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**Online Communication That Influences the Decision  
to Enter A Coffee Shop of Gen Y In Bangkok**



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by

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### **Abstract**

This study on "Communication through online media that influences the decision to enter a coffee shop of Gen Y in Bangkok." The objective of this study is to 1) Demographic Factors, 2) Consumer Purchasing Behavior, 3) The use of online media, and 4) The decision to enter a coffee shop of Gen Y in Bangkok. It is quantitative research, the sample group is 400 people aged between 18-37 years. The questionnaire was used as a data collection tool using a specific selection method in the coffee shop in eight districts, namely Lat Phrao District, Wattana Khet District, Ratchathewi District, Pathumwan District, Din Daeng District, Bang Khen District, Chatuchak District, and Bang Rak District by random sampling method. Analysis of answers by ready-made programs. It was using descriptive statistics, frequency distribution, percentage, mean, standard deviation, and using the hypothesis test with multiple regression analysis. The research results showed that most of the samples were female, single, with the highest education at the bachelor's degree or equivalent, occupation company employee / private employee. The average monthly income is 10,001 - 20,000 baht. Gen Y's purchasing behavior found that they most visited the coffee shop from 8-12 am. The frequency of entering a coffee shop 1-2 times a week. Coffee is the most type of drink in a coffee shop that was chose and the reason of consuming coffee is to reduce drowsiness and more refreshing. The drink purchase style is self-purchase and pays in cash. Most cafes are located in the workplace area. The most common coffee shop access is Café Amazon, and the most social media choice for choosing a coffee shop is Facebook.

**Keywords:** Online Communication, Consumer Purchasing Behavior, Decision to Enter A Coffee Shop

## 1. Introduction

Coffee is a popular beverage of all ages around the world and in Thailand too. Besides, coffee is considered as an economic crop of Thailand. Thailand produce a lot of coffee in Asia.

Currently Coffee Shop business is now popular with Thai and Foreign Entrepreneurs from small to large. In year 2019, the rate of economic growth is rapidly increasing. Especially the beverage business that has many brands to choose from both domestic and foreign. One of the types of companies that are very popular today is the coffee shop business, which is known to occur in almost every corner of Bangkok (Phamon Pongsak, 2017, page 11). Including big coffee shops from overseas to invest in Thailand, such as Starbucks and Au Bon Pain, etc. and coffee shops of Thailand such as Punthai, True Coffee and Coffee World, etc. There will be both hot and cold roasted and ground coffee. Some shops have bread, cookies, cakes, or sandwiches to serve customers to eat with a drink as well, including shop decoration that is unique to give customers an impression. Nowadays, Thai people have turned to consume fresh roasted and ground, which has a modern decoration that looks much more luxurious than drinking instant coffee.

From the intense competition in the same industry of the coffee shop business, operators have to turn to online media to promote consumers to know their coffee shop.

Online media plays a vital role in today society because people can communicate without borders anytime and anywhere. Therefore, it cannot be denied that online media has played a significant role to influence on the daily living habits of people in the present. The online world is more virtual and popular with all ages, whether for entertainment until the use of work or undertaking various businesses, including being the turning point of the world of communication to a new and faster. Many companies use online media to publicize and distribute their news to their target audience than traditional media since it can spread the story to a broader audience and more variety as well as lower media budget as well.

Including coffee shops, this will be able to increase sales by online communication such as Starbucks, Cafe Amazon, or True Coffee,

Bangkok is a city with a huge population density which include a lot of Gen Y group or people aged between 18-37 years living, studying, or working. The lifestyle of the population in Bangkok has a habit of visiting coffee shops regularly, but with a large number of coffee shops. The vast majority of consumers' decision to visit a coffee shop comes from studying the information in reading reviews from social media, seeing pictures of drinks, and real atmosphere from people who have used the service.

