

THE MOTIVATION OF CONSUMERS TO TAKE THE SERVICE FROM FRESH COFFEE SHOP IN MUANG TAK MUNICIPALITY, TAK PROVINCE, THAILAND

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ABSTRACT

Abstract— Objectives of this study are to study difference of personal and coffee drinking behavioral factors influencing motivation of consumers to take service from the fresh coffee shop in Muang Tak Municipality, Tak Province in Thailand. It used questionnaire to collect data from group of 400 consumers with their residences in Tak Province. Consequence indicate that the most samples consume at least a cup of fresh coffee per day; drink espresso; have coffee drinking because coffee can help to more alert from drowsiness; the most popular coffee shop is “Ban Puen”; consume service during weekdays between 08.00 – 09.00; at least 2 – 3 times a month; spend at least or less than 100 baht per time and do not take away. The important factors for the customers to take the service from the fresh coffee shop are as follows; the appropriate prices; the coffee shop atmosphere and friends and colleagues have involved in the decision to consume service. The total motivation on marketing mix factors in medium level; when consider with each factors found out that most of consumers motivate by staff at the highest level and motivate by channel of distribution at the lowest level. The model of service development of the fresh coffee shop in Muang Tak Municipality; there should develop facilities for customers; e.g., broadband wifi, electricity sockets for mobile phones and notebooks charging and more space of parking lots.

Keywords—Keyword 1, Motivation 2, fresh coffee shop 3, Tak provincial municipality

INTRODUCTION

Nowadays, the fresh coffee is different from the instant coffee in taste and aroma. The majority of coffee consumers also having different taste in drinking coffee; some may like the strength taste, some may like a bit sour taste. Therefore, the production has to discover the coffee beverage recipe for the variety of tastes, flavors and aromas because of the variety of consumers. The important thing that makes the newly coffee shop entrepreneur to catch on the market or become popular among customers, which are the most noticeable of packages, coffee shop atmosphere, convenient accessible and parking. There were changes among Thai coffee drinker from the past, the coffee brewers and coffee shop keepers were Chinese (A commerce, 2017) to the premium coffee shops open generally in department



stores and gas stations. Hence, the present days coffee shops are fashionable decorations, prominent in clean, convenient, comfortable and relaxed atmosphere. For these reasons, the authors are interested in the study of the consumer's motivation to use the freshest coffee in the area of the Tak Provincial Municipality. This study also researches the consumer behaviors for the services development and guidelines for other coffee shop entrepreneurs.

