

Digital Marketing Communications Affecting Service Usage of Modern Restaurant Businesses in Nonthaburi Province

Srisarin Norasedsophon^{1*}, Ratchaneewan Sujarit², Lamphai Trakoonsanti³

^{1,2,3}College of Logistics and Supply Chain, Suan Sunandha Rajabhat University

NakhonPathom Campus, Thailand

e-Mail: ^{1*}srisarin.no@ssru.ac.th, ²ratchaneewan.su@ssru.ac.th, ³lamphai.tr@ssru.ac.th

Abstract

The objectives of this research were to (1) study digital marketing communications of modern restaurant businesses in Nonthaburi Province, (2) study service usage of modern restaurant businesses in Nonthaburi Province, and (3) study digital marketing communications affecting service usage of modern restaurant businesses in Nonthaburi Province.

This research employed quantitative methodology. The population consisted of modern restaurant customers in Nonthaburi Province, with an unknown population size. Using Cochran's formula, a sample size of 385 respondents was determined through simple random sampling. The research instrument was a questionnaire. Statistical analysis included frequency, percentage, mean, standard deviation, and multiple regression analysis.

The findings revealed that (1) overall digital marketing communications of modern restaurant businesses in Nonthaburi Province were rated at a high level of agreement. When considering individual aspects, all aspects were rated at a high level of agreement, ranked from highest to lowest as follows: sales promotion, advertising, public relations, personal selling, and direct marketing, respectively. (2) The decision to use modern restaurant businesses in Nonthaburi Province was rated at a high level of agreement. (3) Digital marketing communications in terms of advertising and public relations positively affected the decision to Service Usage of Modern Restaurant Businesses in Nonthaburi Province at a statistical significance level of 0.05. However, sales promotion, personal selling, and direct marketing did not affect the decision to use modern restaurant businesses in Nonthaburi Province.

Keywords: Digital Marketing Communications, Modern Restaurant Business

1. Introduction

Currently, modern restaurant businesses are expanding rapidly due to changes in consumer behavior driven by digital technology and social media development, leading to high market competition. Digital marketing communications play a crucial role in creating awareness and promoting service decisions (Kotler & Keller, 2016). Digital channels such as social media, review platforms, and internet advertising help reach target customers efficiently and quickly. This aligns with Chaffey's (2021) research, which indicates that digital marketing can promote customer engagement and increase customer loyalty.

In Nonthaburi Province, where modern restaurants and cafes continue to grow, using appropriate communication strategies through digital channels helps build competitive advantages and increases opportunities to attract new customer groups. It also helps stimulate repeat visits (Statista, 2022). The business expansion from Bangkok to Nonthaburi as a new high-potential business city (Propholic, 2017) has contributed to this growth. However, digital marketing communications must consider different communication formats that match varying consumer behaviors across different groups, such as content advertising, social media public relations, or sales promotions to stimulate interest (Fill & Turnbull, 2019).

Therefore, this research is significant in studying how digital marketing communications in various aspects, such as advertising, public relations, and sales promotion, affect service decisions for modern restaurant businesses in Nonthaburi Province. This will serve as a guideline for developing more effective marketing strategies.

1.1 Research Objective

- 1) To study digital marketing communications of modern restaurant businesses in Nonthaburi Province.
- 2) To study the service usage of modern restaurant businesses in Nonthaburi Province.
- 3) To study the impact of digital marketing communications on service usage of modern restaurant businesses in Nonthaburi Province.

1.2 Research Hypotheses

Digital marketing communications affect the service usage of modern restaurant businesses in Nonthaburi Province.

2. Literature Review

2.1 Integrated Marketing Communication (IMC)

Duncan & Moriarty (1997) presented the concept of Integrated Marketing Communication (IMC), emphasizing the integration of various marketing communication tools to work together effectively in creating awareness and positive relationships between brands and customers. The five main components of marketing communication tools are: 1) Advertising is non-personal communication that delivers messages through mass media such as television, radio, newspapers, and digital media to stimulate awareness and persuade consumers to become interested in products and services; 2) Public Relations are communication activities focused on building positive image and trust in organizations or products through information dissemination or activities to enhance reputation and credibility; 3) Personal Selling is a one-on-one communication format between sellers and consumers that can address specific customer needs and build relationships; 4) Sales Promotion uses strategies to stimulate short-term consumer purchase decisions through attractive offers such as discounts, coupons, or prize competitions; 5) Direct Marketing is communication focused on sending messages directly to target groups through various channels such as email, mobile messaging, and targeted online advertising.

