

GUIDELINES FOR MARKETING STRATEGIES DEVELOPMENT OF COFFEE SHOP ENTREPRENEURS IN RANONG PROVINCE.

Sarawut Putnuan

College of Logistics and Supply chain

Suansunandha Rajabhat University

1 U-thong Nok Road, Dusit, Bangkok 10300 Thailand

E-Mail : sarawut.pu@ssru.ac.th sarawut.arm1988@gmail.com

ABSTRACT

This research aims to study 1. To study consumer behavior in deciding to use coffee shops in Ranong Province. 2. To study the factors that affects the decision to choose to use the coffee shop in Ranong Province. 3. To propose ways to develop marketing strategies for coffee business operators in Ranong Province. The sample group is a customer who uses a coffee shop in Ranong Province, 300 people (who do not know the exact population number by specifying the number of samples from the opening table). The statistics used in this research were percentage, mean, standard deviation, F-test, Pearson's correlation coefficient and multiple regression analysis. The results of the research were as follows: 1) Compare the differences in consumer behavior, identify factors that affect the decision to choose to use the coffee shop in Ranong, it is found that every aspect is different with statistical significance at the level of 0.05, except for the service usage With opinions about factors affecting the selection of coffee shop services in different management processes. 2) Factors affecting the decision to use coffee shop services have an influence on the development of marketing strategies of coffee shop operators in Ranong Province with statistically significant at .05, sorted by weight value of the impact, including the place of distribution product the physical environment, respectively, can explain the variance of the dependent variable 52.3 percent. 3) Guidelines for developing marketing strategies for coffee shop operators in Ranong Province business operators should be aware of the development of marketing promotion and use marketing management media through information technology to create more customers. In addition, entrepreneurs must develop innovations along with the availability of personnel to provide services that are expert and able to meet the needs of customers. Furthermore, entrepreneurs must constantly monitor the changes in the environment as well as consider the strengths and weaknesses in the business to connect with business opportunities or adapt to overcome obstacles or external threats.

Keywords: marketing strategy, Entrepreneur, coffee shop business

INTRODUCTION

Coffee is one of the most popular beverages in the world with the consumption of coffee up to 400 billion cups. In each year coffee is the second most traded product in the world after oil (Tanwa, Yodchuea, 2011). In Thailand, coffee has been known and consumed for a time not less than 150 years. In Thailand, coffee has also been planted as an important in economic (Arporn Dharmkhet, 2007). Currently, the coffee shop business has a market value of approximately 2,000 million baht, accounting for 5% of the overall coffee market in

Thailand which is worth around 30,000 million baht. The middle and lower level of fresh coffee has the highest growth the shop has a variety of coffee drinks to serve customers. Some coffee shops have cakes for the extra service. In each coffee shop has a unique decoration. Some shops focus on the atmosphere in the store. To be able to reach a wider target group (Kawin Kittibunya, 2016)

At the same time, Ranong Province is also a coffee growing province. This is a planting area of 1 in 3 of the southern region that is popular. However, the production of coffee and the quality of coffee must also create a connection between entrepreneurs and coffee farmers. This is a part of driving coffee production in Ranong province. On the other hand, the entrepreneur or coffee shop in Ranong still grows quite slowly. Since the marketing strategies of the entrepreneurs are not stable. Consequently, both small and big coffee shops still have to how to make the coffee shop to attract the customers. However, entrepreneurs must also increase their potential in order to determine the channels communication and public relations in the unique, quality of coffee, also for tourism promotion(Boonluang Phromprathanakun, 2018)

Therefore, the researcher will study on the development of the marketing strategy of the coffee shop entrepreneurs in Ranong province. To study about customer behavior in Ranong province including marketing factors that affect to strategy development of coffee shop entrepreneurs in Ranong Province. For entrepreneurs can develop a coffee shop to be better. In addition, it is also continuing to promote the tourism sector of the province.

