

THESIS TITLE	MARKETING STRATEGIES AND SOCIAL MEDIA COMMUNICATION AFFECTING THE DECISION TO SELECT COFFEE SHOP OF WORKING GROUP IN BANGKOK
KEYWORDS	MARKETING, STRATEGY, SOCIAL MEDIA COMMUNICATION, DECISION, COFFEE
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ABSTRACT

This paper examines "Marketing strategies and social media communication affecting the decision to select coffee shop of working group in Bangkok" with the objectives being to study 1) demographic factors, 2) purchasing behavior of consumers, 3) marketing strategies of cafés, 4) online social media usage and 5) decisions to visit cafés of working population in Bangkok. This paper includes a quantitative research with a representative sample of 400 people, at age 21 – 30 years. The quantitative research involves questionnaires to randomly collect data specifically within 8 areas, which are, Ladprao, Wattana, Ratchathewi, Pathumwan, Dindaeng, Bangkaen, Chatujak and Bangrak. A package program is used to generate descriptive statistics, frequencies, percentages, average figures and standard deviations, to test hypothesis by multiple linear regression.

The paper reveals that most sample group are mainly single female, with a bachelor degree, working in private businesses, with average salary of 35,001 – 45,000 Baht. Most commonly chosen type of coffee is fresh coffee and consumers mostly intake coffee during afternoon. Drowsiness reduction and revitalization are the main benefit while most purchased drink from cafés are coffee and tea. The frequency for consuming coffee, tea and chocolate drinks is 1 time/ week while that of fruit juice and smoothies is

2-3 times/ week. Customers normally purchases by themselves using cash. The most frequently visited cafés are in petrol stations. Most frequently visited café is Starbucks while café that utilizes social media most is Facebook. Marketing strategy reveals that sales staff is the most important factor while online social media reveals that Facebook is.