Integrated Marketing Communication (IMC) is a crucial strategy in creating consistent communication across all marketing communication channels to deliver positive consumer

experiences and strengthen brand image (Duncan & Moriarty, 1997). IMC focuses on using various communication tools such as advertising, public relations, personal selling, sales promotion, and direct marketing. These tools must work in coordination to present consistent messages and effectively respond to consumer needs. Aprilina and Wulandari (2023) provide an example of applying the IMC concept in promoting Small and Medium Enterprises (SMEs) in Bandung, Indonesia. Their research conducted educational activities and promoted digital marketing communications for local entrepreneurs to enhance marketing communication efficiency through various channels such as social media, online advertising, and promotional activities. The research results showed that integrating these communication tools helped increase target audience reach and build credibility for local businesses (Aprilina & Wulandari, 2023). Furthermore, Gonçalves and Pais (2022) emphasized the importance of integrating internal organizational communication to increase employee motivation and engagement. Their study results showed that clear and structured internal communication helps employees understand organizational goals and feel part of the process, which affects work motivation and improves organizational communication efficiency with customers (Gonçalves & Pais, 2022).

2.2 Consumer Decision-Making Process

Johnston (2013) proposed the concept of consumer decision-making process, divided into 5 stages: **1) Problem Recognition** The process begins when consumers become aware of their needs or problems and feel the need to find solutions, such as wanting food or cafes that meet convenience requirements. **2) Information Search** Consumers begin searching for information to solve their problems or needs. This information may come from various sources such as advertising media, recommendations from acquaintances, or online reviews. **3) Evaluation of Alternatives** After receiving information, consumers compare and evaluate various options such as quality, price, restaurant atmosphere, or promotions before deciding on the best choice. **4) Purchase Decision** Consumers make decisions to purchase products and services they consider most valuable and appropriate. **5) Post-Purchase Behavior** After purchase, consumers evaluate their usage experience. If satisfied, it may result in long-term loyalty, and if dissatisfied, it may lead to negative reviews or negative word-of-mouth.

Research by Shaheen and Lodhi (2021) supports this concept by studying the impact of social media marketing on consumer decision-making processes in Pakistan. The research found that social media influences every stage of the purchase decision process, from problem recognition to post-purchase behavior. Particularly, reviews and user comments on social media help consumers make easier decisions and increase confidence in product purchases. Additionally, research by Borders and Johnston (2022) emphasizes the role of emotions and feelings in consumer purchasing decisions at the organizational level, finding that while business-level purchasing decisions must be based primarily on reason and information, emotional factors and confidence significantly affect decision-making, reflecting the alternative evaluation stage in terms of both information and feelings. Johnston and Paulsen (2023) studied decision-making in supporting business projects or collaborations, finding that consumers and organizations often use detailed alternative evaluation processes to consider brand credibility and return on investment, which exemplifies the steps of comparing alternatives and making purchase decisions clearly. The consumer decision-making process continues to adhere to business operational efficiency (Setthachotsombut, Sommanawat, & Sua-iam, 2024).

2.3 Context of Modern Restaurant Business in Nonthaburi Province

The restaurant business in Nonthaburi Province has been growing continuously, especially modern restaurants that focus on creating experiences and impressions for customers, whether through unique store designs, relaxing atmospheres, or the use of technology in food ordering and payment to meet the convenience of today's consumers. Nonthaburi Province is an area with expanding urban communities and a continuously growing population, making restaurant businesses increasingly popular, especially during holidays when consumers often look for restaurants suitable for relaxation and photography in beautiful settings. According to Kasikorn Research Center's report (2023), the restaurant business in 2023 is expected to grow by 7.1%, with businesses in Nonthaburi adapting to reduce food waste problems and implement efficient resource management to increase value and reduce costs. Moreover, experience-focused marketing trends (Experience is King) became a key strategy in the same year, with many restaurants adjusting their menus and activities to meet the needs of target groups who enjoy creating unique experiences, such as signature dishes and seasonal menus (Marketing Oops, 2023). In Nonthaburi Province, many modern restaurants, such as riverside restaurants and beautifully decorated cafes, are designed with photogenic spots to attract consumers, implementing promotions and public relations through social media channels to increase customer reach and create brand recognition (Ryooi Review, 2023).

