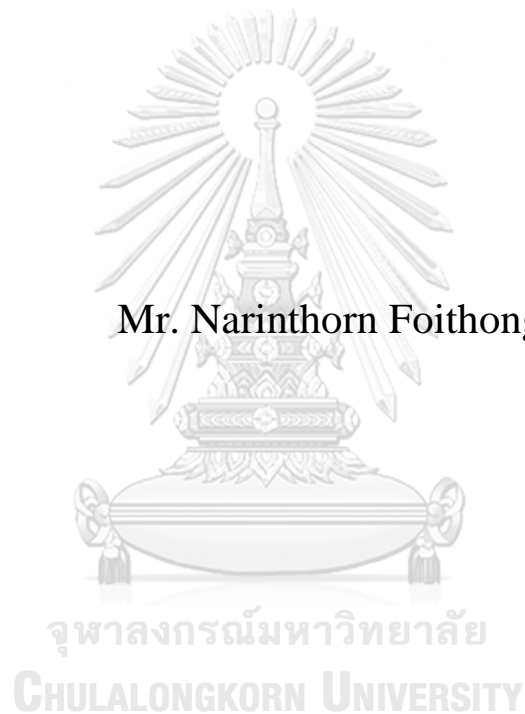


Coffee consumption behavior and SWOT analysis: a coffee
shop in Hatyai



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An Independent Study Submitted in Partial Fulfillment of the
Requirements
for the Degree of Master of Arts in Business and Managerial Economics
Field of Study of Business and Managerial Economics
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พฤติกรรมกรรการบริโภคกาแฟ และ การวิเคราะห์SWOT : ร้านกาแฟในอำเภอ หาดใหญ่ จังหวัด
สงขลา



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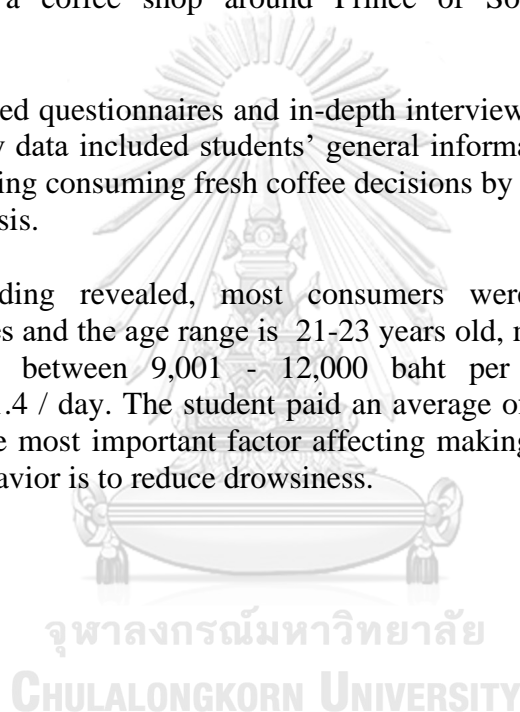
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Narinthorn Foithong : Coffee consumption behavior and SWOT analysis: a coffee shop in Hatyai. Advisor: Assoc. Prof. Chalaiporn Amonvatana, Ph.D.

This independent study aims to study the coffee consumption behavior of students and the strategies for coffee shop entrepreneurs around the Prince of Songkla University Hatyai campus. To guideline the business development strategies, the population and samples were 2 groups: 1) The students who are studying in Prince of Songkla university random sampling 353 cases and 2) The entrepreneur of a coffee shop around Prince of Songkla University Hatyai Songkhla.

Structured questionnaires and in-depth interviews were used as a research tool. The primary data included students' general information, consumer behavior, and factors affecting consuming fresh coffee decisions by using marketing mix(4Ps) and SWOT analysis.

The finding revealed, most consumers were female students with bachelor's degrees and the age range is 21-23 years old, mainly respondents have a monthly income between 9,001 - 12,000 baht per month with an average consumption of 1.4 / day. The student paid an average of coffee expense 61 - 100 baht per day. The most important factor affecting making-decision on fresh coffee consumption behavior is to reduce drowsiness.



Field of Study:	Business and Managerial Economics	Student's Signature
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TABLE OF CONTENTS

	Page
ABSTRACT (THAI)	iii
ABSTRACT (ENGLISH).....	iv
ACKNOWLEDGEMENTS.....	v
TABLE OF CONTENTS.....	vi
LIST OF TABLES.....	1
LIST OF FIGURES	1
Chapter 1.....	1
Introduction.....	1
Chapter 2.....	3
<i>Literature Review</i>	3
Chapter 3.....	6
Research Methodology	6
Chapter 5.....	21
Conclusion	21
Chapter 6.....	23
Suggestion.....	23
REFERENCES	25
Appendix.....	28
VITA.....	32