This research studies " Online Communication that influences the decision to enter a coffee shop of Gen Y in Bangkok" to analyze consumer purchasing behavior, influence on online communication that affects for deciding to enter a coffee shop. It can be used as a guideline for improving the production of products and services, including the proper use of online media to communicate with consumers to meet the needs of consumers as much as possible.

### **1.1 Research Objective**

The study of online communication that influences the decision to enter a coffee shop of Gen Y in Bangkok, the researcher set the objectives as follows:

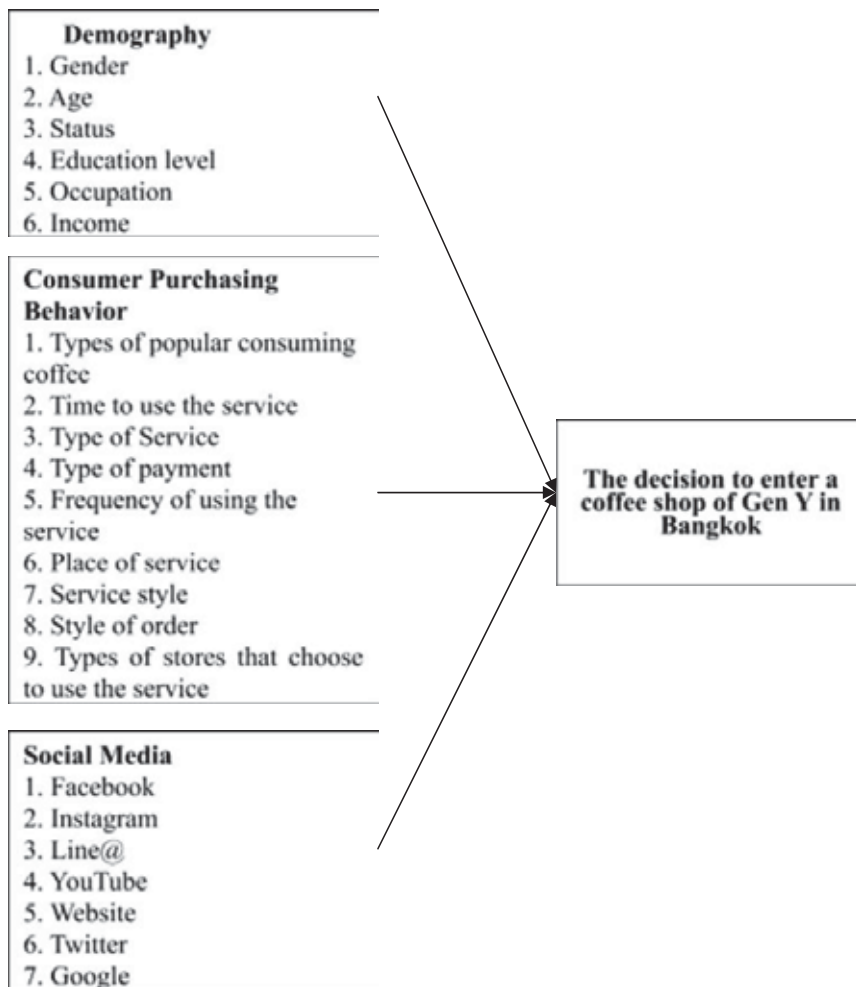
1. To study the demographic factors affecting the decision of choosing to enter a coffee shop of Gen Y in Bangkok.
2. To study the purchasing behavior of consumers that affect the decision of choosing to visit a coffee shop of Gen Y in Bangkok.
3. To study the use of online media (Social Media) affecting the decision of choosing to enter a coffee shop of Gen Y in Bangkok.

### **1.2 Research Hypothesis**

1. Different demographic characteristics' decision to enter a coffee shop of Gen Y in Bangkok is different.
2. Different consumer purchasing behavior's decision to enter a coffee shop of Gen Y in Bangkok is different.
3. The different use of social media of coffee shop's decision to enter a coffee shop of Gen Y in Bangkok is different.