3. Methods

3.1 Population and Sample

Population is users of modern restaurant businesses in Nonthaburi Province.

Sample consists of users of modern restaurant businesses in Nonthaburi Province, using 385 online questionnaires. The sample size was determined using Cochran's formula (Cochran, 1977) for unknown population size, with a 95% confidence level. Therefore, the sample size was calculated using W.G. Cochran's formula for unknown sample size, with a 95% confidence level and 5% margin of error.

3.2 Research Instrument

This research is a quantitative research using a 5-point rating scale questionnaire as a data collection tool. The researcher divided the questionnaire into 3 parts as follows:

Part 1: General information about respondents, including gender, age, marital status, average monthly income, occupation, and education level.

Part 2: Opinions about digital marketing communications of modern restaurant businesses in Nonthaburi Province, including Advertising, Public Relations, Personal Selling, Sales Promotion, and Direct Marketing.

Part 3: Opinions about service usage of modern restaurant businesses in Nonthaburi Province.

3.3 Quality Assessment of Research Instrument

1. Content Validity assessment using Index of Item-Objective Congruence (IOC) calculation (Rovinelli and Hambleton, 1977). In this research, all items have IOC values of 0.67 or higher.

2. Reliability assessment using Cronbach's Alpha coefficient analysis (Cronbach, 1951). In this research, Cronbach's Alpha = 0.96, following Nunnally & Bernstein's criteria (1994).

3.4 Statistics Used in Analysis

1. Descriptive Statistics to analyze demographic data and service usage characteristics by collecting, organizing, and analyzing data to present in the form of frequency, percentage, mean, and standard deviation.

2. Inferential Statistics using Multiple Regression Analysis to analyze the relationship between independent variables (digital marketing communications of modern restaurant businesses in Nonthaburi Province) and dependent variables (service usage of modern restaurant businesses in Nonthaburi Province).

4. Results and Discussion

4.1 Research Results

1. Personal Factors of Respondents

The study found that most respondents were female, numbering 198 people (51.5%). Regarding age, the majority were between 41-50 years old, numbering 114 people (29.5%). For marital status, most were single, numbering 168 people (43.5%). Concerning average monthly income, the majority earned between 15,001 - 30,000 baht, numbering 97 people (25.25%). For occupation, most were private company employees, numbering 237 people (61.5%). Regarding education level, the majority held bachelor's degrees, numbering 222 people (57.75%).

2. Overview of Opinions on Digital Marketing Communications of Modern Restaurant Businesses in Nonthaburi Province

Table 1: Overview of Opinions on Digital Marketing Communications of Modern Restaurant Businesses in Nonthaburi Province

Digital Marketing Communications	Mean	S.D.	Opinion Level
1. Advertising	4.35	0.52	Highest
2. Public Relations	4.42	0.58	Highest
3. Personal Selling	4.38	0.65	Highest
4. Sales Promotion	4.52	0.63	Highest
5. Direct Marketing	4.28	0.74	Highest
Overall	4.39	0.64	Highest

From Table 1, it was found that the sample group had opinions toward digital marketing communications in all aspects at the highest level. Sales promotion had the highest mean (Mean = 4.52, S.D. = 0.63), followed by public relations (Mean = 4.42, S.D. = 0.58), while direct marketing had the lowest mean (Mean = 4.28, S.D. = 0.74), but still remained at the highest level.