LIST OF TABLES

Table 1:Overall, information of social factors and economic factors.....	10
Table 2:Fresh coffee consumption of price of Songkla university in Hatyai Songkhla including, consumption per day, satisfied price, consumption behaviour.....	11
Table 3:Overall average score standard deviation and significant level of marketing mix which affecting fresh coffee consumption behaviour.....	13
Table 4:Marketing mix affecting fresh coffee consumption behaviour classified by product.....	13
Table 5: Marketing mix affecting fresh coffee consumption behaviour classified by price.....	14
Table 6:Marketing mix affecting fresh coffee consumption behaviour classified by place.....	14
Table 7:Marketing mix affecting fresh coffee consumption behaviour classified by promotion.....	15
Table 8:Overall average score of social factor and economic factor affecting fresh coffee consumption behaviour.....	16
Table 9:Social factor affecting consumption per day classified by gender.....	16
Table 10:Economic factor affecting consumption per day classified by income.....	17
Table 11:Cross-table between income and coffee with price lower than 60.....	18
Table 12:SWOT matrixes.....	20

LIST OF FIGURES

Figure 1:SWOT analysis.....	8
Figure 2:Social factors and economic factors affecting fresh coffee consumption behavior.....	9



Chapter 1

Introduction

In the present world, fresh coffee is blooming in Thailand. The market value of the coffee industry exceeds 30000million/year and has a greater market share than instant coffee. (Mayura Pradthanaplean,2557), In 2561 market value increasing to 17,000 million baht, a growth of 10 - 20% per year. The average consumption was 300 cups of coffee per person per year. This calculated to 1.2 kg per person per year. However, when compared with the others, such as Japan and Europe is 3 kg per person per year and 4-5 kg per person per year respectively. This can consider that the coffee industry in Thailand is competent to grow, including Thailand can produce only 23,627 green beans meanwhile the average demand of coffee is 95,000 tons per year.

From increasing in consumption demands, lead to high competition in the coffee market, every coffee shop try to seeking for this market share, They make their self differentiated from the others to persuade the consumer. Besides decorating to be attractive, they also the present quality of coffee varies origin coupled with barista skill. As mentioned, the reason is new-generation consumers tend to give heed to the quality of coffee.

Nowadays, Fresh coffee becoming popular for everyone because of its health benefits and mellow taste. If the price factors are not considered the benefits of fresh coffee are better than instant coffee. In Hatyai Songkhla, fresh coffee becomes popular among Bachelor degree's students. They give favoring to taste of coffee and to make an appointment at the coffee shop. Thus, the entrepreneur must be seeking for market channel to fulfil customer's satisfaction by using marketing mix including, product price place and promotion to understand consumer behavior which can observe from own consumer demand. Thus, Marketing mix is an important factor that helps an entrepreneur determine market strategy. Besides marketing mixes, SWOT analysis is an acceptable guideline for a coffee shop to analyze strengths, weaknesses opportunities, and threats to determine the strategy

This study aims to understand consumer behavior, what they expected from a coffee shop in Hatyai, and Swot analysis as a suggestion for an entrepreneur to improve strategy for the coffee market in Hatyai, Songkhla.



Chapter 2

Literature Review

Nattawan Somasri (2549) - This study aimed to understand fresh coffee consumption behavior in Muang Pattaya, important factors affecting consumption decisions by using non-probability sampling of 210 samples in Pattaya which use surveying as a research tool. The finding revealed, mainly consumers are female age range is 20-29 years old, have bachelor's degree. Average consumption is 1-3 cups of coffee per day and like a shop with modern decorations. The important factor affecting consumption decisions is to reduce drowsiness and use the coffee shop as a meeting place. The marketing mix is used in this study, for a product, consumer focus on the quality of coffee beans which give a mellow taste and the entrepreneur who care about customers. For price factors, the most effective rating is not more than 25 baht per cup and clearly states the price. For the place of distribution factor important rating is on the side of road, gas station and in the department store.

Apiram Khamsod (2559) This study is to understand Coffee consumption behavior and factors affecting fresh coffee consumption of students in Khon Kaen University aimed to find the suggestion to develop coffee shop business around Khon Kaen University through collecting data by using a survey from 150 samples by selecting random

The finding revealed, mainly consumers are female, the average consumption is 1.1 cups per day and the average cost of coffee that consumer satisfied is 69 baht. Most of the students drink to cure their drowsiness. The important factor that decides to consume fresh coffee. In terms of product factors, it is the aroma and quality of the coffee beans. Distribution channels at The most important thing are Close to school and accommodation.

Sukanya Lamun (2559) was studied factors affecting the decision making behavior of amazon coffee shop, this study proposes, is to understand 1) decision-making behavior whether how marketing mix affect decision-making behavior on Amazon cafe. 160 consumers who use the cafe were used as a sample. The research tool is a self-created questionnaire. Using means and standard deviation and percentage analyzed with multiple regression analysis, with a confidence level equal to 95%.

The research revealed, the samples of consumer are 25 - 34 years old who is a private employee and earn 20,001 - 30,000 baht per month.

The result revealed the consumer has the most feedback on the service delivery process. Follow by service personal marketing, service pricing, and marketing promotion, respectively. This study found that the effect of post-purchase behavior on the decision to use the fresh coffee at Amazon Cafe was statistically significant at 0.05

Pisit et al. (2560) was studied the important factor which affects fresh coffee consumption behavior in Huahin. This study aimed to understand 1) Characteristics of the demographics of coffee shop users 2) The behavior of the service users of the coffee shop 3) Market mix factors affecting coffee consumption behavior in the Huahin district. This study has used a survey to collect data by sampling 397 samples as a research tool and use Qi square to test the hypothesis

The finding revealed, mainly consumers are female with a single status, the age range is 25 - 34 years old, have bachelor's degree, the occupation is company employee, monthly income range is 25001 - 30000 baht. The reason for choosing a fresh coffee shop is the taste of coffee. The study also found that the important factor in the marketing mix that affects consumer behavior is price, followed by by-products.

