

# SUCCESS FACTORS IN OPERATING A FRESH-COFFEE SHOP BUSINESS IN PHRA NAKHON SI AYUTTHAYA PROVINCE

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## Introduction

### Statement and Significance of the Problem

Drinking coffee can be regarded as a social behavior, way of life, taste and culture for a long time. Starting from Italy, Austria to France, people will use coffee shops as meeting places. socializing, exchanging opinions, various works until becoming coffee culture. They are meticulous in selecting coffee varieties and roasting the beans to add good taste and aroma. Different. In Thailand, coffee has been drinking for a long time as well. In the 60s, if you count drinking coffee in Thailand in the past. It is a small coffee shop in a small cart, a small shop in a location where people pass by. In most cases there will be round tables and chairs for customers to sit and meet and talk. We are often familiar with each other as "The Coffee Council". Inside the shop, there will be Pathongko. The custard bread is sold as a snack to go with coffee. The menu in the shop will have tea, coffee, Olieng (Black Coffee with sugar), iced tea, Milo, Ovaltine, just that.

However, the coffee shop has evolved accordingly. Groups of people who are popular with coffee are age groups. more working age. Nowadays, fresh roasted coffee (Italian style) is regarded as a raw material for the production of beverages that are widely consumed by consumers in daily life. And is one of the products that are important to international agricultural trade that can generate the second highest trading value in the world (Paveena Panichchaikul and Thitinan Chankosol, 2020 ) from a survey conducted by UBM Asia (Thailand) Co., Ltd. reveals that an average coffee drinking rate of 300 cups/person/year, with business rising to 17 billion baht. Coffee consumption tends to increase continuously. (The Path of Millionaires Online , 2018) The trend of continuous growth, mainly due to the fact that the consumption rate of fresh coffee in Thailand is still low compared to many countries, with an average consumption rate of about 1.2 kilograms per person per year. Lower than people in Europe where the consumption rate is about 4-5 kilograms per person per year, consuming about 600 glasses per person per year. While people in Japan consume coffee at about 3 kilograms per person per year, or about 400 cups per person per year. From this figure, it reflects that the coffee market still has a great opportunity to grow. And there may be numbers up to 10% per year. Because there are many competitors, the opportunity to grow in the coffee market in 2020 is very high (Thailand Coffee Business Trends , 2020). in Nonthaburi There are both small and large sizes. This results in higher competition in terms of distribution channels. Most fresh coffee shops are open in modern shopping areas. business operator. The marketing strategy has been adjusted. Focus on diversity, differentiation of products and services. Including branch expansion to suit target groups and distribution areas such as gas stations, electric trains, bookstores, tourist attractions Including within various universities in each brand of the coffee shop business. Most of them used a high investment budget to create interest in attracting customers to buy products Emphasizing on coffee shop decoration style, coffee taste, promotion To create a difference, novelty and increase the value of the coffee shop business because good service is one of the important factors that make

customers come to use the service in the coffee shop regularly (Chamaiporn Lertsirittakul , 2016 )

Today, we are in a hurry society not much time in the morning. Workers are often in a hurry to eat by fast food. A coffee shop is a response to a fast-paced lifestyle. Fresh coffee shops are another reason why people prefer to use the service because it is quick and responds to the needs of people of all genders and ages. Including tourists who come to the country to use the service more widely. In some fresh coffee shops There may be facilities to provide services such as working seats, computer services, internet Wi-Fi services , and a store that emphasizes a good atmosphere. Providing services in a way that customers feel that they come in and feel relaxed is a place to relax Including nowadays. Coffee shops are a trend that teenagers and tourists use as a place to meet and take photos as a check-in point for consuming fresh coffee. Nowadays, it is very popular as mentioned above. If looking at the growth rate of fresh coffee shops in general, we may see clearly that in places where there are many workers or residents, there are often coffee shops. Whether it's a gas station government office large companies, hospitals, shopping malls Each of which will provide different facilities. has a different atmosphere And the shop will use these as a point to attract customers.

Considering the growing up and changing lifestyle culture. The coffee shop business is also of interest. and have the opportunity to succeed Even though there is quite high competition in the coffee shop business. However, new entrepreneurs need to have real knowledge about coffee. And understand the current consumer behavior and how they want it. Reasonable price for the quality of coffee Coffee brand, location, new entrepreneurs should have profound knowledge (Rewatrat Chatriwisit , 2017).

Phra Nakhon Si Ayutthaya Province It is both a tourist city and a passage for traveling to other provinces. Densely populated with high economic growth, which in the past year 2020, more and more fresh coffee shops have been opened. And by the general condition of the coffee shop business in Phra Nakhon Si Ayutthaya Province province is becoming popular and interested in people and tourists in Phra Nakhon Si Ayutthaya Province province. new entrepreneurs see the way to do business Therefore, if looking at marketing opportunities The coffee shop business will be another option to create a business. Build a career and continue to generate income. which led the researcher to question, How to make a coffee shop business successful in order to bring the information is used as a guideline for coffee shop operators. And can be taken as an example in the development of service models in various aspects of the coffee shop business to suit consumer groups to respond to the needs of consumers to achieve maximum satisfaction.