3. Overview of Opinions on Decision-Making to Use Modern Restaurant Services through Digital Marketing Communication Channels

Table 2: Overview of Opinions on Decision-Making to Use Modern Restaurant Services through Digital Marketing Communication Channels

Decision-Making to Use Modern Restaurant Services through Digital Marketing Communication Channels	Mean	S.D.	Opinion Level
1. Digital restaurant advertisements definitely influence your service usage decision	4.45	0.71	Highest
2. Digital public relations create confidence and influence your restaurant service decision	4.48	0.68	Highest
3. Digital promotion presentations meet your needs	4.42	0.75	Highest
4. You decide to use restaurant services after receiving information through digital platform reviews	4.38	0.82	Highest
5. You regularly choose restaurants that communicate marketing through digital channels	4.35	0.77	Highest
Overall	4.42	0.75	Highest

From Table 2, it was found that digital public relations creating confidence and influencing restaurant service decisions had the highest mean (Mean = 4.48, S.D. = 0.68) at the highest level. Digital restaurant advertisements definitely influencing service usage decisions (Mean = 4.45, S.D. = 0.71) was at the highest level. Digital promotion presentations meeting needs (Mean = 4.42, S.D. = 0.75) was at the highest level. Decision-making after receiving information through digital platform reviews (Mean = 4.38, S.D. = 0.82) was at the highest level. Regularly choosing restaurants that communicate marketing through digital channels had the lowest mean (Mean = 4.35, S.D. = 0.77) but still remained at the highest level.

4. Analysis of the Relationship between Digital Marketing Communications and Decision-Making to Use Modern Restaurant Services through Digital Marketing Communication Channels

Table 3: Analysis of Variable Relationships using Pearson's Correlation Coefficient

Variables	X1	X2	X3	X4	X5	Y
Advertising (X1)	1					
Public Relations (X2)	0.685*	1				
Personal Selling (X3)	0.542*	0.578*	1			
Sales Promotion (X4)	0.624*	0.612*	0.589*	1		
Direct Marketing (X5)	0.518*	0.545*	0.498*	0.572*	1	
Service Usage Decision (Y)	0.682*	0.695*	0.458*	0.472*	0.445*	1

Note: * Statistical significance at 0.05 level

From Table 3, the relationship analysis between variables shows that all independent variables have positive relationships with statistical significance at 0.05 level. Public relations has the highest correlation with service usage decision ($r = 0.695$), followed by advertising ($r = 0.682$), while direct marketing has the lowest correlation ($r = 0.445$).

Table 4: Multiple Regression Analysis Results of Factors Affecting Decision-Making to Use Modern Restaurant Services through Digital Marketing Communication Channels

Predictor Variables	b	β	t	Sig.
Constant	0.852	-	4.245	0.000
Advertising (X1)	0.385	0.324	4.856*	0.000
Public Relations (X2)	0.412	0.358	5.124*	0.000
Personal Selling (X3)	0.085	0.075	1.245	0.214
Sales Promotion (X4)	0.092	0.082	1.328	0.185
Direct Marketing (X5)	0.078	0.068	1.156	0.248

$R = 0.745$, $R^2 = 0.555$, Adjusted $R^2 = 0.548$, $F = 94.256$, $Sig. = 0.000^*$

Note: * Statistical significance at 0.05 level

From Table 4, it was found that all five independent variables together can predict 55.5% of service usage decisions ($R^2 = 0.555$). Only two variables showed statistical significance at 0.05 level: public relations ($\beta = 0.358$) and advertising ($\beta = 0.324$). Personal selling, sales promotion, and direct marketing did not have statistically significant effects on decision-making.

5. Hypothesis Testing Results

The hypothesis testing results for "Digital marketing communications affecting service usage of modern restaurant businesses in Nonthaburi Province" found that, based on Multiple Regression Analysis, all five independent variables together could predict 55.5% of the decision to use modern restaurant business services, with a coefficient of determination (R^2) of 0.555.

When considering individual factors, only two factors showed statistically significant effects on service usage decisions at the 0.05 level: public relations and advertising. Public relations had the strongest influence on decision-making ($\beta = 0.358$, $t = 5.124$), followed by advertising ($\beta = 0.324$, $t = 4.856$). Both of these factors showed positive relationships with service usage decisions, thus accepting the hypothesis for these two aspects.