Puput et al.(2016), This study is to improve Starbucks strategy in China. This study is qualitative research and collects data from various channels, including primary data from the Starbuck consumer database in China. The finding reveals 6 factors involved with opportunity because the Chinese market is the fastest-growing, the overall rising economic growth, and much new distribution Chanel. The SWOT analysis used to improve Starbuck strategy in China

The study revealed, The strong point is a well-known brand with quality coffee with excellent customer service, however, the weakness is perception, in the Chinese point of view American chains are trampling Chinese culture.

Aminattaheri et al.(2013), this study is to investigate the Starbuck marketing plan, use SWOT analysis. The target is to obtain higher income for Starbuck coffee shops. In this study, the SWOT analysis including, strengths, weaknesses, opportunities, and threats of Starbucks were used. The research method is a quantitative study that analyzed the performance of Starbuck taking a balanced point of view during a particular period.

Nalinee Chaisuroj(2562), this study aimed to increase sell of Chaem Chaeo market branches. This research uses a structured survey and in depth-interview as a research tool to collect data, the methodology is both quantitative and qualitative analysis as well as used 58 consumers who brought drinks at the store as a sample. In SWOT analysis parts, to analysis a performance and comparison with a competitor in Chaem Chaeo market.

According to the study, the sales of the Chaem Chaeo market decreased due to increasing competitors, which competition like teashop is away only 15 meters, using marketing mixes factors, found that tea like shops has a higher potential than stores intern of product and price. SWOT analysis found that strengths are taste has the same standard, low price, and good service. For weaknesses, found that Jamjeaw market is in narrow street and limitation of parking, the market is an open space meanwhile Thailand is a tropical country, thus customer preferred to buy from a shop where provide facility such as air conditioners. The external factor, opportunities found that technology might help the entrepreneur to access customers such as Line AD, Shopee, Lazada. Lastly, threats, found that in this market were fierce competition, and some of them have proactive advertising, changing of consumer behavior who try to reduce sugar for their health.

Chapter 3

Research Methodology

This is qualitative and quantitative research containing fresh coffee consumption behavior and SWOT analysis, to study fresh coffee consumption behavior of prince of Songkla university students in Hatyai Songkhla. To obtain sufficient credible information, this study collected primary data by using the survey to analyze as follows;

The primary data is the data obtained from collecting field data by sampling from a student around Prince of Songkla university via google form platforms to achieve the objective of this study which present in 2 groups as follows:

3.1) Group 1

3.1.1) Population

The population used in this study can be classified into two groups, first group is Prince of Songkla University's 15000 students, using surveys and questionnaires as a tool to collect data to study fresh coffee consumption behavior and factor affecting fresh coffee consumption decisions of Prince of Songkla university students. The second group is Coftomize slow bar entrepreneur and partnership.

3.1.2) Sample of students around prince of Songkla university who consume fresh coffee

The criteria for a sample is studying at Prince of Songkla University. To find the number of samples to be collected by knowing the population size, the sample is non-probability sampling. The sample of this study is calculated by using Taro Yamane with a 95% confidence level. The calculation formula is presented as follows.

$$n = \frac{N}{1+(Ne^2)}, 390 = \frac{15000}{1+((15000)(0.05^2))}$$

n = sample size

N = population sizes

e = allowable error determined 5%

Therefore, this study samples were collected 390 sample by using non probability sampling.

Research tool ; In this study structured questionnaires including;

Part 1. General information

Part 2. Consumption fresh coffee behaviour

Part 3. factor affecting fresh coffee consumption decision(4ps)

In order to analysis factors affecting fresh coffee consumption through marketing mix(4ps), this study use rating scale splitting score to 5 level as follows;

Rating scales	Meaning
5	Factor has greatest effective
4	Factor has great effective
3	Factor has balance effect
2	Factor has little effect
1	Factor has least effect

3.2) Group 2: The sample in this group is an entrepreneur of a Coftomize coffee shop. Research tools were used deep-interview to access data from entrepreneurs, the interview question including, part 1 general information, part 2 fresh coffee consumption behavior, part 3 factors affecting deciding fresh coffee consumption and use information from survey in part 4. Consumer's expectation and part 5. A suggestion which is an open-ended question, for parts 4 and 5 were used to analyzed SWOT analysis.