### **Research Question**

1 . General information of fresh coffee consumers in Phra Nakhon Si Ayutthaya Province and what is the behavior of fresh coffee consumption in Phra Nakhon Si Ayutthaya Province?

2.How are marketing factors influencing the decision to choose to consume fresh coffee in Phra Nakhon Si Ayutthaya Province

3 . What are the success factors of coffee shops in operating fresh coffee shops in Phra Nakhon Si Ayutthaya Province?

### **Research Objective**

1. To study general information of coffee consumers in Phra Nakhon Si Ayutthaya Province Province.

2. To study consumer behavior of freshly brewed coffee that affects the decision to consume freshly brewed coffee in Phra Nakhon Si Ayutthaya Province

To study marketing factors that influence decision making to consume fresh coffee in Phra Nakhon Si Ayutthaya Province

4. To study the success factors of coffee shops In operating a fresh coffee shop in Phra Nakhon Si Ayutthaya Province province

### **Research Hypothesis**

1. General information of consumers and consumption behavior of fresh coffee and use of fresh coffee shop service have a relationship

2. Marketing mix factors and The behaviors of fresh coffee consumption and the use of fresh coffee shops were related.

3. The lifestyle patterns and behaviors of freshly brewed coffee consumption and the use of freshly brewed coffee shops were related.

4. General information of consumers and consumption behavior of fresh coffee and use of fresh coffee shop service lifestyle and marketing mix It has a relationship with the decision to choose to consume fresh coffee and affects the success of the coffee shop business in Phra Nakhon Si Ayutthaya Province.

### **Scope of the Study**

1. Scope of content This study focuses on success factors. In the coffee shop business in Phra Nakhon Si Ayutthaya Province province, which will cover the factors that influence the consumption of fresh coffee. and marketing mix factors

2. Scope of population and groups

2.1 The population used in this study was a large population in Phra Nakhon Si Ayutthaya Province Province. while collecting data The population of Phra Nakhon Si Ayutthaya Province is 808,360 people, but the actual population is unknown because there are tourists included.

2.2 Different groups The sample group used in the study was a group of customers who consumed fresh coffee in a coffee shop in Phra Nakhon Si Ayutthaya Province Province, totaling 400 people.

3. Area boundaries Fresh coffee shops in Phra Nakhon Si Ayutthaya Province

4. Scope of time The study started from March - December 2023.

### **Significance of the study**

1. Entrepreneurs make fresh coffee shop entrepreneurs in Phra Nakhon Si Ayutthaya Province know the needs of consumers. General information that affects the decision to choose to consume fresh coffee. And can use the information to develop their own business to truly meet the needs of customers.

2. To make aware of the marketing mix factors that affect the selection of fresh coffee shop services. in Phra Nakhon Si Ayutthaya Province

3. To make aware of the consumption behavior that affects the decision to consume freshly brewed coffee . Phra Nakhon Si Ayutthaya Province province, district

4. Can be used as information for making decisions for entrepreneurs to invest . In the coffee shop business as well as can be used as information to determine the success of the coffee shop business.

### **Definition of term**

Fresh coffee refers to coffee beverages that have been produced by roasting coffee beans until they reach When customers order, they will grind and brew service for customers immediately. It is a service , both hot and cold, not including traditional coffee. Coffee in the

form of ready - to-drink coffee packed in sealed containers. Dissolved coffee powder, ready-to-brew coffee powder and fresh bottled coffee

Fresh coffee shop means any building, place or area which is not a public place provided for distribution to consumers who use the service

Marketing mix factors mean factors that are tools for conducting marketing activities to achieve the objectives or goals of the store and are factors for consumers. decide to buy the product or use the service of a fresh coffee shop in Phra Nakhon Si Ayutthaya Province Province, where the aforementioned factors consist of products, prices , locations, marketing promotion, personnel, physical appearance and the process of providing services with details as follows

Products Products in the category of beverages / fresh coffee or bakery bread inside the store that use This is used to provide on-demand services to customers.

Price refers to the value of a product in terms of money.

Place means a fresh coffee shop, which affects the perception of customers in the value and benefits and can provide convenience to customers . such as the atmosphere in the store, the parking place Car , resting place

marketing promotion Refers to in - house marketing of a product through a promotion that creates an incentive to purchase the product . There are various marketing promotions such as advertisements, price reductions, product exchanges, free giveaways .

Personnel means employees who work and provide customer service in fresh coffee shops .

Physical appearance means equipment or facilities for customers in order to maximize customer satisfaction , such as parking spaces ,furniture in the store, television, Internet or including staff service in the store

Process means the process of providing services or various rules within the store, such as the system for queuing while using the service , receiving goods in the store .

Buying decision means making a decision to buy fresh coffee or choosing fresh coffee shop service of consumers .