### **1.3 Conceptual Framework**

This research study is about online communication that influences the decision making to enter a coffee shop of Gen Y in Bangkok. Researchers have studied the theory and related research and summarize the points studied to create a research framework as follows.



**Figure 1** Conceptual Framework

## 2. Research Methodology

In this research, the objective of the researcher was to study 1) demographic factors, 2) consumer purchasing behavior, 3) the use of social media, and 4) the decision to choose to visit a coffee shop of Gen Y in Bangkok. The population in this study was 400 people of sample group aged 18-37 years. It is quantitative research, uses a questionnaire to collect data.

### 2.1 Participants

The population used in this research is a group of working people in Bangkok who drink coffee from Starbucks, Café Amazon, True coffee, Coffee world, Coffee today, Chao doi coffee, Doi

Chang coffee shop, Inthanin Coffee shop and Phan Thai coffee shop in 385 people. There are back up error from collecting 15 samples. A total of sample group is 400 people.

## **2.2 Data Collection**

Data were obtained from 400 questionnaires. Data analysis was used to find the relationship between independent and dependent variables by using statistics. 1. Descriptive statistics analysis was the statistical analysis of the data in questionnaires. It is a closed-ended question with a choice to answer, and the values were assessed on a Likert scale by analyzing the frequency distribution table, percentage table, mean and standard deviation table. 2. Multiple regression analysis was used to test the significant hypothesis at level 0.5 by using the statistical analysis test (Chusri Wongratana, 2017.78-98). Data obtained were summarized and discussed in each hypothesis.

## **3. Data Analysis and Results**

From the study Online Communication that influences the decision to enter a coffee shop of Gen Y in Bangkok can summarize the research results as follows:

1. The decision of Gen Y people in Bangkok with different genders to choose a coffee shop was statistically different at the 0.05 level.

2. The decision of Gen Y people in Bangkok with different educational levels to choose a coffee shop was statistically different at the 0.05 level.

Gen Y people in Bangkok with education level diplomas were fewer decisions in choosing to enter a coffee shop than those of Gen Y with lower secondary education.

The decision of Gen Y people in Bangkok with a bachelor's degree or equivalent, master's degree to choose to enter a coffee shop is higher than Gen Y people who have a diploma / vocational certificate.

3. The decision of Gen Y people in Bangkok with different monthly income was statistically different at the 0.05 level.

Gen Y people in Bangkok with monthly income 20,001-30,000 baht, 30,001- 40,000 baht, 40,001- 50,000 baht have decided to choose to enter a coffee shop than the Gen Y people in Bangkok with a monthly income of 10,001-20,000 baht.

From consumer purchasing behavior, it found that 1) Consumer purchasing behavior. The moment of entering a coffee shop, the decision to enter a coffee shop of Gen Y people in Bangkok is different. 2) Consumer purchasing behavior. How often to visit a coffee shop per week, the decision to enter a coffee shop of Gen Y people in Bangkok is different. 3) Consumer purchasing behavior. Reasons for consuming coffee, the decision to enter a coffee shop of Gen Y people in Bangkok is different. 4) Consumer purchasing behavior. Types of coffee shops that choose to access the service, the decision to enter a coffee shop of Gen Y people in Bangkok is different.

From the use of social media, it was found that the different use of social media, the decision to choose to go to a coffee shop of Gen Y people in Bangkok were statistically different at 0.05 level.

## 4. Discussion and Recommendation

### 4.1 Discussion

From the study of the researcher had a discussion of the results according to the research, the objectives are as follows.

1) Demographic characteristics of Gen Y in Bangkok was found that most of them were female, aged between 23-27 years old, single status, bachelor's degree or equivalent, and company employee / private employee have monthly income 10,001-20,000 baht. Maybe because Gen Y people love to travel and seek a cafe to eat in a variety of places, this is in line with Charuphat Mangkolsut's (2013) research that studying behaviors and factors affecting consumer satisfaction at Starbucks coffee. Case Study of Central Ladprao Department Store was found that most of the groups who liked to go to coffee shops were female, aged 21-30, single, and graduated with a bachelor's degree. It is also consistent with the Fonthong Thinphangnga's (2013) research study of consumer motivation for using Amazon coffee shops at PTT gas stations in Bangkok. It was found that most of the consumers who came to the coffee shop had a career in government service, government employees and private employees have monthly income 10,001-20,000 baht as well.