3.3) Empirical approach

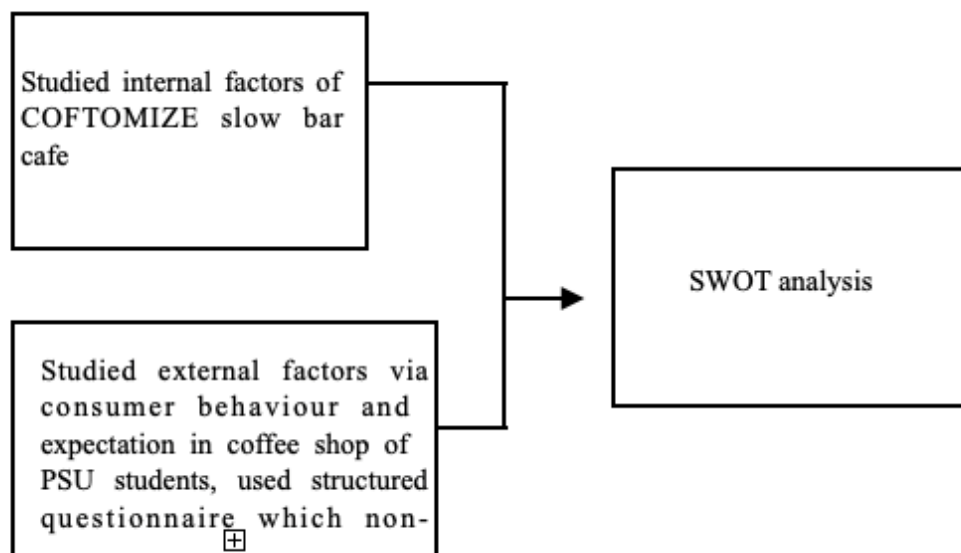
3. 2.1) Qualitative analysis

This is descriptive analysis used mean standard deviation percentage to analyse information in part 1 , part 2 , part 3. However, to analyse factors affecting fresh coffee consumption behaviour. This study used mid-point to interpret results using five levels of criteria as follows:

Score	Meaning
4.50 - 5.00	Factor has greatest effective
3.50 - 4.49	Factor has great effective
2.50 - 3.49	Factor has balance effect
1.50 - 2.49	Factor has small effect
1.00 - 1.49	Factor has smallest effect

Besides Consumer behavior, This study also focused on SWOT analysis which tries to understand a coffee shop in Hatyai by using data in SWOT. The proposed of this study is to understand both internal factors which are collecting data from the entrepreneurs of Coftomize coffee shop by using depth interviews from their partnership and external factors by using data from the surveying of fresh coffee. consumption behavior which is built into the conceptual framework as a present

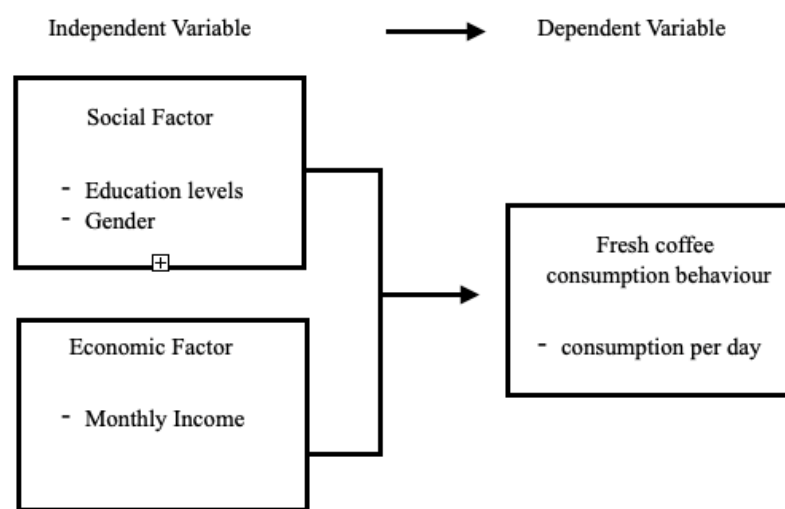
Figure 1:SWOT analysis



3. 2.1) Quantitative analysis

To do quantitative analysis, this study used Chi-squared statistic: to test the relationship between independent variables which are social factors and economic factors, and dependent variable which is fresh coffee consumption behavior by using Chi squares test presented in the conceptual framework below ;

Figure 2: Social factors and economic factors affecting fresh coffee consumption behavior



Hypothesis testing processes ;

- 1). Hypothesis : The hypothesis were presented as follow:
 - H_{01} = Social factors doesn't have affect with fresh coffee consumption behaviour
 - H_{a1} = Social factors have affect with fresh coffee
 - H_{02} = Economic factor doesn't have affect with fresh coffee
 - H_{a2} = Economic factors has affect with fresh coffee
- 2). Determine significant level (alpha) = 0.05
- 3). calculate Chi Squares and p value by using SPSS
- 4). If p-value less than or equal 0.05 which mean reject null hypothesis(H_0) and accept alternative hypothesis(H_a). Thus, both social factors and economic factor have affect on consumer behaviour. If p-value greater or equal to 0.05 which mean accept null hypothesis and reject alternative hypothesis. Thus, both factors don't have affect on consumption behaviour.

4. Result

The main purpose of this study is to understand 1) Social factors and economic factors of the consumers in Hatyai Songkhla 2) To understand fresh coffee consumption behavior of consumers in Hatyai Songkhla 3) To understand marketing mix affecting consumer behavior 4) To reveal whether social factor and economic factor related to fresh coffee consumption behavior. 5) To provide a strategy for “Coftomize” coffee shop through SWOT analysis.

4.1) *Social factor and economic factor of respondents.*

The general information of consumer in Hatyai Songkhla including, education level, gender, average age, monthly income, as presented in table 1

Table 1: Overall, information of social factors and economic factors

General Information of respondents		n =353	percentage
Gender	male	149	42.20%
	female	204	57.80%
Average age	18 - 20	28	7.90%
	21 - 23	167	47.30%
	>24	158	44.75%
education	bachelor's degree	257	72.80%
	master's degree	96	27.20%
income	6000 - 9000	58	16.40%
	9001 - 12000	110	31.20%
	12001 - 15000	106	30%
	> 15000	79	22.40%

1.1) general information of consumers revealed, most of the consumers are female, 204 people accounted for 57.8%, and male, 149 accounted for 42.2%.

