok. Making the research results useful and achieving the established literature review is divided into 4 parts:

2.1 Definition and Theory of Demographic Factors

2.2 Concept and Theory of 7P Marketing Strategy

2.3 Definition and Theory of Consumer behavior

2.4 Situation on Coffee Shops in Bangkok

2.5 Related Research

Research Methodology

Research Model

The researcher conducted the study according to the research process and quantitative research methodology. By using a questionnaire to collect information from a sample of the population it is descriptive research.

Population

The population used in this research was consumers who came to use the coffee shops service in Bangkok. The exact number was unknown.

Sample Size

The sample sizes were determined from Taro Yamane's formula (1973) at 95% confidence level and tolerances of 5% sample selection were accepted 400 total.

Research Tool

The study on Factors Affecting Consumers' Decision Behavior Towards Coffee Shop Service in Bangkok. By using a questionnaire to collect information from a sample as follows.

1. General information of the respondents is gender, age, monthly income, status, and preference.

2. Respondents' opinions is Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post-Purchase Behaviorby using the gauge of Likert's Scale It is divided into 5 levels, which are 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree.

3. Suggestion

Data Collection Methods

In This research the researcher has collected the data as follows:

1. Primary Data collected questionnaires from the sample group.

2. Secondary Data The researcher gathered the data from the study of related documents.

The Statistics Used in Data Analysis

Descriptive statistics analysis. The questionnaire part 1 used the frequency, percentage, mean and the questionnaire part 2 used the mean, standard deviation to describe general information from the sample and analysis of opinion data, independent variables and dependent variables. The criteria for interpreting the results are as follows:

In analyzing the data, all scores to find the mean and the standard deviation of the sample based on the criteria by which the question is a rating scale, which is divided into 5 levels.

Score Level

Very Satisfied   means a score of 5 points

Satisfy means a score of 4 points

Generally means a score of 3 points

Dissatisfied means a score of 2 points

Very Dissatisfied means a score of 1 point

Therefore, the criteria for interpreting to classify the mean into the following ranges:

Average score between 4.20 – 5.00 means Strongly Agree

Average score between 3.40 – 4.19 means Agree

Average score between 2.60 – 3.39 means General

Average score between 1.80 – 2.59 means Disagree

Average score between 1.00 – 1.79 means Strongly Disagree

Conclusions

1. Personal Factors Affecting Consumers' Decision Behavior Towards Coffee Shops Service in Bangkok.

Different the demographic factors affected that decision to ice and snow tourism of Chinese tourist in Harbin city differently with statistically significant at the 0.05 level.

Through analysis of consumer personal factors, the ratio of male to female consumers in Bangkok coffee shops is relatively balanced, and the age group of consumers is concentrated between 20 and 50 years old. Consumers in this age group are financially independent and prefer to try new things. Judging from the educational background of the consumers interviewed, most of the respondents have a bachelor's degree or below, and the higher the education level, the less affected by external publicity. Therefore, Bangkok coffee shop consumers are relatively more susceptible to publicity or reviews when making purchase decisions. From the perspective of monthly income, most consumers have an income of less than 30,000 baht, and those with a monthly income of less than 30,000 baht account for more than half of the total. This proves that Bangkok coffee shop consumers are mainly mid- to low-end consumers. According to occupational analysis, more than half of Bangkok coffee shop consumers are corporate

employees, which proves that Bangkok coffee shop consumers are mainly corporate employees.

2. 7P Marketing Strategy Affecting Consumers' Decision Behavior Towards Coffee Shops Service in Bangkok.