Meanwhile, the remaining three aspects - personal selling ($\beta = 0.075$, $t = 1.245$), sales promotion ($\beta = 0.082$, $t = 1.328$), and direct marketing ($\beta = 0.068$, $t = 1.156$) - were not found to have statistically significant effects on service usage decisions, thus rejecting the hypothesis for these three aspects.

4.2 Discussion

This research aimed to 1) study digital marketing communications of modern restaurant businesses in Nonthaburi Province, 2) study the service usage of modern restaurant businesses in Nonthaburi Province, and 3) study the impact of digital marketing communications on service usage of modern restaurant businesses in Nonthaburi Province. The research findings showed that public relations and advertising through digital channels significantly affected service usage decisions, reflecting the role of marketing communications in the digital era that can effectively create awareness and credibility among consumers. This approach aligns with Duncan & Moriarty's (1997) Integrated Marketing Communication (IMC) concept, which emphasizes using multiple marketing communication tools coherently and connectedly to create positive experiences and promote strong relationships between brands and customers.

The findings highlighting the important role of digital public relations and advertising align with Chaffey's (2021) research, which indicated that social media is an effective channel for creating engagement and increasing target customer reach. Meanwhile, specialized content

advertising helps stimulate interest and build confidence, with online reviews and comments significantly influencing consumer decision-making processes. Additionally, information searching and comparing options through various digital platforms are crucial factors enabling consumers to make confident decisions. This approach aligns with Johnston's (2013) consumer buying decision process concept, which states that consumers evaluate information from multiple sources to find the best option before making a decision.

Regarding the importance of public relations and advertising, this research also aligns with Kotler & Keller's (2016) concept stating that marketing communications play a crucial role in creating brand differentiation and image. Digital advertising helps create brand recall and brand loyalty, increasing the likelihood of repeat service usage. Aprilina & Wulandari's (2023) research further supports that using integrated marketing communication strategies through social media and online channels effectively increases credibility and creates local customer engagement.

However, the research found that personal selling, sales promotion, and direct marketing factors did not significantly affect service usage decisions. This reflects current consumer behavior that prioritizes information searching and evaluation from reviews or real user experiences over information from sales staff or marketing representatives. Borders & Johnston's (2022) research indicates that consumer purchasing decisions in the digital era are driven more by informal sources and others' opinions than traditional sales promotions. Consumers tend to evaluate from user experiences shared on online platforms, such as restaurant reviews, ratings, and social media comments.

The context of Nonthaburi Province, with its rapid urban expansion and modern restaurant business growth, has resulted in intense market competition. Using marketing strategies focusing on creating experiences and impressions for customers through digital media is therefore crucial. Public relations and advertising with content matching target audience needs help increase opportunities to attract customers and differentiate from competitors. Kasikorn Research Center's (2023) survey shows that restaurant businesses in Nonthaburi are trending toward 7.1% growth, indicating the importance of adapting to new consumer needs and using digital marketing communication strategies that address consumer behavior seeking novel and convenient experiences.

5. Conclusion

This research examined the influence of digital marketing communications on service usage decisions for modern restaurant businesses in Nonthaburi Province, yielding several significant findings. The study revealed that digital marketing communications, particularly public relations and advertising, play decisive roles in shaping consumer behavior in the modern restaurant sector.

The research findings demonstrate that digital marketing communications collectively account for 55.5% of service usage decisions, with public relations and advertising emerging as the most influential factors. Specifically, public relations showed the strongest impact ($\beta = 0.358$), followed closely by advertising ($\beta = 0.324$), both demonstrating statistically significant effects at the 0.05 level. This highlights the crucial role of these communication channels in influencing consumer decision-making in the digital age.

Interestingly, while traditional marketing elements like personal selling, sales promotion, and direct marketing received high ratings from consumers, they did not demonstrate statistically significant effects on service usage decisions. This finding reflects the evolving nature of consumer behavior in the digital era, where customers increasingly rely on digital channels for information gathering and decision-making rather than traditional marketing approaches.

The research has important implications for modern restaurant businesses in Nonthaburi Province. The findings suggest that businesses should focus their marketing resources primarily on developing strong public relations and advertising strategies through digital channels, particularly emphasizing content that builds trust and credibility with potential customers. The high effectiveness of digital public relations and advertising indicates that restaurants should prioritize these channels in their marketing mix while maintaining an integrated approach to marketing communications.