Fresh coffee consumption behavior means the actions of consumers related to the purpose of fresh coffee service, daily consumption , frequency of fresh coffee service use. Time spent in a coffee shop Popular types of freshly brewed coffee expenses in Consumed each time and characteristics of fresh coffee shop service

lifestyle or lifestyle means The nature of being that represents the use of each person's time (Activities), Paying attention to the environment around ,Opinions towards oneself and those around which these variables are psychological characteristics consisting of

Activities means Prominent expressions such as buying products or discussing and exchanging new services and work ,hobby ,social activities Use of vacation Relaxation,Club members Membership, Participation in community activities , Shopping Sports

Interest means interest in certain objectives, situations or some matters, which means interest in family, Home ,Job ,Participation in community, activities relaxation, Fashion Food, Media success

Opinion means an individual's answer in response to a question that arises . On their own (Themselves) Social Issues ( Social Issues ) Politics ( Business ) Economy (Economy) Education (Product) Future (Future) Culture (Culture)

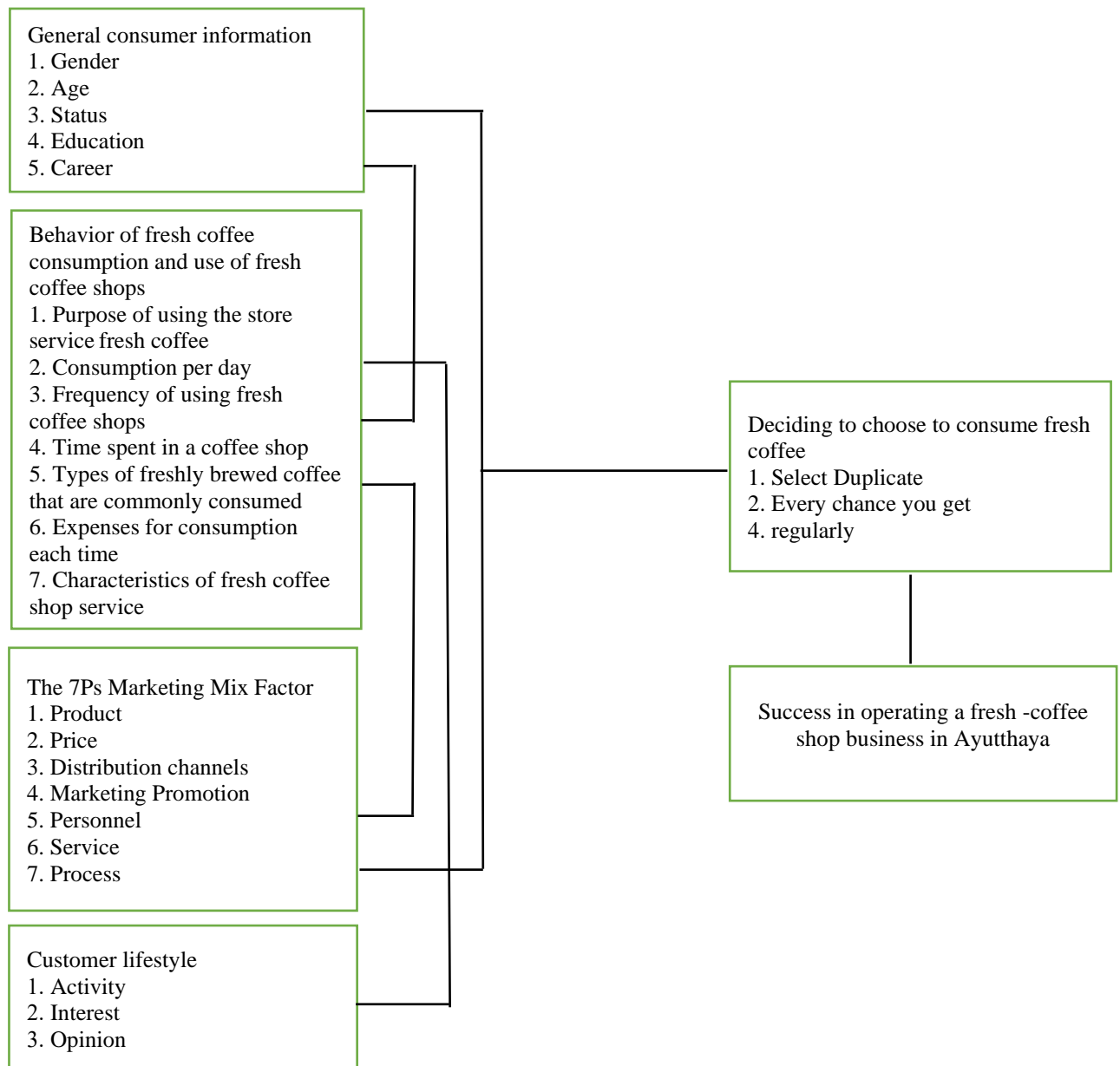
## **Review of Related Literature and Study**

consists of

1. The concept of management theory
2. The concept of perception theory

3. Sustainability Theory
4. Theoretical concepts of knowledge development
5. Concepts and theories about consumer behavior
6. Marketing mix concepts and theories
7. Concepts and theories relating to decision making for the use of goods and services
8. Theoretical concepts about lifestyle
9. General information about fresh coffee shops
10. Related Research
11. Conceptual Framework

### Conceptual Framework



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