1.2) general information of consumers revealed, There were 28 people aged between 18 - 20 years old representing 7.90%, followed 167 people aged between 21 - 23 years old accounted for 47.30%, and 158 people between 24 years old and over accounted for 44.75% respectively.

1.3) Most of the consumers were studying for a bachelors degree, 257 people were represented 72.80% and 96 people were studying for a master degree, accounted for 27.20%.

1.4) General information of consumers revealed, average monthly income is between 9001 - 12000. Most of the consumer has income between 6000-9000 accounted for 58 people represented as 16.40%, 110 people have a monthly income between 9001 - 12001 represented as 31.20%, 106 people have a monthly income between 12001 - 15000 represented as 30% and 79 people have monthly income 15001 and over presented as 22.40% respectively.

Table 2: Fresh coffee consumption of price of Songkla university in Hatyai Songkhla including, consumption per day, satisfied price, consumption behaviour.

consumer behaviour		n =353	percentage
Table 2			
Consumption cups / day	1	241	68.27%
	2	90	25.50%
	3	22	6.23%
Average	1.4 cup / days		
Table 3			
Satisfied price per day	<60	134	38.20%
	61 - 100	155	44.00%
	101 - 150	64	18.10%

fresh coffee consumption behaviour	reduce drowsiness	159	45.00%
	reduce stress	71	20.10%
	used café for meeting	58	16.40%
	coffee addict	65	18.40%

From table 2, the study founded the average consumption is 1.4 cups per day, most of the respondents accounted for 241 people drink 1 cup of coffee presented as 68.27%, 2 cups per day were 90 people presented as 25.50% and 3 cups per day were 22 people presented as 6.23%

From table 3, the study revealed, 155 respondents appreciated with prices between 61 - 100 presented as 44%, followed by 134 people appreciated with prices below 60 presented as 38.20%, and 64 people were appreciated with price between 101 - 150 presented as 18.10% respectively

From table 4, the study founded that most of the respondents drink coffee to reduce Drowsiness accounted for 159 people presented as 45%, to reduce stresses accounted for 71 people presented as 20.1%, because the used coffee shop as a meeting place accounted for 58 presented as 16.4%, lastly coffee addict 65 people are presented as 18.40%.

4.3) marketing mix(4 ps) of fresh coffee's consumer

Factors affecting fresh coffee consumption including, Product, Price, Place and Promotion (4ps) which represents as means , standard deviation(S.D) and significant level as presented in table 3

Table 3: Overall average score standard deviation and significant level of marketing mix which affecting fresh coffee consumption behaviour

Factors affecting consumption behaviour	Mean	Standard deviation	Degree
product	4.16	0.886915	great
price	4.18	0.90367	great
place	3.45	1.047105	balance
promotion	3.8	1.031	great
total	3.9	0.9671725	great

Table 3 - found that overall marketing factors of students in prince of Songkla University have great importance level when considering, the finding revealed, the factors that have the greatest effect on consumer behavior, it is price factors which average score equal to 4.18. and second, the important factor is the product which average score is 4.22, followed by the promotion factor which average score is 3.8, and lastly is the place factor with the lowest score is 3.45.

Table 4: Marketing mix affecting fresh coffee consumption behaviour classified by product.

Factors affecting consumption behaviour	Mean	Standard deviation	degree
Quality of coffee bean	4.18	0.91691	great
Variety of coffee types	4.13	0.85692	great

1. Product factors: From table 4, the finding revealed, the product factors which is affecting consumer behavior found that both quality of coffee beans which has a score(4.18) and variety of coffee types which has a score(4.13) respectively. Therefore, the entrepreneur should concerned about the quality of coffee were used in their coffee shop because quality implied tasty and good fragrance. Besides of quality of coffee, the consumer also focused on a variety of coffee types such as coffee shops has many menus.

Table 5: Marketing mix affecting fresh coffee consumption behaviour classified by price

Factors affecting consumption behaviour	Mean	Standard deviation	degree
Price less than 60 baht	3.6	1.31483	great
Price appropriate with quality	4.7	0.49251	greatest

2. Price factors: From table 5, the finding revealed price factors are the important factors that affecting fresh coffee consumption behavior. Moreover, the finding revealed, “price appropriate with quality” has the greatest effect on consumer behavior, the average score is 4.7, followed by a price less than 60 baht, the average score is 3.6 which is also has a great effect on consumption behavior. If the students can accept a price higher than 60 baht, they were understanding in variable cost fluctuation. Therefore they able to pay more than 60 baht if the price is appropriate with quality. Besides off, brand image and price, the consumers also concern with quality.