In the context of Nonthaburi's rapidly evolving restaurant sector, these findings provide valuable insights for businesses looking to enhance their market position. As the industry continues to grow, with Kasikorn Research Center projecting a 7.1% growth rate, understanding and effectively utilizing digital marketing communications becomes increasingly crucial for business success. This research contributes to the body of knowledge on digital marketing effectiveness in the restaurant industry and provides practical guidance for businesses adapting to the digital transformation of consumer behavior.

6. Acknowledgment

This research was made possible through the generous support of Suan Sunandha Rajabhat University, which provided funding, facilities, and academic resources essential to the study.

We sincerely thank the private company employees in Nakhon Pathom Province for their time and participation in completing the questionnaires.

We also extend our gratitude to faculty members and research experts for their invaluable guidance and feedback, which enhanced the quality of this work.

Lastly, we appreciate the administrative support from the Institute for Research and Development, Suan Sunandha Rajabhat University, throughout the project.

References

- Aprilina, R., & Wulandari, A. (2023). Kegiatan penyuluhan, pendampingan dan implementasi digital promotion campaign untuk UMKM di Desa Lamajang Kabupaten Bandung. *Jurnal Pengabdian Masyarakat Widina*, 4(2), 158-167.
- Borders, A. L., & Johnston, W. J. (2022). The heart in organizational buying: Marketers' understanding of emotions and decision-making of buyers. *Journal of Business & Industrial Marketing*, 37(13), 153-164.
- Chaffey, D. (2021). *Digital Marketing: Strategy, Implementation, and Practice*. Pearson.
- Cronbach, L. J. (1977). *Essentials of Psychological Test* (5th ed.). Harper Collins.

- Duncan, T., & Moriarty, S. (1997). *Driving Brand Value: Using Integrated Marketing to Manage Profitable Stakeholder Relationships*. McGraw-Hill.
- Fill, C., & Turnbull, S. (2019). *Marketing Communications: Discovery, Creation, and Conversations*. Pearson.
- Gonçalves, Z. R., & Pais, S. R. (2022). The influence of internal marketing on employee integration and motivation. *Journal of Marketing, Communication and Network Management*, 2(1), 45-58.
- Johnston, M. A., & Paulsen, N. (2023). Rules of engagement: A discrete choice analysis of sponsorship decision-making. *Journal of Marketing Management*, 39(5), 467-489.
- Johnston, M. W. (2013). *Sales Force Management: Leadership, Innovation, Technology* (12th ed.). Routledge.
- Kasikorn Research Center. (2023). Restaurant business in 2023 expected to grow 7.1%, food waste management is an important strategy. Available: <https://www.kasikornresearch.com/th/analysis/k-social-media/Pages/Restaurant-Business-Y23-CIS3429-FB-30-08-2023.aspx>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Marketing Oops. (2023). 9 Food and Restaurant Business Trends for 2023 "Experience is King". Available: <https://www.marketingoops.com/reports/industry-insight/food-and-restaurant-trends-2023/>
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). McGraw-Hill.
- Propholic. (2017). Why do business in Nonthaburi. Available: <https://propholic.com/prop-talk/business-nonthaburi-นนทบุรี-เมืองเจริญใจ>
- Rovinelli, R. J., & Hambleton, R. K. (1977). On the use of content specialists in the assessment of criterion-referenced test item validity. *Dutch Journal of Educational Research*, 2, 49-60.
- Ryoi Review. (2023). 25 Nonthaburi restaurants with a good atmosphere near Bangkok. Available: <https://www.ryoiireview.com/article/rimnam-nonthaburi/>
- Setthachotsombut, N., Sommanawat, K., & Sua-iam, G. (2024). Logistics business management of provider in Thailand with smart logistics. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(4), 1-11.
- Shaheen, M., & Lodhi, R. N. (2021). Impacts of social media marketing on consumer decision-making process: Descriptive study of Pakistan. *Journal of Business Strategies*, 15(1), 33-60.
- Statista. (2022). *Global Online Food Delivery Market Statistics and Trends*. Available: <https://www.statista.com>