

Marketing Mix Factors Affecting the Decision to Use Slow Bar Coffee Shops

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Abstract—This study aims to: 1) study marketing mix factors in using slow-bar coffee shops; 2) study the level of decision-making in using slow-bar coffee shops; 3) compare the decision to use slow-bar coffee shops according to personal information; 4) study marketing mix factors affecting the decision to use slow-bar coffee shops. The population used in the study is 170 customers affecting the decision to use slow-bar coffee shops. The sample size was determined using the Taro Yamane formula (Yamane, 1967) and a sample of 120 individuals was obtained. Data were collected using a questionnaire. (Questionnaire) Data were analyzed using t-test, F-test (One-Way ANOVA), and multiple regression analysis.

The research results showed that most of the respondents were male, under 30 years old, bachelor's degree, private company employee, had a monthly income of 15,001-20,000 baht, and were single. The overall marketing mix factors were important, and the overall decision-making process was agreeable. The respondents' general information, age, occupation, and status had different effects on their decision to use slow-bar coffee shops. Gender, education level, and monthly income have no effect on the decision to use slow-bar coffee shops. The marketing mix, promotion, and personal factors had statistically significant effects on the decision to use slow-bar coffee shops at a level of 0.05.

Recommendations: Emphasis should be placed on the taste of coffee, variety of coffee types, and selling prices, so that customers can make decisions more easily. Emphasis should be placed on providing sufficient parking for customer convenience, including organizing promotions and training employees to enhance their skills and expertise in providing efficient service. To meet the needs of customers who use the services better.

Keywords— Marketing Mix, Decision Making, Slow Bar Coffee Shop

I. INTRODUCTION

Coffee is a popular beverage worldwide. Because it has a mellow taste and unique smell, coffee drinks are made from roasted coffee beans from coffee trees, which are one of the world's most important economic plants. (Özkök, & Erbay, 2022) From a long history, it is believed that the origin of coffee comes from Abyssinia or Arabia (Arabia) or Arab countries. It was discovered in the 6th century, at approximately 575 AD. At the same time, some studies have reported that coffee is a native plant found in the city of Kaffa, (Bushi, & Kumar, 2021) which is a province of Ethiopia. Coffee is, therefore, named after this province. At that time, coffee was not very popular until in the 9th century, a goatherd named "Kadel" from Abyssinia noticed that his goats looked lively and energetic when they ate the red

fruits of a tree, which was the coffee tree. (Woodson, 1948) Thus, he told the story to a Muslim: Therefore, he took the fruit of the tree, peeled the seeds, roasted them, and boiled them in hot water. He saw that it made him feel energetic, so he told others. The Arabian people then began knowing more about coffee plants, and coffee (AL-Asmari, 2020) spread from Africa, Arabia to Europe, South America, and every corner of the world. The word coffee comes from the Arabic word "Kawah" or "Kaweh," which means strength or vigor. In addition, the Turkish people call it "Kaveh." Later, coffee was called differently in different parts of the world, such as Koffee, in England (Garvens, 1913) it is called "Coffee," which is the name that is known and used as a universal term today. When it came to Thailand, Thais called it Khao Fae, Kopi, and finally Coffee was first imported to Thailand in 1904 (Thee, 1969) in the Saba Yoi District, Songkhla Province. Robusta coffee is widely propagated and promoted in southern Thailand. Arabica coffee was later imported for a crop replacement project for Thai hill tribes. By planting coffee instead of opium and developing the economy at the same time, coffee has become an important economic crop in Thailand and can generate income for Thai farmers who plant 2 coffee trees of at least 200 million baht per year. Coffee is a popular beverage for consumers in Thailand. (Kath, Et al 2020)

The coffee roasting profile used for brewing in this form Often using light roast coffee beans to Medium Roast (medium roast) is roasting to retain the complex aroma and taste of coffee beans from various sources, allowing customers to try new coffee beans with unique characteristics depending on the origin. From the above information, the researcher is interested in studying the marketing mix factors in using slow-bar coffee shops to use the results as a guideline for entrepreneurs who do coffee shop businesses, (Ardhi, & Mulyo, 2021) especially slow-bar coffee shops, and as a guideline for those who want to do coffee shops in this format in planning to find ways to improve and develop their business to meet the needs of consumers.

II. OBJECTIVES OF THE STUDY

To study the marketing mix factors in slow-bar coffee shop services. To study the level of decision-making in using slow-bar coffee shop services. To compare decision-making in using the slow-bar coffee shop service according to personal information. To study the marketing mix factors that affect decision-making in using slow-bar coffee shop services

A. Hypothesis of the study

Different personal information affects decision-making in using the slow-bar coffee shop service differently. Marketing mix factors influence decision making in using the slow-bar coffee shop service.

