



## Bloggers in Online Media of the Decision to Café in Chiang Mai

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**Abstract:-** Coffee shops in Thailand have blossomed all over the city over the years. Opening a small cafe has become a dream business for many people. In terms of consumer behavior, besides the familiar instant coffee People like to turn to taste fresh coffee. Start tasting different types of coffee, whether it's drip coffee, cold brew coffee, cold brew coffee, etc. Enjoy the flavor and aroma of different coffee beans. From many sources In this regard, the overall world coffee market is likely to continue to grow. The market value of the Thai coffee industry is more than 30 billion baht. The figures for coffee consumption in 2020 reflect the rate of fresh coffee consumption among Thai people that is still low compared to the world. Thai people have an average consumption rate of about 1.2 kilograms per person per year or about 300 glasses per person per year. This paper aimed to study-to-study bloggers in online media about the decision to the cafe in Chiang Mai With the quantitative method, the questionnaire covered 400 samples of tourists with non-probability and accidental sampling. Then, the data were analyzed with descriptive statistics for the respondent's information and with the correlation and multiple regressions to find out any concordances between the bloggers and the decision to the cafe in Chiang Mai. The research indicated that 1) for the whole of the bloggers, Personal ( $\beta = 0.412$ ,  $\alpha < .01$ ) and Photograph ( $\beta = 0.512$ ,  $\alpha < .05$ ) had the decision to the cafe in Chiang Mai with statistically significant effect on the cafe in Chiang Mai.

**Keywords:** Bloggers; Online Media; Cafe.

## Introduction

“Coffee shop” is one of the most popular businesses of the new generation. With a comfortable atmosphere mixed with coffee aroma, Fragrant is a charm that attracts people to coffee shops. Whether you like the taste of coffee. Or liking the atmosphere of coffee shops, as well as those who want to own a coffee shop business it is not uncommon that we can find coffee shops along with Areas from roadsides, markets to office buildings, shopping malls, hospitals, educational institutions or even in gas stations, which have both small and medium-sized shops, and large-capital chain coffee shops. The Euro monitor can report that in 2018, Thailand had Several coffee shops was approximately 8,025, an increase of 4.6% from the previous year. And if considering the increase in coffee shops in the past 5 years, it was found that the average growth was 6.2 percent. Coffee is still one of the three most popular beverages around the world. Although Thailand is not ranked among the countries that drink. Most coffee But coffee consumption in the country has increased at an average rate of 15.0% per year. The average coffee is 300 cups per person per year. While in Japan, consumption is about 400 glasses per person per year. And compared to the country In Europe, a group of countries with a culture of drinking coffee for hundreds of years, consumption rates are as high as 600 cups per person. Per year, Finnish people consume an average of 1,000 cups of coffee per person per year. Demonstrates business growth opportunities for the coffee shop in the country (Euromonitor, I. 2018)

In 2018, the coffee shop business market in Thailand was valued at 28,509 million baht, a percentage increase from the previous year. 6.9 Although less than the past 10.0 percent average annual growth rate, it is still a business that appeals to both investors and investors. Thais and foreigners are actively entering the coffee shop business. As a result, the competition in the coffee shop business has become more intense. So, it's normal for us to see new coffee shops. open up continuously and at the same time, there are not many coffee shops to be shut down Corresponding to the information of

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registration of a new juristic person in the business Non-alcoholic beverage shop from Department of Business Development in 2018, totaling 139 cases, meanwhile, 18 cases were registered for dissolution. Compared to 2017, there were 90 new registrations and 17 liquidations, excluding business entry and exit. The minority that is not registered as a juristic person Therefore, coffee shop operators, especially small businesses need to adjust to business survival amid the opening of the game of big players who seriously focus on expanding branches (Euromonitor, I. 2018)

Drinking in the shop is the main channel for selling coffee drinks a coffee shop because consumers often use it as a place to meet, talk, read, work or even relax. In addition, most entrepreneurs focus on beautiful shop decorations and have a comfortable atmosphere There is soft music playing, Wi-Fi service, and books or magazines. Read for relaxation, during rush hour or the time before going to work. Working hours and lunch breaks, distribution channels Take away is popular. Especially in the customer group who is a regular employees. Coffee shop service And through the food delivery service business is a channel that has become increasingly popular with consumers very present (Brand, O. 2017). Chiang Mai Province accelerates the coffee city strategy aiming to be the center of innovation in the production of high-quality coffee and set a target within 5 years to become a "Coffee City Hub" to penetrate the Niche Market group. Pointing out that the market is growing non-stop More than 1,000 coffee shops pop up with a market value of 3 billion baht, revealing that Arabica demand has risen to more than 9 thousand tons per year, but can only supply 3.8 thousand tons per year. Prepare to develop planting sites in 19 districts, increasing productivity by 20%. Premium Bica. Mr. Pawin Chamniprasat, Governor of Chiang Mai, revealed that Chiang Mai has the policy to promote Chiang Mai as a coffee city. With the potential of being an upstream province and having a good climate, some areas are more than 1,000 meters above sea level, making them suitable for growing coffee. Currently, the drafting of the Chiang Mai Coffee Strategy 2018-2022 is under the five key strategies: (1). Increase production efficiency and improve product quality without harming the environment. (2). Develop privatization and create added value (3). Develop marketing (4). Research and development and strategies (5).Management. In this regard, within 5 years, Chiang Mai Province will become a coffee city for the important issue of the coffee city strategy of Chiang Mai is to drive to be a coffee city from the beginning, middle and destination. Studies have shown that coffee planting in the highlands has resulted in farmers not burning down forests. Because the coffee plant must be maintained to be abundant for quality produce As for marketing, it is found that coffee is still in high demand both domestically and internationally.

