

The Behavior of Choosing an Old-style Coffee Shop Service Provider in Bangkok District

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Abstract— The objectives of this study were to study 1) Behavior of choosing the service of an ancient coffee shop 2) Marketing mix factors in choosing the service of an antique coffee shop 3) Comparison of selection behavior Antique coffee shop services classified by personal information. The population in the study was people who used to use the ancient coffee shops in Nong Chok district. Select a sample of 400 people. by using a questionnaire as a study tool Processed using percentage statistics, averages and analyzing the data by using Chi-Square and Multiple Regression Analysis. The results showed that most of them were female. Between the ages of 21-40 years old, having a bachelor's degree Average monthly income 15,001–25,000 baht Marketing mix factors in choosing the service of an antique coffee shop in Nong Chok area at a very important level The behavior of choosing the service of an ancient coffee shop, most of them use a coffee kiosk. Choose to use the service because the coffee is delicious. My favorite coffee is strong black coffee. The value of buying coffee is at 31-35 baht per time. The dessert that customers like to order regularly is patong go. The value of buying a side snack per time is 10-20 baht. The reason for using the ancient coffee shop is not limited to the opportunity to use the service. The reason for using the service is because the coffee is delicious. The average time spent using the ancient coffee shop is 29.60 minutes/time. The average frequency of using the antique coffee shop is 3.31 times/week. Gender Privacy

Different age, occupation, educational level and average monthly income had different service behavior of traditional coffee shop in Nong Chok district. significantly at the 0.05 level. Product factors and physical characteristics influence behavior in choosing to use the service of an antique coffee shop.

Keywords— traditional coffee, selection behavior, marketing mix.

I. INTRODUCTION

Today, the world has changed and developed many things, whether it's housing technology. fashion apparel Food and many more, including Popular beverages such as coffee, in this era, there are more choices. whether fresh coffee Instant coffee with many flavors and recipes to choose from. And another coffee flavor that many people are very familiar with is "ancient coffee" (Dickinson, N. M., Lepp, & Ormand, 1984)

That although there are many beverages to choose from, but ancient coffee is still a favorite of many, whether it's

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a new era or an old man. Drinks that use the method of making glass by glass without labor-saving equipment. no maker There are only various ingredients and ancient coffee through a simple process. Started from using mixed with charcoal stoves before now using gas stoves to help make it more convenient. The taste of each cup of ancient coffee, whether it is cold or hot, is mellow, smooth, and intense in an ancient style. (SATJAWITWISARN, 2018)

It also has a price that is not expensive, cheap, economical and very worthwhile. Most of the time, the old-fashioned iced coffee starts at 20-30 baht per cup, while the hot traditional coffee is 10-20 according to the recipe and style of each shop. Therefore, it is not surprising that people in this era are fond of ancient coffee that is cheap and tastes very favorable to Thai people. In addition to the inexpensive price of ancient coffee, one thing is known as the charm of ancient coffee. antique coffee shop to have a normal table with fried dough sticks Tea is served to customers from the morning until the rest of the day. that will have coffee lovers come to open a coffee council to sit and sip drinks and chat with friends and acquaintances who have passed It can be said that this is one of the joys that result in ancient coffee. (Nischalke, Abebe, Wondimagegnu, Kriesemer, & Beuchelt, 2017)

The trend of coffee consumption among Thai people is still increasing. This is why many investors, both Thais and foreigners, are interested in investing in the coffee shop business. The overall competition in the market seems to be intense, but because most of the coffee shops that exist today Often focus on selling other products and services such as cakes, cookies, sandwiches, some have Internet services to customers. And when each store has a different selling point that is an alternative to consumers. In addition to coffee lovers in the market, there are still many groups. Therefore, the competition in the market is not intense. or how clear However, future competition tends to be more intense. Entrepreneurs therefore have to establish standards for products and services that can better meet the needs of consumers.

From the above information, it can be seen that the coffee shop business is a business in the group (SME) that is important and worth investing in. Because this business does not require much capital. as well as not requiring a very complicated management technique Therefore, it is an opportunity for young entrepreneurs to invest in this business. This will create jobs, create opportunities for a new generation

of entrepreneurs. However, learning about the behavior of target consumers is important for running a coffee business successfully. who are interested in the coffee shop business (Rahardjo, Hasbullah, & Taqi, 2019) Therefore, it is interested to study the coffee consumption behavior of people in Nong Chok area. (Marome, 2016) This will be a guideline for making investment decisions in the ancient coffee business.