B. Scope of the study

Content: Study on the marketing mix factors affecting the decision to use slow-bar coffee shops, using Kotler's marketing mix theory, which consists of Product, Price, Place, Promotion, People, Process, and Physical evidence, and Kotler's decision theory (Kotler, 2014), which consists of problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

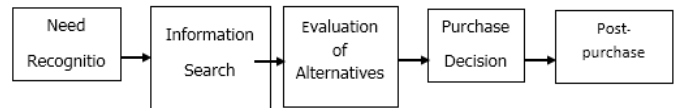
The population and sample used in the study were 170 slow-bar coffee consumers and Chumchong shops, and 120 samples were selected. The study period was from June 2024 to September 2024.

C. Literature review

The study of marketing mix factors affecting the decision to use slow bar coffee shop services. The researcher studied the concepts, theories and related research to use indetermining the conceptual framework and guidelines for the study. The details are as follows: Marketing Mix The study of marketing mix factors affects the decision to use slow-bar coffee shop services. The researcher studied concepts, theories, and related research to determine the conceptual framework and guidelines for the

study. The details are as follows. Kotler (1997) stated that the marketing mix refers to the variable or marketing tools that can be controlled. Companies often use them to meet the needs of their target customers. Originally, the marketing mix consisted of four variables (4Ps): Product, Price, Place or distribution channel, and promotion. Later, three more variables were added: People, Physical Evidence, and Process, to be consistent with the important concepts of modern marketing, especially in the service business. Therefore, this can be called the 7Ps marketing mix

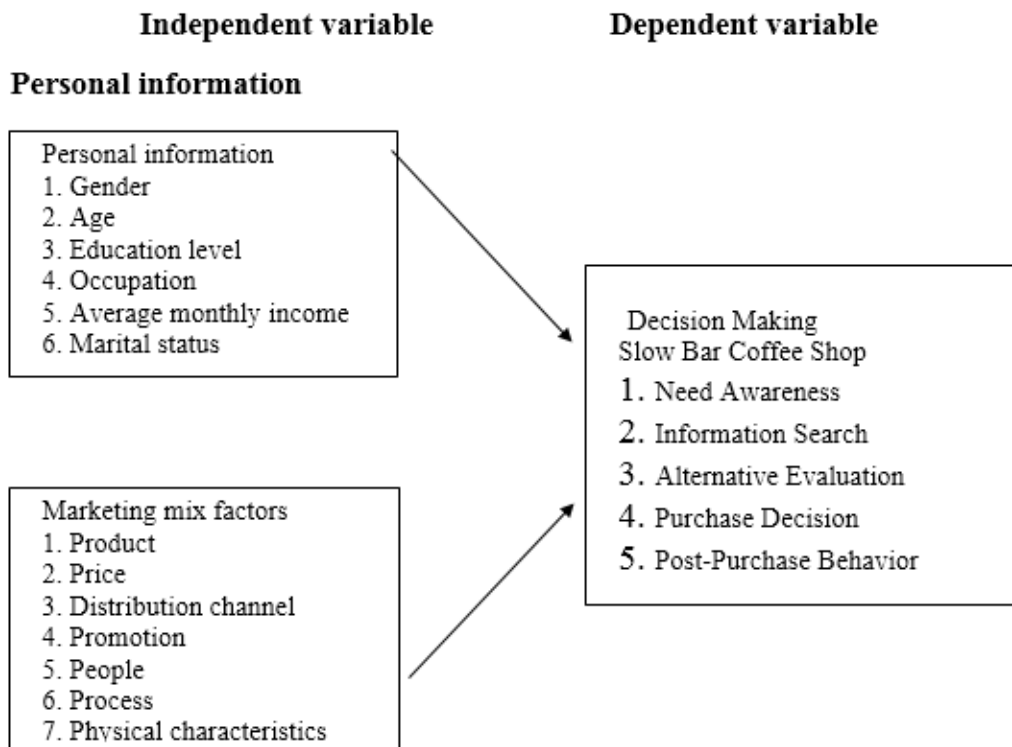
D. Decision Making Theory



Kotler's theory of purchasing decision (Kotler, 2014) is the process of consumer purchasing decisions that can be considered according to five steps, starting from events before the actual purchase to events after the purchase, consisting of five decision processes:

E. Conceptual framework of the study

From the above research, the researcher relied on the 7P's marketing mix theory and decision-making theory in summary and integration into a conceptual framework to study the marketing mix factors that affect decision-making as follows:



III. CONCEPTUAL FRAMEWORK

The study of marketing mix factors affecting the decision to use slow-bar coffee shops aims to examine marketing mix factors, the use of slow-bar coffee shops, the decision to use slow-bar coffee shops, compare the decision to use slow-bar

coffee shops according to personal information, and marketing mix factors affecting the decision to use slow-bar coffee shops. The study results can be used to increase the number of customers who buy slow-bar coffee shops. The study methodology is as follows.