In this era, most of the channels and media used to promote coffee shops are Social media such as Facebook, Instagram, and LINE OA have different advantages. It depends on the aptitude and suitability that we will use. In addition to the message or caption under the image that is used to communicate to the customer, Images are an essential element that a coffee shop should take great care of Design photos of the atmosphere of the shop or the menu of drinks and snacks via social media. It is something that helps attract or help customers decide whether they want to use our services at our shop. The more beautiful the shop, the better the service, and the delicious drinks make customers share or tell your shop via social media is not difficult. In addition, we should also think about the format of the content and the social media channels that will be used to promote as well, for example, if you want to focus on photos. Show beautiful photos as the main. Choosing Instagram is the most suitable and convenient way to use it. The shop can attach a link to an interesting article Or a link that connects to the shop's Facebook page as well. It's also important not to forget to explore social media user groups to see if we've chosen the right channel for the right audience. For example, the average age of Instagram users is younger than their users. Common on Facebook, so if your target audience is teenagers should focus on promoting through Instagram, etc.

"The main heart is being a center for learning and creating innovations in the production and consumption of excellent quality coffee when the market demands more coffee the market value will be higher. And when farmers develop quality in every step it will bring economic prosperity in the community." (Rattaya, M.2016) For those who visit Chiang Mai, One thing that might be inevitable is



stopping in for a coffee or visiting various cafes From the survey of the Chiang Mai team, will take care of you find The whole province of Chiang Mai has coffee shops, cafes, as well as small coffee shops. Along the way, about 2,700 shops, and if narrowing down the information in the city of Chiang Mai, there are about 1,000 coffee shops in total. If we classify only cafes that are popular among young people, and working people, there are about 200 cafes in Chiang Mai city. The team also found that the coffee menu, especially for each shop, is at 18 menus and up to 30 beverage menus. one shop a day Going to a cafe around Chiang Mai takes up to 1 year, and tasting every coffee shop takes 3 years, or if someone has the physical, mental, and money to try a coffee shop in the whole province, it will take 7 years, or go. Give the best to taste every menu It took 33 years for every shop in Chiang Mai to take four cups a day. The team also found that 36.7% of coffee shops were in Chiang Mai, followed by 12.5% in San Sai and Saraphi, San Kamphaeng, Hang Dong, Mae Rim, and Doi Saket, respectively.

So, influencers on social media, In other words, the blogger took over. Very much in the matter of helping spread news or information Because it is a person who has a group of followers Get attention and trust Where these followers are open to receive news from bloggers by To see that there are some agencies or organizations Including brands and services using bloggers These are to get involved in activities that are held by themselves or the organization. Intending to want Information became ubiquitous and gave rise to word of mouth. This can be called promoting or doing advertising in another format; Therefore, a blogger can be compared as another medium for it spreads the news quickly and also has a clear reach to the target audience (Business,n.2020).

As a result, to study bloggers in online media about the decision to the cafe in Chiang Mai. To be a guideline for the development of cooperation in the cafe industry for business operators and to build confidence in tourists. This could enable economic recovery in the service industry to return to normal and rapid growth.

## Research Objectives

The objectives of this research article were to study bloggers in online media about the decision to cafe l in Chiang Mai.

## Research methodology

### Population and sample

The population was a tourist in Chiang Mai. The sample group consisted of 400 respondents by non-probability sampling and accidental sampling. The number was obtained by calculating the formula without the population at a 95% confidence level, and the sample size was set as follows

$$n = \frac{Z^2 P(1-P)}{E^2}$$

Where:

n = Size of the sample group

Z = Reliability level

P = Proportion of the population

E = Highest error value which will happen

The acceptance level was following the statistical significance level at 0.5

$$n = \frac{(1.96)^2 (0.5)(1-0.5)}{(0.05)^2}$$
$$= 384.16$$

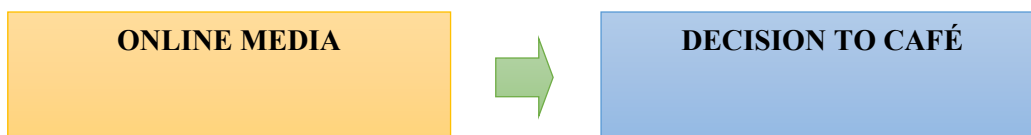
The sample size was 385 respondents. However, 400 questionnaires were gathered by using a probabilistic sampling method between June - December 2021.