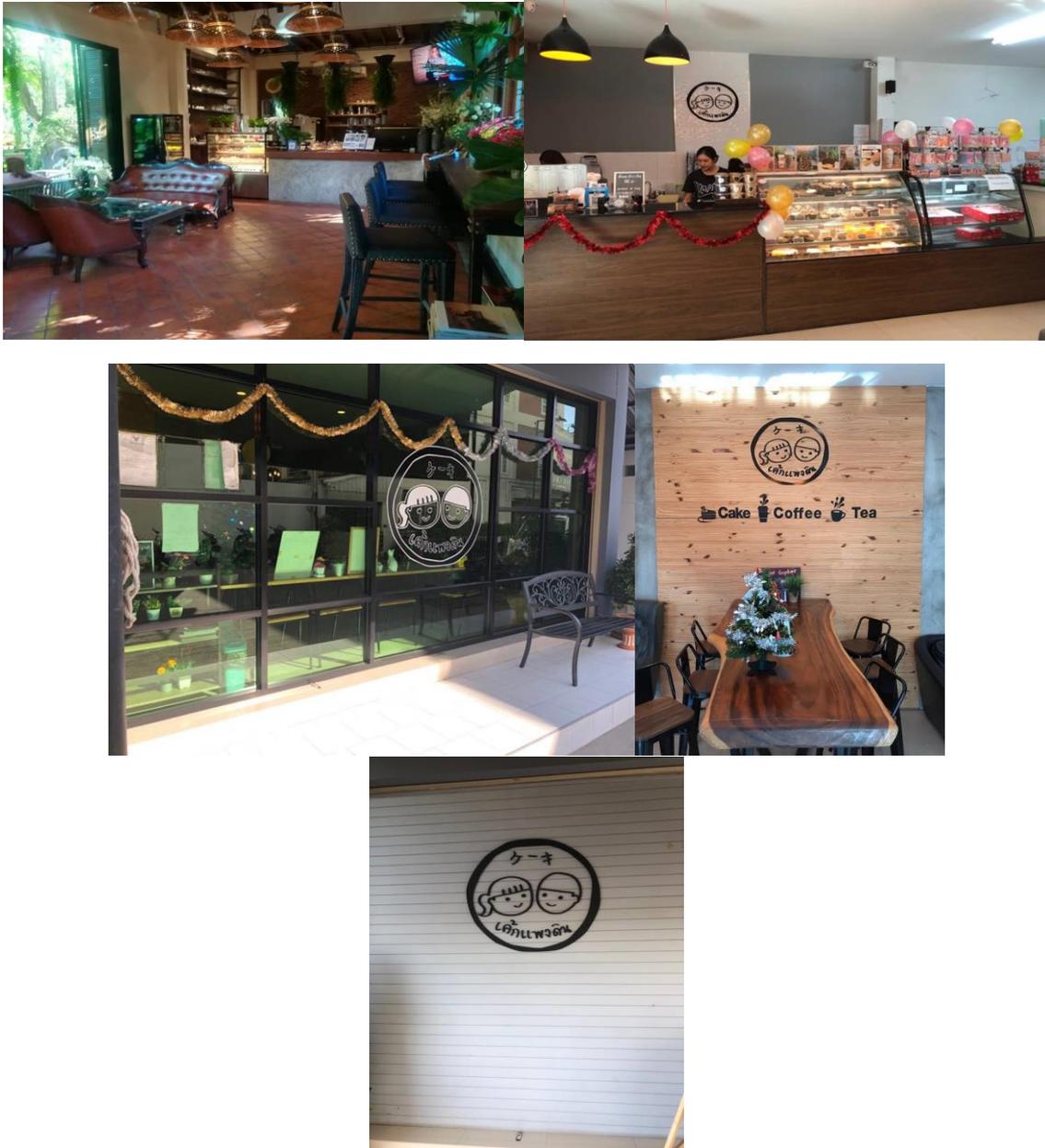


Figure1 COFFEE SHOP

OBJECTIVES

1. To study the consumer behaviors to use the services from fresh coffee shops in the Tak Provincial Municipality.
2. To study the motivation of Thai people who use the services from fresh coffee shops in the Tak Provincial Municipality.
3. To find the guidelines of services improvement for the fresh coffee shops in the Tak Provincial Municipality.

RESEARCH SCOPES

1. Population Scope: this study used the population from the local people who are the residents in Tak Municipality,
the amount is 644,267 people [Registration Statistics, 2017]
2. Sample: The authors chose the sample from the population and calculated with Kracie & Morgan (1970)'s formula
equals to 400 samples.
3. Area Scope: This study took place in fresh coffee shops in Tak Provincial Municipality.
4. Time Scope: This study was conducted between July – October, 2018

RESEARCH INSTRUMENT

This research used the questionnaires to find the data collection. The authors have reviewed the related documents and literature, the questionnaires are consisted of 4 parts;

- Part 1: Demographic profile of respondents
- Part 2: Consumer behaviors
- Part 3: Motivation towards marketing mix
- Part 4: Recommendations for improvements

The questionnaires use the Likert's 5 rating scale as follows;

5 points	means	highest motivation
4 points	means	high motivation
3 points	means	medium motivation
2 points	means	low motivation
1 point	means	lowest motivation

Then, calculated the intervene class from Likert's rating scale as follows;

$$\begin{aligned}
 \text{Intervene class} &= \frac{\text{highest scores} - \text{lowest scores}}{\text{Class}} \\
 &= \frac{5 - 1}{5} \\
 &= 0.80
 \end{aligned}$$

The authors transcribed the meaning of the average points of the questionnaires as follows;

The average points between 4.21 – 5.00	means highest motivation
The average points between 3.41 – 4.20	means high motivation
The average points between 2.61 – 3.40	means medium motivation
The average points between 1.81 – 2.60	means low motivation
The average points between 1.00 – 1.80	means lowest motivation

RESULTS

Part 1: Demographic Profiles

The majority of respondents are males, age between 20 – 30 years -- they are assumed at young adult and middle-aged, with Ericson's theory; this group is the adults who have started working and can get stressed easy, college education and income is not applicable.