Table 6: Marketing mix affecting fresh coffee consumption behaviour classified by place

Factors affecting consumption behaviour	Mean	Standard deviation	degree
Online channel	2.8	1.15343	balance
Shop front Channel	4.0	0.94078	great

3. Place Factors: From table - 6, The factor that has a great effect is the shop front channel, partly because their target group is students, some of them go to a coffee shop to read exams. However, the shopfront channel is interesting because consumers can deal with the barista. what they want to enhance the flavor you like. Meanwhile, the online channel has a normal effect on fresh coffee consumption behavior, the average score is only 2.8 which can be interpreted, the student also orders coffee from the online channel may be because of convenience. However online channels charge delivery fees from consumers and gross profit from the entrepreneur. The fact that, when a consumer buys coffee from the online channel, it's more expensive than buys from front bars.

Table 7: Marketing mix affecting fresh coffee consumption behaviour classified by promotion

Factors affecting consumption behaviour	Mean	Standard deviation	degree
Interesting advertising	3.8	0.93997	great
Has interesting activities in some occasion.	3.5	1.17676	great
Provide facility to study	4.3	0.97632	great

4. Promotion factors: Promotion factors: The finding revealed all promotion factor has a great effect with the average score is 3.8, 3.5, 4.3 respectively. The highest score is provided by the facility to study that affecting fresh coffee consumption behavior which means students emphasize the coffee shop that provides facility factors. the result can interpret, the student tends to preferred the coffee shop that provides facilities such as Wi-Fi, Air condition and reading zone more than has interesting advertise and activities. Because Prince of Songkla students preferred to read exams at coffee shops. Therefore, if entrepreneurs seeking for more gross profit, they should provide facilities for the consumer to persuade the consumers to buy their product.

4.4. A correlation of social factor and economic factor affect fresh coffee consumption behaviour of Prince of Songkla university Hatyai Songkhla.

Table 8: Overall average score of social factor and economic factor affecting fresh coffee consumption behaviour

Factor	X^2	Significant level	
Social Factor			
Education level	3.756	0.053	+
Gender	7.37	0.007	***
Average age	2.496	0.114	
Economic Factor			
Monthly income	13.936	< 0.001	***

From Table 8, the overall average score of social factor and economic factors affecting fresh coffee consumption behavior, considering from testing Chi-squares found that social factor concerning reject the null hypothesis and accept the alternative hypothesis that gender has p-value less than 0.05. The finding can interpret only gender correlated with consumption per day and economic factor is only monthly income which correlated with consumption per day.

Table 9: Social factor affecting consumption per day classified by gender

Social Factors		Consumption per day		
		< 1	>1	Total
Gender	Male	(37.4%)90	(52.6)59	149
	Female	(62.6%)151	(47.3%)53	204
Total		231	112	353

Note : $x^2 = 13.936$, p-value = < 0.001

About accepting the alternative hypothesis, gender has a significant level equal to 0.007. From surveying, females have proportion to consume less than 1 cup per day are 151 samples, accounted for 62.6% of sample size who consume less than 1 cup per day (presented in table 11) which more than male. Drinking coffee can reduce drowsiness and stress, most females. So they might have less drowsiness than males, because of less daily energy use. Thus, they drink coffee in a lower proportion.

Table 10: Economic factor affecting consumption per day classified by income

Economic Factors		Consumption per day		Total
		<1 per day	>1 per day	
Monthly Income	< 12000	(77.80%)131	(22.20%)37	168
	> 12000	(59.5%)110	(40.50%)75	185
Total		241	112	353

Note : $\chi^2 = 3.756$, p-value = 0.007

Regarding to accept the alternative hypothesis, monthly income has a significant level equal to 0.001, sample group in this study is students who getting personal expenses from their parents. The student who get expenses less than 12,000 baht account for 77.80% of the sample size who consume less than 1 cup per day. They tend to drink fresh coffee lower than 1 cup per day. Because sample groups have limited income, each spending requires planning. Therefore they tend to drink in low proportion to save their money to spend on other necessities. When considered with factor affecting fresh coffee consumption behavior, The study reveals that sample sizes who have an income lower than 12000, they tend to appreciate with fresh coffee with a price lower than 60 baht as presented in table 12.

Table 11: Cross-table between income and coffee with price lower than 60

Economic Factors		Satisfied price lower than 60				
		Smallest	Small	Medium	Great	Greatest
income	< 12,000	16	14	37	39	62
	> 12,000	22	12	31	62	58
Total		38	26	68	101	120

4.5) SWOT Analysis

The result from Coftomize partnership, From interview entrepreneur, found that Coftomize cafe shop has enough capital, equipment, and knowledge. 4 coftomize entrepreneurs can do all tasks in their cafe, So they no need to hire labor, which can save costs from hiring. The cafe is a slow-bar cafe which made them different from the others around the prince of Songkhla University. The consumer can design their style here because Coftomize lets them decide whether what coffee bean, milk, the ice they preferred, then they will brew what consumer choose, to serve what consumer want. There is a friendly atmosphere with good service here. The entrepreneur said them in the segmented market which focused on the coffee lover. Thus, the SWOT matrixes present as follow ;

Strengths: Variety of coffee bean, this made them differentiate, this study obtain the factor affecting fresh coffee consumption behavior of student around Prince of Songkla University, found that the factors have the greatest effect on consumer behavior is product factors with an average score equal to... is consumer tend to prefer a variety of coffee bean, In Hatyai Songkhla, non of other coffee shop do this, because of high variable cost. However, Coftomize can control this factor because they have a connection with agriculture and roaster. Besides off lower cost, connection with the roaster, lead them can be made to order with coffee cherries and coffee bean and do the just in time strategy which no need to stock capital. This made Coftomize can set a reasonable price,

Weaknesses: Result from in-depth interviews and survey the expectation of students around Prince of Songkla University, found that some of the target group tend to prefer a coffee shop where can be a place to study, and coftomize is slow bar cafe which takes longer time than speed bar cafe to produce one cup of coffee, lead to the long waiting line. Lastly, the location of Coftomize is located in a narrow street where is a limited parking place. Therefore, this factor has highly effect on the consumer who decided to use our service.