Different the marketing strategy affected consumers' decision behavior towards coffee shop service in Bangkok differently with statistically significant at the 0.05 level;

Through theoretical analysis of consumer purchasing behavior, consumers in Bangkok coffee shops mainly consider the price of the product and the promotional activities of the merchant before purchasing the product, followed by the healthiness of the product. They don't pay much attention to the taste of the product and the brand of the merchant, and their awareness of the brand is not strong. From the perspective of information acquisition, Bangkok consumers mainly obtain information through product introductions on online evaluation platforms. Or self-media platforms and their past experience in purchasing consumer goods of the same type or brand. They pay close attention to the packaging information of the product itself and the reviews of people around it, and almost never obtain product information from advertisements or promotions actively promoted by merchants. According to the evaluation plan, consumers mainly use price as a reference for purchasing decisions, and secondly consider the quality of the product, whether it is healthy food, and recommendations from people around them. They almost never use the brand of the product as a reference for their shopping decisions. However, it should be noted that consumers will notice changes in merchants' marketing behaviors and thus change their views on the brand. From the perspective of purchasing decisions, the main factors that influence consumers' purchasing decisions are price and promotions, followed by evaluations. It is difficult for consumers to pay a premium for a certain brand, but they will buy it again because of the health benefits of a certain brand. Judging from the post-purchase evaluation, consumers will not buy this brand again, and they have no habit of buying this product again. Price increases or the absence of marketing activities can strongly affect consumers'

repeat purchase intentions. It should be noted that positive reviews will not strongly increase consumers' purchase intention, but negative reviews will greatly weaken consumers' purchase intention. This is consistent with the conclusion drawn by Mozan (2019).

3 Consumers' Decision Behavior Towards Coffee Shops Service in Bangkok.

From the perspective of consumer behavior, people who consume coffee now can be divided into two categories. One category is those who have formed a habit and buy coffee at a fixed time every week or even every day. This type of consumer has a deeper understanding of coffee products and has a relatively stable demand for coffee consumption. Coffee shops should provide stable products and services specifically for this type of consumer group, and gradually increase their awareness of the coffee brand and service experience, so as to cultivate their acceptance and loyalty to the coffee brand. The other category is irregular coffee consumers. They drink coffee occasionally but have not developed a habit and are not averse to coffee. Coffee shops can provide specific publicity and services for this type of consumers; for example, they can increase new customer discounts and disseminate knowledge about coffee product characteristics in publicity, so as to guide these consumers' relatively weak purchasing desire into conscious purchasing behavior. Coffee shops should use this type of consumption as their main potential user group in the future for marketing planning.

Consumers' decision behavior toward coffee shop service in Bangkok that most customers selected coffee shop by themselves. By fresh coffee and tasty, preferred bakery also, price was suitable. There was enough sitting place. Staff were enthusiastic and fast service. The beautiful shop decoration and comfortable atmosphere.

Suggestions

1. For merchants, the current Bangkok coffee shop consumer goods market is a mid- to low-end market with insufficient competition. The most important factor affecting consumers' purchasing decisions is price. At the same time, consumers'

perceptions of brands in the market have not yet been unified, and brand loyalty is not high. It mainly produces mid-to-low-end coffee consumer products, while developing a variety of healthy coffee drinks, enriching product varieties and structures, and highlighting its own product features to attract consumers to buy. Secondly, establish a brand concept. Consumers have conservative concepts and should choose long-term and stable marketing plans and do not frequently change the impression of the brand or product in consumers' minds. Cultivate consumers' recognition of the brand and the habit of repurchasing the brand.

2. At present, the needs of Bangkok coffee shop consumers have not been fully explored. They value cost-effective and healthy products, and are also looking forward to trying new products. They can sacrifice some convenience for their own needs for new products, which has greater demand potential. From a communication perspective, Bangkok coffee shop consumers pay more attention to the evaluations of people around them and the evaluations of consumer groups and communities they join before purchasing. Proactive advertising carried out by merchants has less positive impact on consumer purchasing decisions. Merchants can reduce traditional advertising expenditures and use the costs to hold regular promotional activities to encourage consumers to spend. Merchants should establish their own communities, increase the exposure of new information and promotional activities in front of consumers, establish smooth communication channels with consumers, actively listen to consumers' opinions and suggestions, increase online and offline channels, and strengthen the training of promotional personnel. Improve the service level of promotional staff.

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