OBJECTIVE

1. To study customer behavior in deciding to use coffee shops in Ranong Province
2. To propose ways to develop marketing strategies for coffee business entrepreneurs in Ranong Province

LITERATURE REVIEW

In this research the researcher studied about documents, principles, concepts, related theories as follows

2.1 Consumer behavior theory, according to Wichian Witthayaudom (2012) said that customer behavior is a personal or group process in choosing and buy a various products and services. Consumer behavior is the purchasing behavior of customers; the final consumer is the person who purchases the product for their own. This group of customers are different needs and also different buying behaviors(Sudaporn Kunthanabut,2009: 72).

2.2 Entrepreneur theory concept, entrepreneurs refer to those who bring various resources to manage in the operation process and aiming the business to achieve the objectives and also accept the risks that may occur(Thanawut Pimpaki, 2013: 1). According to Phibun Teepanon, 2009, Entrepreneurs that mean people who are responsible for planning a business and accepting risks from business operations that may occur.

2.3 Marketing strategies theories concepts and competitive advantages in the coffee shop business. According to Porter (1980) to create competitive advantage by providing the best product quality service management for customers and lower cost than competitors is there sources that are more suitable. That can do better than competitors must differentiate in 3 areas: a low-cost leadership strategy, differentiation strategy, and focus or niche market

strategy. According to Siriwan Serirat(2007) discussed strategies for creating competitive advantage can apply difference strategy that is offering the products and services that are different from the competitors which is a valuable difference for customers. Furthermore, need to consider context about the different environmental marketing elements in terms of products, services, packaging, advertising and public relations research and development and the production of each company as well(Phatthana Sirichot, 2012).

RESEARCH METHODOLOGY

The subject is about developing marketing strategies of coffee business entrepreneurs in Ranong province. This research will focus on quantitative research which is survey research as follows;

- 3.1 Population and samples
- 3.2 Tools for data collection
- 3.3 Data collection
- 3.4 Data analysis and statistics used in data analysis

RESEARCH RESULT

In this research, the population and samples around 300 people by questionnaire to survey the users of coffee shops in Ranong Province. It is a quantitative research which divided into 3 parts as follows

4.1 Analyze consumer data (Demography) by finding the frequency and percentage in sex side, it was found that 150 males accounted for 50.00% and 150 females account for 50.00%. According to age, 145 persons were between the most 20-40 years, 49.52%, followed by 49- 60 years, 69 people, representing 21.90%, aged over 60 years, 54 people 23.81 percent and under the age of 20, the least 32 people, representing 4.76 percent. In terms of education, it was found that 168 undergraduate people were the most; accounting for 48.62%, followed by 103 undergraduates, accounting for 36.51%, and 29 persons were in the master or Ph.D. level. 14.87. In term of occupation, it was found that 137 government officials were 52.11%, followed by personal business 75, accounting for 28.52%, 57 company employees 11.44%, and students lowest number is 31 people, representing 7.93%. Regarding the average monthly income, it was found that the average monthly income 20,000-30,000 baht the most, 155 people accounting for 51.69 percent, followed by income 10,001-20,000 baht, 69 people accounting for 21.01 percent, income 30,001-40,000, 42 people accounting for 16.92 percent, income less than 10,000 baht 22 people, representing 6.27% and incomes of over 40,000, the least of 12 people, representing 4.11%.

4.2 Analysis of customer behavior of coffee shops by finding the frequency and percentage

The number of times coffee was found 1-2 times the most, 222 people accounting for 62.24%, followed by 3-4 times, 48 people, accounting for 21.01%, 5-6 times, 21 people accounting for 13.27 percent and more than 6 times with the least being 9 people representing 3.48 percent.

The cost for drinking is 101-150 baht, the most being 178 people representing 57.66 percent, followed by 51-100 baht, 57 people, representing 18.52 percent, more than 150 baht or more 48 the number of people is 14.04 percent and the amount is under 50 baht, which is 17 people, representing 9.78 percent.