2) Consumer behavior of Gen Y in Bangkok was found that most of them visit the coffee shop during the time 8:00 – 12:00 and visit the coffee shop 1-2 times/week. There are also drinks such as tea, coffee, chocolate 1 - 2 times/week, fruit juice, smoothies 1 - 2 times/week. The reasons for the popularity of coffee are reducing drowsiness, refreshing, and buy it in person with cash payment with the coffee shops in the work area. There was a reason to decide to go to a coffee shop, namely a reasonable price, and follow the coffee shop via Facebook. This is in line with the research of Thanyathip Wiangsamut (2018) that study of product image perception, marketing mix, and conformity to reference groups that influenced the decision to buy ready-to-drink products of Generation Y (Gen Y) consumers in Mueang Lampang District, Lampang Province. It was found that most of Gen Y buy a coffee near their home and office. Mostly viewed from online media ads and choose by themselves. Moreover, it is also consistent with Urairat Makmaitree's (2015) research thesis on the influence of social media on consumer behavior. Case studies of coffee shop businesses in Bangkok were found that most of them received information from coffee shops via social media.

3) Using online media can be separated as follows:

3.1. The use of social media on Facebook found that the coffee shop has updated promotions of drinks, or special privileges, as well as accurately identifying the coffee shop location, and updated images of drinks and food regularly. This is in line with the research of Pawut Bunnag (2019), studying online coffee business marketing strategies affecting user behavior through social networking systems. A case study of Facebook Fanpage in Bangkok found that most of the sample group had an order coffee experience been through the use of social networks for four years or more and is most ordered via Facebook. It is also consistent with the Thanyathip Wiangsamut (2018), product image perception, marketing mix, and conformity to reference groups that influenced the decision to buy ready-to-drink products of Generation Y (Gen Y) consumers in Mueang Lampang District, Lampang Province. It was found that the shop always has updated discounts and special privilege to customers.

3.2. The use of social media on Instagram is overall at a high level, found that customers can upload photos and tags to the shop, chat, and comments under the picture. This is in line with the research of Parinya Srisaichua (2017), researched marketing guidelines for fresh coffee shop



business for Gen Y in Muang District, Chiang Rai Province. It was found that there was a promotion through social media for various privileges from the coffee shop. It can communicate in efficiency, speed, and cost of advertising that is cheaper than the other side.

3.3. The use of social media on Line@ (Line Add) found that coffee shops have updated promotions, discounts, various privileges. It can also interact with the store, and there are pictures of drinks that are updated regularly. This is in line with the research of Jaroon Inthanasak (2016) researched on perspectives on quality and satisfaction in serving the coffee business. A case study Café Amazon and Inthanin stores in Nonthaburi province found that consumers were satisfied with receiving various discount promotions and still able to make suggestions. It is also consistent with Urairat Makmaitree (2015) research thesis on the influence of social media on consumer behavior. A case study of coffee shop businesses in Bangkok found that coffee shops have updated about privileges that customers will receive when they come to have coffee at the shop as well.

3.4. The use of social media on YouTube found that coffee shops have video uploads of drinks. In order to see the atmosphere of the coffee shop and customers can continue to follow news and information via YouTube which is consistent with the research of Rattaphon Montasereewong (2013) study on the factors of brand value creation in service quality and social networking that affect the decision to choose a coffee shop. A case study of a Thai brand coffee shop in Bangkok district found that coffee shops have created social media for customers to follow as well. It is also in line with Charuphat Mangkolsut's (2013) research, studying behaviors and factors affecting consumer satisfaction at Starbucks. A case study of Central Ladprao department store found that coffee shops use social media to promote shop to provide customers with basic information about the shop also can follow news and information through YouTube continuously.