A. Population and sample used in the study

The population used in the study was 170 users of the Slow Bar Community Coffee Shop (data collected from May–June 2024). This study used a sample size calculation with a known population using the Taro Yamane formula (Yamane, Taro, 1967:56) at a 95% confidence level, as follows:

B. Data collection method

For the study to be complete, the data collection method was as follows: data collected from various sources, including textbooks, documents, and other related research results; data obtained from the target group's questionnaire responses and self-receiving checks for completeness to ensure that the questionnaires are complete and can be used for further data analysis.

C. Data processing and analysis

Data obtained from the questionnaires were processed using a computer program to determine percentages and mean values. Microsoft Excel is a ready-made program for creating pie charts and bar charts with explanations. The results from the charts are presented for analysis, based on the characteristics of the variables from the questionnaires.

D. Results of the study

A study of marketing mix factors that influence the decision to use a slow-bar coffee shop service. The sample group comprised 120 slow-bar coffee shops. The questionnaire was used for data collection, and 120 sets (100 percent) were returned. The results of the study were divided into five parts as follows: Marketing mix factors that influence the decision to use the slow bar coffee shop service

Marketing mix factors	B	Std. Error	Beta	t	Sig.	Test	
(Constant)		0.275	0.151		1.818	0.072	
Product		0.039	0.088	0.043	0.442	no	
Price		0.160	0.091	0.182	1.759	no	
Distribution		0.034	0.097	0.033	0.352	no	
Promotion		0.393	0.093	0.396	4.245	0.000*	yes
Personal		0.153	0.072	0.180	2.130	0.035*	yes
Process		0.005	0.082	0.005	0.060	0.952	no
Physical		0.151	0.078	0.170	1.935	0.056	no

The results of the analysis of marketing mix factors that influence the decision to use slow-bar coffee shops found that marketing promotion and personal aspects affect the decision to use slow-bar coffee shops, with statistical significance at the .05 level.

IV. CONCLUSION

The study on marketing mix factors affecting the decision to use slow-bar coffee shops aimed to examine the marketing mix factors, the use of slow-bar coffee shops, the decision to use slow-bar coffee shops, and the decision to use slow-bar coffee shops based on personal information. Marketing mix factors affecting the decision to use slow-bar coffee shops were used. A total of 120 questionnaires were used as a tool for data collection, and statistics were used for data analysis, namely percentage, mean, One-Way ANOVA hypothesis testing, and Multiple Regression Analysis. The results of the data analysis are summarized as follows:

General information of the respondents

The study found that most respondents were male, under 30 years old, had a bachelor's degree, were employees of private

companies, had a monthly income of 15,001-20,000 baht, and were single.

A. Information on marketing mix factors in using slow bar coffee shops

From the study of the importance level of marketing mix factors that affect the decision to use slow-bar coffee shops, it was found that the product, price, distribution, promotion, personnel, process, and physical characteristics of the overall marketing mix factors are at a very important level, with the following details: The results of the study showed that they were at a very important level, with details of importance at a very important level. When considering the level of importance, five items were at a very important level, including a variety of coffee beans to choose from, taste as stated, variety of coffee bean roasting levels such as light roast, medium roast, dark roast, coffee beans with quality and standards, and beautiful packaging design.

The results of the study showed that they were at a very important level, with details of importance at a very important level. When considering the level of importance, five items were at a very important level, including: Value for money

when compared to the price of coffee received, Value for money when compared to the quality received, Multiple price levels to choose from, Clear and correct price announcement from sales staff, and Value for money when compared to the service received. Distribution: The results of the study found that they were at a very important level, with details of importance at a very important level. When considering the level of importance, two items were at a very important level: convenience of parking and convenience of travel to use the service. At a moderate level, three items included the appropriateness of opening and closing hours, convenient online ordering channels, and nearby express delivery services.

In terms of marketing promotion, the study found that it was at a very important level, with details of importance at a very important level. When considering the level of importance, four items included having various online advertising media, having monthly special promotions, having discounts for regular customers, and at a moderate level, one item included having sales promotion activities for customers during festivals.

In terms of people, the results of the study showed that it was at a very important level, with details of importance at a very important level. When considering the level of importance, it was at a very important level, 5 items included: staff can recommend coffee beans, staff have polite and neat manners, staff are attentive in providing services, appropriateness of staff attire, and sufficient staff to provide services.