During the period of drinking coffee, found that between 7:00 am to 9:00 pm the most, 139 people, representing 48.87 percent, followed by the hours 09.00-12.00 am 92 people representing 26.11% from 12.01-15.00 pm, 37 people, representing 12.86 percent from 3:00 pm to 6:00 pm, 24 people accounting for 9.12 percent, and from 18.01-21.00 pm, the smallest of 8 people, representing 2.04 percent.

The characteristics to select coffee were that the most cold drinks were 114 persons, representing 39.41%, followed by hot drinks 105 persons, representing 33.20% and the least smoothies, 81 persons, representing 27.39%.

The reasons for drinking coffee or choosing coffee shop services, found that the most recreation, 86 people, accounting for 32.56 percent, followed by 83 people are attracted to the beverage flavor, accounting for 27.22 percent. Using 72 free Wi-Fi or internet services, representing 20.11 percent, negotiations or meetings / 71 37 people make up meetings, accounting for 11.21% and promote modern image or media the smallest number of online users is 22 people, accounting for 8.90 percent.

4.3 Analyze data in opinions about marketing strategies of coffee shop entrepreneur in Ranong province by finding the average and standard deviation. The marketing factors of coffee shop entrepreneur in Ranong province as a whole found that the opinions were at a high level (SD. = 0.64). When considering in each aspect, it was found that they were at a high level in all aspects. Which is ordered from the highest average to least as follows: product was the high level of opinions (SD. = 0.44), followed by the distribution locations high level (SD. = 0.52) in marketing promotion high level (SD. = 0.62) Personal (SD. = 0.63), environmental and physical (SD. = 0.69), service process (SD. = 0.71) and price (SD. = 0.67) respectively.

CONCLUSION

The results of the study shown that 150 males, accounting for 50.00 percent and 150 females, accounting for 50.00 percent are the most between 20-40 years of age, representing 145 people, accounting for 49.52 percent were at the bachelor degree level, the most being a total of 168 people, representing 48.62 percent, were government employees the most are 137 people, representing 52.11 percent average, the monthly income 20,000-30,000 baht, the most number of 155 people, accounting for 51.69 percent.

From the customer information, 1-2 times the highest amount of coffee drinkers, a total of 222 people, accounting for 62.24 percent, and the cost per services were 101-150 baht, the most being 178 people, representing 57.66 percent. In the period of drinking coffee at 07.00-09.00 am, the most were 139 people; representing 48.87 percent and the period of using the coffee shops the most every day is 178 people, representing 79.25 percent. The characteristics of choosing to drink coffee the most cold drinks are 114 people, representing 39.41% and the reason for drinking coffee or choosing coffee shop services. The recreation is the most were 86 people, representing 32.56 percent.

The marketing factors of coffee shop entrepreneur in Ranong province as a whole found that the opinions were at a high level (SD. = 0.64). When considering in each aspect, it was found that they were at a high level in all aspects. Which is ordered from the highest average to least as follows: product was the high level of opinions (SD. = 0.44), followed by the distribution locations high level (SD. = 0.52) in marketing promotion high level (SD. = 0.62) Personal (SD. = 0.63), environmental and physical (SD. = 0.69), service process (SD. = 0.71) and price (SD. = 0.67) respectively.

SUGGESTION AND FURTHER STUDY

This research is able to use the study results as suggestions and guidelines as follows:

1. Study about the opinions of customer or target groups focus on in each of the marketing strategies, such as product strategy, price strategy, place strategies or promote in the field of business. In order to understand behavior and various factors affecting consumption, that will be useful in marketing plan.

2. Further study and in-depth on the factors of other populations affecting consumer behavior, such as the size of the family or other attitudes that affect consumption.

3. Should study the samples other than Ranong province to know the factors of marketing that affect the consumption of fresh coffee, which makes the another views more clear due to the different areas, there are differences in the influence of buying fresh coffee. As a result, that will give the information to analyze.

From the topic of this research, the researcher has concluded that the following research should be conducted in three points following in below;

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