Opportunities: When considered the fresh coffee consumption behavior of students in Prince of Songkla University Hatyai Songkhla, found that consumption behavior was changing from consuming instant coffee to fresh coffee because of health benefits and mellow taste. Beside of good taste, meanwhile around prince of Songkla university, all cafe shop is speed bar type which focused on productivity. Thus, for slow bar cafes, there is still has market shared for Coftomize. Besides mellow taste, students tend to use coffee shops as a place to study. From the survey, the factors affecting consumer behavior, in price factor, students tend to prefer price between 61 - 100.

Threats: In Hatyai, is hard to find public transport like Bangkok, that why a parking place is necessary here. However, the main factors have fluctuated variable cost because if cafes were focused on specialty coffee beans, they must accept price volatility. Another factor is high competition form speed bar cafe who have high productivity than slow bar cafe, which mean they didn't have long waiting line like slow bar cafe including, other entrepreneurs try to make their cafe distinctive from the others, by using a lot of marketing strategy such as promotion, place to take a photo, provide facility and convenient to serve consumers.

Table 12:SWOT matrixes.

Strengths	Weaknesses	Opportunities	Threats
Variety of coffee beans	not get recommendation in Wongnai application for top 15 café in Hatyai	Consumer pay attention to variety of coffee bean	No public transport
Consumer can adjust their cup of coffee	long waiting line	students go to café to study	Fluctuate of variable cost
Reasonable price and lower price than competitor	low productivity	For slow-bar style café shop, still has market share	High competition from speed bar café
Good services , friendly atmosphere	few parking place	consumer tend to prefer coffee with good quality and reasonable price between 61 - 100	Consumer has few brand loyalty and no regular store in their mind
Good connection with agriculture and roaster		changing in consumption behaviour	



Chapter 5

Conclusion

This study aimed to, understand fresh coffee consumption of students around Prince of Songkla University Hatyai Songkhla, understand what factors affect consumers deciding to consume fresh coffee, understand social factors and economic factors determining consumption behavior, lastly to do SWOT analysis from COFTOMIZE slow bar cafe to give a suggestion and strategy for the entrepreneur who owns a cafe in Hatyai Songkhla. This study was collect data from the student of Prince of Songkla Universiwhoich enroll in bachelor degree and above. The sample size is 353 using non-probability sampling through structured questionnaires and using in-depth interviews with the entrepreneur of COFTOMIZE. This study is both qualitative and quantitative methodology which uses Chi-squares. The results were as follow :

1. Demographic characteristics of the sample, mainly sample is female, the average age between 21 - 23 years old, study in bachelor degree and has monthly income between 9,001 - 12,000 baht per months.

2. Consumption behavior, the finding revealed, the average consumption is 1.4 cups/day. The reason of consume fresh coffee are 1) to reduce drowsiness accounted for 45%, 2) to reduce stress accounted for 20.10%, 3) use cafe as a meeting place accounted for 16.40%, 4) coffee addict accounted for 18.40%. Samples have a consumption fee between 61- 100 baht per day.

3 The factors affecting deciding fresh coffee consumption, to understand this topic, this study used marketing mixes(4ps) and the results were separate as follow :

3.1) Product factors, found that it has a great effect on making a decision, the average score is 4.1

3.2) Price factors, found that it has a great effect on making a decision, the average score is 4.2

3.3) Place factors, found that it has a medium effect on making a decision, the average score is 3.4

3.4) Promotion factors, found that it has a great effect on making a decision, the average score is 3.9

4. The relationship of social factors and economic factors on the frequency of consumption per day. The finding revealed, at a significant level = 0.05 only gender and monthly income have correlated with the frequency of consumption



Chapter 6

Suggestion

The results from fresh coffee consumption behavior of students around Prince of Songkla University Hatyai Songkhla, this study has a suggestion for the entrepreneur who running a coffee shop business as follow:

Product factors: The consumer emphasizes with quality and variety of coffee beans. The entrepreneur should consider selecting coffee beans, to understand the quality of coffee, the entrepreneur must have a deep understanding of coffee beans since planting, processing, roasting, moreover, the entrepreneur must have a barista skill to extract a per fact shot of coffee and always develop their skill. For a variety of coffee beans, this study revealed, consumers, emphasize these factors. The entrepreneur should have a variety of coffee beans in their cafe so that customers can choose what they like the best.

Price factors: Mainly consumers are students, mainly they consume fresh coffee to reduce drowsiness, from surveying founded that, consumers tend to consume coffee which price between 61 - 100 baht for at least one cup per day. However, this price suits some types of coffee beans only, and this price only suits Hatyai Songkhla because in different locations people can have different consumption behavior. Thus, an entrepreneur should set the price by considering about target's monthly income(mainly between 9001 - 12000) and also considering his/her variable costs and competitors 'price.