II. STUDY OBJECTIVES

To study the behavior of choosing the service of an ancient coffee shop in Nong Chok area

To study the marketing mix factors in choosing the service of an antique coffee shop in Nong Chok area

A. Study Hypothesis

Different personal data have different behavior of using the ancient coffee shop in Nong Chok area.

Marketing mix factors influence behavior of traditional coffee shop service in Nong Chok area

Concepts, theories and related research

study subject The behavior of choosing to use the service of an ancient coffee shop in Nong Chok area, the students studied conceptual documents, theories and related research to be used to formulate the conceptual framework and approaches in the study as follows:

marketing mix theory; components of marketing mix;

There are basically four marketing mixes: product, price, distribution channel. and marketing promotion but the marketing mix of the service market is different from the marketing mix of general products, namely There has to be an emphasis on employees. The process of providing the service and the physical characteristics of which these three components are the main factors in the delivery of the service. Therefore, the service marketing mix consists of the 7Ps: product, price, distribution channel. Promotion of marketing, people, processes and physical characteristics (Jain, 2013)

- In terms of products (Product) is something that can meet the needs and needs of human beings. What the seller has to offer to the customer and the customer will receive the benefits and value of the product. There are two types of products namely Tangible Products and Intangible Products. (Rafiq, & Ahmed, 1995)

- Price (Price) refers to the value of a product in monetary terms. Customers will compare between the value (Value) of the service and the price (Price) of that service. If the value is higher than the price, the customer will decide to buy.

Therefore, the service pricing should be clearly appropriate for the level of service. And it is easy to classify different service levels. (Kotler, Armstrong, Saunders, Wong, Miquel, Bigné, & Cámara, 2000)

- The channel of distribution is an activity that is related to the environment in the presentation of services to customers. This affects the customer's perception of the value and benefits of the services offered. which must be considered in terms of location (Location) and channels in offering services (Channels) (Eliashberg, & Steinberg,1987)

- Marketing promotion (Promotion) is one of the tools that are important in communicating to users. with the objective of informing or influencing attitudes and behaviors The use of services and is the key of relationship marketing. (Rossiter, & Percy, 1987)

- Personnel (People), which requires selection, training, and motivation in order to be able to create customer satisfaction differently than competitors, is the relationship between service personnel and service users of the organization. ability have an attitude that can respond to service users initiative have the ability to troubleshoot can create values for the organization (Glassman, & McAfee,1992)

- Physical appearance (Physical Appearance) shows physical characteristics and presents to customers to be concrete. by trying to build overall quality both physically and in a form of service to create value for customers Whether it's in terms of dress, clean, neat Negotiations require gentleness and prompt service. or other benefits that customers should receive (Goi,1970)

- The process (Process) is an activity that is related to the methodology and practice of service. presented to the service user in order to provide the service accurately and quickly and make the service user impressed(Londhe, 2014).

III. CONCEPTUAL FRAMEWORK IN EDUCATION

From the above study, the researcher has applied the theory of marketing mix and the theory of consumer behavior. Summarize and coordinate into a conceptual framework for the study of the behavior of choosing the service of an ancient coffee shop in Nong Chok as follows:

independent variable

- Personal information**
1. Sex
 2. Age
 3. Career
 4. Average monthly income
 5. Education level

dependent variable

- Marketing mix factor**
1. Product side
 2. Price
 3. Distribution channels
 4. Marketing promotion
 5. Personal
 6. Physical appearance
 7. Process

IV. RESEARCH METHODOLOGY

This study on the behavior of choosing the service of an ancient coffee shop in Nong Chok area was a quantitative research. (Quantitative Research) by using survey research (Survey Research) through data collection via questionnaires. (Questionnaire) and data analysis by statistical methods with a package of research results. It is divided into steps as follows:

A. Population and samples used in the study

The population used in the study were service providers of traditional coffee shops in Nong Chok district. A total of 400 samples were selected for this study. W.G.Cochran's (Serlin,2000) unidentified sample size was calculated at the 95% confidence level as follows:

$$\text{Represent } n = (.50)(1-.50)(1.962)/(0.052)$$

$$n = (.5)(.5)(3.8416)/.0025$$

$$n = .9604/.0025$$

$$n = 384.16$$

In the calculations, 385 samples were obtained, but in order to prevent mistakes that may occur in answering the questionnaire Incomplete information The researcher therefore used a sample of 400 people.

B. Study results

A study on the behavior of choosing to use the service of an ancient coffee shop in Nong Chok District The study sample was a service user of an ancient coffee shop in Nong Chok district. 400 sets of questionnaires were used as a tool to collect data and 400 were returned. Show marketing mix factors influencing behavior in choosing to use coffee shop service in Nong Chok area.