Part 2: Consumer behaviors

The respondents drink coffee at least a cup per day. The favorite coffee recipe is “*espresso*”, the result of coffee consumed were reduce the drowsiness. The most favorite coffee shop is “*Ban Puen*” coffee shop -- According to Chuchai Smithigrai (2010), stated that the perception is the process that an individual able to choose, organize and translate into some meanings and consistency so the consumers choose product that fit their wants and needs. Sippasinee Baray (2012) and Suteeraporn Untimanont (2010) stated that the consumers satisfy with the inner city location which easy to travel to use the service. , use services during weekdays between 08.00 – 09.00, drink fresh coffee at least 2 – 3 times a month which also consistent to the study of Sitthichai Thammasaneh (2011) because the work led the stress so people want to get relax at least 2 – 3 times , spent at least 100 baht per time and consumed at the coffee shop. The main reasons of service usage are the coffee shop’s atmosphere, suitable price and friends/colleagues have co-decision made. Also, Wongleedee et al. (2011) studied “the marketing factors of American Tourists to re visit Thailand” found out that most of tourists were travel in a small group, e.g. families and friends and 30% travelled independently because of American micro society and privately. The American Tourists known about Thailand because the word-of-mouth by receiving information from friends and relatives and also websites to make the decision to travel to Thailand. Tour agents suggestions were least influenced to American decision to travel to Thailand.

Part 3: Motivation towards marketing mix

1. Products: the respondents have motivation towards product marketing mix in the medium level or the mean of 3.33; when consider to the highest motivation attribute is the “beverage package is suitable” (3.42) and the lowest motivation attribute is the “aroma and taste of the beverage” (3.16)

2. Price: the respondents have motivation towards price marketing mix in the medium level or the mean of 3.34; the highest motivation attribute is the “suitable price of the beverages” (3.34) and the lowest motivation attribute is the “net quantity of consumed beverages according to price” (3.22)

3. Place: the respondents have motivation towards place marketing mix in the medium level or the mean of 3.25; when consider to the highest motivation. attribute is the “delivery service” (3.25) and the lowest motivation attribute is the “phone to order service” According to Kritika Kongsompong (2010) stated that if the entrepreneurs can manage their business to meet the needs of customers as much as they can, they can compete in the market and be the leader because they will deliver efficient service to the customers.

4. Promotion: the respondents have motivation towards promotion marketing mix in the medium level or the mean of 3.33; the highest motivation attribute is the “services up-selling” (3.36) and the lowest motivation attribute is the “new drink menu” (3.28)

5. People: the respondents have motivation towards people marketing mix in the medium level of the mean of 3.34; the highest motivation attribute is the “friendliness” and “cleanliness” of employees but the lowest motivation attribute is the “politeness” (3.23)

6. Process: the respondents have motivation towards process marketing mix in the medium level or the mean of 3.30; when consider to the highest motivation attribute is “the repeat the order” (3.40) and the lowest motivation attribute is “welcoming customers” (3.21)

7. Physical Evidence: the respondents have motivation towards physical evidence marketing mix in the medium level or the mean of 3.32; when consider to the highest motivation attribute is “the space of coffee shop” (3.40) and the lowest motivation attribute is “cleanliness” (3.21)

CONCLUSION AND RECOMMENDATIONS

It is very important to pay attention to each marketing mix; especially the “people” mix because employees are the supporting reasons for consumers to consume the services besides the main products. When the factors of employees are full-filled, the customers will gain trusts and reliable to the coffee shops. As well as other facilities such as the wifi, parking spaces, electricity charging sockets. The further research would involve with the service quality of the local’s own coffee shops.

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