Place factors: Consumer emphasize with front bars channel more than online channel because via online channel it's more expensive. However, with the Covid-19 situation, an online channel is a good strategy. This study suggests entrepreneurs should have an online channel to be an optional choice for consumer to buy their products.

Promotion factors: Consumer emphasize with a cafe where provide facility to study more than any advertising or promotion. they tend to go to the coffee shops to read and exams or have meetings. Therefore, if the entrepreneur is expected to generate more sales, they should concern about having this facility too.

Besides providing facilities, entrepreneurs ignore promotion and marketing because this strategy also can persuade the consumers by lets them know what atmosphere in your shop and what entrepreneurs provide to serve consumer satisfaction.

From the study, the factors affecting the frequency of consumption per day found that females are consuming at least a cup of coffee per day more than males. And then another important factor is monthly income. The study revealed respondent has monthly income between 9001 - 12000. Therefore, the entrepreneur should set a reasonable price to generate more sales, this reason can make it accessible for the consumer to buy their products.

From SWOT analysis of COFTOMIZE, found that it has appropriate strengths to access opportunities whether the reasonable price, variety of coffee beans, and friendly atmosphere. However, to deter weaknesses, this study suggested 2 strategies to entrepreneurs. Firstly, increase production, from the in-depth interviews, the entrepreneur said they have enough funds for investment. Thus, increase one more espresso machine can generate more sales and can solve for long waiting line. Secondly, add an online distribution channel or drive-thru, to solve for a low parking place. This strategy also can generate more sales for the coffee shop during Covid-19 pandemics.

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Appendix

1. แบบสอบถาม

แบบสอบถามพฤติกรรมกรรบริโภคกาแฟสดของนักศึกษาที่กำลังศึกษาในมหาวิทยาลัยสงขลานครินทร์ อำเภอ หาดใหญ่ จังหวัดสงขลา กลุ่มตัวอย่างของงานวิจัยครั้งนี้คือ กลุ่มนักศึกษาตั้งแต่ระดับปริญญาตรีขึ้นไปที่บริโภคกาแฟสด แบบสอบถามชุดนี้แบ่งออกเป็น 4 ส่วน ประกอบด้วย

ส่วนที่หนึ่ง : ข้อมูลทั่วไปเกี่ยวกับลักษณะประชากรศาสตร์

ส่วนที่สอง : ข้อมูลเกี่ยวกับพฤติกรรมกรรบริโภคกาแฟสด

ส่วนที่สาม : ปัจจัยที่มีผลต่อการตัดสินใจบริโภคกาแฟสด

ส่วนที่สี่ : ข้อเสนอแนะ

ส่วนที่ 1: ข้อมูลทั่วไปเกี่ยวกับลักษณะประชากรศาสตร์

1.1 ระดับการศึกษา

ปริญญาตรี

บัณฑิตศึกษา

1.2 เพศ

ชาย

หญิง

1.3 อายุ

18 - 20 ปี

21 - 23 ปี

> 23 ปี

1.4 รายได้ต่อเดือน

< 6,000 บาท

6,001 - 12,000 บาท

12,001 - 15,000 บาท

> 15,001 บาท

ส่วนที่ 2 : ข้อมูลเกี่ยวกับพฤติกรรมกรบริโภคกาแฟสด

2.1: สาเหตุที่ท่านเลือกบริโภคกาแฟสด

- เพื่อลดอาการง่วงนอน เพื่อผ่อนคลายความเครียด.
- ใช้ร้านกาแฟเป็นที่พบปะ. ดื่กกาแฟ

2.2: จำนวนการบริโภคต่อวัน

- 1 แก้วต่อวัน 2 แก้วต่อวัน มากกว่า 3 แก้วต่อวัน

2.3: ค่าใช้จ่ายสำหรับการบริโภคต่อวัน

- น้อยกว่า 60 บาท 61 - 100 บาท 101 - 150 บาท

ส่วนที่ 3 : ปัจจัยที่มีผลต่อการบริโภคกาแฟสด

ระดับความคิดเห็น มากที่สุด = 5 , มาก = 4, ปานกลาง = 3, น้อย = 2, น้อยที่สุด = 1

No .	คำถาม	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
3.1	ด้านผลิตภัณฑ์					
	คุณภาพของผลิตภัณฑ์					
	ความหลากหลายของผลิตภัณฑ์					
3.2	ด้านราคา					
	ชอบดื่มกาแฟที่ราคาไม่เกิน 80 บาท					
	ชอบดื่มกาแฟที่ราคาเหมาะสมกับคุณภาพ					
3.3	ด้านช่องทางจัดจำหน่าย					
	ชื่นชอบการสั่งออนไลน์					
	ชื่นชอบการสั่งที่ร้าน					
3.4	ด้านโปรโมชั่น					
	ร้านมีการประชาสัมพันธ์ที่ดี					
	ร้านมีกิจกรรมให้เข้าร่วมตามโอกาส					
	ร้านมีกิจกรรมให้เข้าร่วมตามโอกาส					
	ร้านอำนวยความสะดวกด้านการศึกษาเช่น โจนอ่านหนังสือ wifi					

ส่วนที่ 4: ข้อเสนอแนะ(คำถามปลายเปิด)

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