In terms of processes, the results of this study found that it was at a very important level, with details of importance at a very important level. When considering the level of importance, it was at a very important level, 5 items included: when a problem occurs, it can be resolved quickly, staff provide services in a systematic manner, systematic delivery of goods, speed and accuracy in payment, and speed of service.

In terms of physical characteristics, the results of the study showed that it was at a very important level, with details of importance at a very important level. When considering the level of importance, it was at a very important level, 3 items included: inside the shop there are facilities such as WIFI, battery chargers, the atmosphere inside and outside the shop is calm, airy, and cool, and the shop is clean. It is at a medium level with three items: Inside the shop, there are comfortable seating areas and many corners to choose from. Inside the shop were clean bathrooms. Inside the shop, there are activities to be done together.

B. Information on the decision to use a slow bar coffee shop

From the study of the level of opinion on the decision to use a slow-bar coffee shop, it was found that in terms of awareness of needs, information search, alternative evaluation, purchase decision, and post-purchase behavior, the overall decision-making process was at a very good level, with the following details:

In terms of awareness of needs, the study results were very good. When considering the level of opinions, four items were at a very good level, including wanting to see different methods of making coffee, such as dripping, using various coffee

machines, wanting to drink coffee with the desired flavor, wanting peace and escape from the chaos, and talking to the barista while making coffee, and one item was at a moderate agreement level, namely wanting to satisfy one's own tastes.

The study results were consistent in terms of finding information. When considering the level of opinions, four items were at a very good level, including asking acquaintances, friends, and close friends; asking information from people who have used the service; finding information from online media such as Google, Facebook, and TikTok; and seeing shop signs from various places to get to know them.

In terms of evaluating alternatives, the study results were very good. When considering the level of opinions, five items were at a very good level: comparing the quality of coffee beans from each shop, comparing the service standards of each slow-bar coffee shop, comparing the taste of each slow-bar coffee shop, comparing the atmosphere of each slow-bar coffee shop, and comparing the location of each slow-bar coffee shop.

In terms of purchasing decisions, the results of the study were very good. When considering the level of opinion, they were at a very good level with five items: being well-known, cheaper than other slow-bar coffee shops, having a unique coffee taste, providing impressive services, and having a coffee-making process that is unique to slow-bar coffee shops.

In terms of post-purchase behavior, the results of the study were at a very good level. When considering the level of opinion, they were at the very agree level with four items: coffee shop reviews, coffee beans, coffee taste, returning to use the service again, recommending people you know to use the service, and being more interested in the slow bar coffee-making process.

C. Comparing the decision to use the slow bar coffee shop service, classifying the general information of the respondents

The general information of the different respondents has a different decision to use the slow bar coffee shop service. The study found that the general information of the respondents in terms of age, occupation, and status have different effects on the decision to use the slow bar coffee shop service. The gender, education level, and monthly income have no different effects on the decision to use the slow bar coffee shop service. Marketing mix factors affecting the decision to use the slow bar coffee shop service

Marketing mix factors affecting the decision to use the slow bar coffee shop service. The study found that the marketing mix factors, promotion, and personal factors, have a statistically significant influence on the decision to use the slow bar coffee shop service at the 0.05 level.

D. Suggestions from the study

The researcher offers the following suggestions from this study:

In terms of products, slow-bar coffee shop operators should focus on the taste of coffee, variety of coffee types, cleanliness of containers and equipment in the shop, and packaging that is unique and beautiful to attract customers.

In terms of prices, slow-bar coffee shop operators should set clear selling prices, with prices to choose from according to the containers, and prices per cup that are appropriate for the quality and quantity, such as the cost of each coffee bean, so that customers can make decisions more easily.

In terms of distribution channels, slow-bar coffee shop operators should focus on providing sufficient parking for the convenience of customers.

In terms of marketing promotion, slow-bar coffee shop operators should promote marketing and advertising through various media, create promotions, advertise on various platforms to increase customer access, expand the customer base, and improve sales.

In terms of personnel, slow-bar coffee shop operators should arrange employees who are knowledgeable about coffee and enthusiastic about providing services, have good interpersonal skills, and increase the number of employees to meet customer needs, so that customers do not have to wait long.

In terms of processes, slow bar coffee shop operators should train employees in various service steps so that they are skilled in providing services to customers, helping them work quickly and efficiently. Can increase sales

In terms of physical characteristics, slow-bar coffee shop operators should arrange the atmosphere in the shop to be clean, with good ventilation and coolness, appropriate shop arrangement, and activities to do together in the shop, such as playing games that the shop provides for customers, and arrange many seating areas in the shop, such as activity and private zones, to meet the needs of customers.

Suggestions for future studies

Study the quality of service that affects satisfaction with slow-bar coffee shops.

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