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.619	.700		2.314	.021
(Product)	.975	.281	.323	3.472	.001*
(Price)	-.403	.254	-.134	-1.585	.114
(Place)	-.213	.283	-.077	-.751	.453
(Promotion)	-.175	.135	-.083	-1.297	.195
(People)	.017	.323	.008	.052	.959
(Physical)	.651	.236	.224	2.759	.006*
(Process)	-.413	.322	-.187	-1.281	.201

* Significant level.05

Compare the influence of marketing mix to behavior. It was found that behavior and marketing mix In terms of products (Sig = 0.001) and physical characteristics (Sig = 0.006), there was a statistically significant influence on behavior in choosing to use the service of an antique coffee shop in Nong Chok area at 0.

V. RESULTS, DISCUSSION AND RECOMMENDATIONS

The purpose of this study was to study the behavior of using the ancient coffee shop service in Nong Chok area and the marketing mix factors affecting the behavior of choosing the ancient coffee shop service in Nong Chok area. is a quantitative study (Quantitative Research) used a questionnaire of 400 sets as a tool to collect data and use statistics to analyze the data, namely Chi-Square and Multiple Regression Analysis. The results of the data analysis can be summarized as follows:

A. Marketing mix factors in choosing the service of an antique coffee shop in Nong Chok area

From the study, it was found that the marketing mix factors in choosing to use the service of an antique coffee shop in Nong Chok area as a whole were at a high level, consisting of products, prices, distribution channels. marketing promotion, personal, physical appearance service process The details are as follows.

The overall product aspect is at a high level consisting of The use of products from well-known brands such as hand brand, flying dragon brand, etc. The raw materials used are of high quality, clean and safe. There are many types of coffee to choose from. coffee tastes good The packaging is beautiful, the size is right. The side snacks taste good, respectively.

The overall price is at a high level consisting of There is a label clearly indicating the price of the product. There are different prices for coffee. The price is right for the quality. Convenient payment via mobile phone, respectively.

The overall distribution aspect is at a high level, consisting of a safe location. not lonely The location is convenient to travel. The opening and closing time of the coffee shop is appropriate. Adequate parking is available. Storefront logo signs are easily recognizable and clearly visible, respectively.

In terms of overall marketing promotion, it was at a high level, consisting of sales promotion, free gifts. For example, there is a discount for buying 10 free 1 glass, advertising through various media such as youtube, facebook, giving away free gifts, respectively.

As for the overall personality, it was at a high level, consisting of salespeople who dress properly according to hygiene. Employees can make coffee according to their needs, politeness and manners of the salesperson serving. There is a sufficient number of employees to provide services, respectively.

The overall physical appearance was at a high level, consisting of the cleanliness and orderliness of the shop. The

atmosphere in the shop is appropriate. beautiful shop design There are amenities such as WIFI, tables, chairs, electrical outlets, etc. respectively.

The overall service process is at a high level, consisting of fast and accurate coffee service. There is a standardized service process system. The shop has a space to show the meticulous brewing of coffee, respectively.

B. Marketing mix factors influence behavior of choosing the service of traditional coffee shop in Nong Chok area

Hypothesis 2: Marketing mix factors influence behavior of service selection of traditional coffee shop in Nong Chok area.

The study found that Behavior and marketing mix Product and physical aspects There was a significant influence on behavior in choosing the service of an ancient coffee shop in Nong Chok area at the 0.05 level.

VI. DISCUSSION OF STUDY RECOMMENDATIONS

The study's recommendations are as follows:

Operators should select the raw materials used to make quality tea and coffee. There is a meticulous brewing process to make tea and coffee taste good. including being clean and safe for consumers Entrepreneurs should decorate kiosks or tea and coffee shops to be attractive. Set up the environment and atmosphere to suit the sale of coffee. There are facilities to suit the group of users.

The operator should set the price according to the quality and size of the package. There is a label clearly indicating the price of the product. Accept payments by cash and QR CODE to facilitate customers.

Operators should choose the location of the shop in the community. There are quite a lot of commuters who will set the date and time of service that is suitable for the group of customers. Create a storefront logo sign to be easily recognizable and clearly visible.

Entrepreneurs should organize promotional activities that will incentivize continuous purchases.

Operators should arrange service personnel who are dressed cleanly. Take good care of hygiene to ensure the safety of users. Provide equal service with courtesy. non-discriminatory There are enough numbers to provide fast, accurate service, remembering the special needs of customers who use the service regularly to impress customers.

VII. SUGGESTIONS FOR THE NEXT STUDY

Should study and compare the decision to use an antique coffee shop and a coffee shop that offers general services.

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