3.5. The use of social media in the Website found that the coffee shops had pictures of drinks and food clearly displayed, and contains interesting information content to provide customers with information about the coffee shop. This is consistent with the research of Fonthong Thin Phang Nga (2013), studying consumer motivation for using Amazon coffee shops in PTT gas stations in Bangkok. It was found Amazon has pictures of food items to customers clearly.

3.6. The use of social media on Twitter found that coffee shops have written concise content to customers will receive information quickly. This is consistent with the research of Thanyathip Wiangsamut (2561) has researched product image perception, marketing mix, and conformity to reference groups affecting Gen Y consumers' purchasing decision of ready-to-drink products in Muang Lampang District, Lampang Province. It was found that when Gen Y consumers watching ads for ready-to-drink products can make them want to buy. In terms of evaluation, options were to buy ready-to-drink products from the nearest store/school / near the workplace. It is also in line with the research of the Parinya Srisaichua (2017), which has been researched on Marketing Guidelines for Fresh Coffee Shop Business Model for Gen Y in Muang District, Chiang Rai Province. It was found that Gen Y people like internet surfing or social media, so if you want to promote your shop or build a relationship with this group of people should be promoted through online media.

3.7. The use of social media in Google found that customers can search for the name of the coffee shop and can criticize to let other customers know about it. This is in line with Urairat Makmaitree (2015) research on the influence of online media on consumer behavior. A case study of coffee shop businesses in Bangkok found that online data exposure was associated with a moderate level of awareness about coffee purchasing decisions, and the perception of coffee after exposure through online media was highly correlated with future behavior trends. It is also consistent with Rattaphon Montasereewong's (2013) research on the factors of brand value creation in service

quality and social networking that affect the decision to use a coffee shop. A case study of a Thai brand coffee shop in Bangkok and found that customers can easily find a coffee shop, starting by typing in the Google search name.

4) Deciding to choose a coffee shop of Gen Y in Bangkok, coffee shops were found to have a price that was worth it when compared to the quality. Moreover, the drinks are of good quality, delicious taste and have a convenient location along with convenient parking, safe to use. This is consistent with the research of Thanyathip Wiangsamut (2561) has researched product image perception, marketing mix, and conformity to reference groups affecting Gen Y consumers' purchasing decision of ready-to-drink products in Muang Lampang District, Lampang Province. It was found that when Gen Y consumers watching ads for ready-to-drink products can make them want to buy. The product aspect is the reputation of the seller and the brand of the product having the highest level of conformity. In terms of evaluation, options were to buy ready-to-drink products from the nearest store/school / near the workplace.

## **4.2 Recommendation**

### **4.2.1 Recommendation from the Study**

1) The study shows that y-generation consumers take the price of the product into account and must be suitable for quality. The price per glass should not be more expensive than competitors in its class. Also, the coffee shop should be located in the working or various office buildings area as it will give an easier access for the consumer groups. Another main factor that consumers consider heavily is the cleanliness of raw materials products, staff, and the shop area which would give consumers confidence and return back to repurchase the products.

2) The study shows that a large group of y-generation consumers are following many online media. Therefore, there should be thorough advertisement on various online media and should be promoting the shop continuously, especially, Facebook due to the fact that the platform allows consumers to communicate in groups and find information of stores. According to the fact that customers considerably use online media, the stores therefore have to adjust themselves to be as compatible with online media as possible.

### **4.2.2 Recommendation for the Next Research**

1) In this study was the collection of quantitative data by questionnaires on one side might not have information covered. Therefore, the researcher believes that the next time, the qualitative data should be collected in the interview together with questionnaires. This will help make the data analysis more clear and cover.

2) Should study more about other research variables that may influence research to get clearer information, and can be developed to be as efficient and effective as possible.

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