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## Framework

The framework of this quantitative research is based on related concepts and theories to study bloggers in online media about the decision to the cafe in Chiang Mai. With details are as follows.



**Figure 1** Conceptual framework of this study

## Research Instrument

The research tool was a questionnaire where the samples were asked individually to provide information about Bloggers in online media about the decision to the cafe in Chiang Mai. The content consisted of 3 parts as follows.

Part 1: General Information of the respondents, namely gender, and age.

Part 2: Information on factors used in the analysis of Bloggers in online media

Part 3: Information on the concordance between the decision of results to the cafe in Chiang Mai.

### Data analyses

The data were collected by distributing questionnaires in the form of filling in information online to provide convenience and speed to comply with the situation of the COVID-19 outbreak. The quantitative data were analyzed with descriptive statistics for the concordance between the Bloggers in online media of the decision to the cafe in Chiang Mai by analyzing the correlation coefficient and stepwise multiple regression.

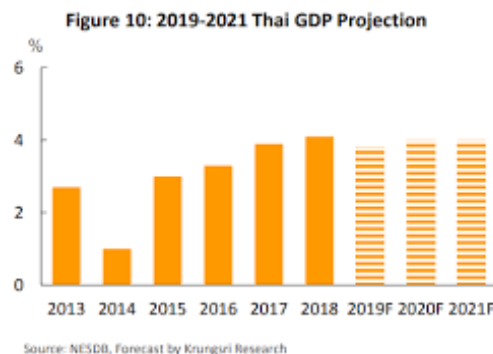
## Results

From the results of general data of the respondents, the following was found:

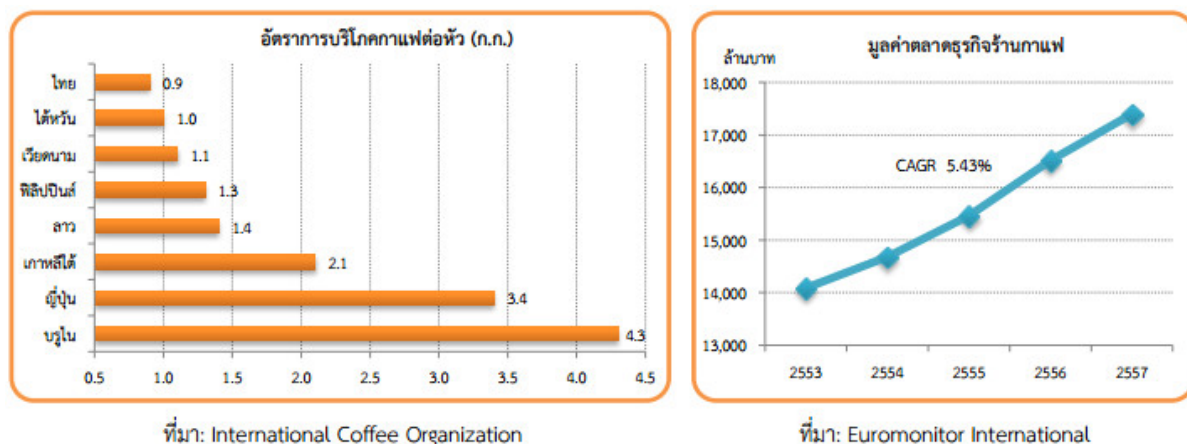
For the general information of the respondents, it was found that 300 respondents, 80%, were female, and 100, 20%, were male. 187 respondents were between 51-60 years old, 43.50%. 137 of them were 41 - 50 years, 18.50%. There were 35 respondents aged 31-40 years, 17.50%, and were 28 respondents aged 30-21 years, 14%. For the aged 61 and over, there were 13 respondents, 6.50%.

### The results of Factors for analysis Bloggers in online media of the decision to the cafe in Chiang Mai

Bloggers in online media of the decision to the cafe in Chiang Mai as a whole were Personal ( $X_1$ ) ( $\beta = 0.412$ ,  $\alpha < .01$ ) and Photograph ( $X_4$ ) ( $\beta = 0.512$ ,  $\alpha < .05$ ) had the decision to the cafe in Chiang Mai. a statistically significant effect on the cafe in Chiang Mai by 52.5% ( $R^2 = 0.525$ ) and the forecasting equations for the bloggers in online media of the decision to the cafe in Chiang Mai. on the whole (Y) in standardized form was  $Z_y = 0.412ZX_1 + 0.512ZX_4$



**Figure 2** Trends of the Thai beverage industry in 2019 - 2021



**Figure 3** Coffee consumption rates

## Discussion

The results of the analysis of Bloggers in online media regarding the decision to the cafe in Chiang Mai as a whole were Personal ( $X_1$ ) ( $\beta = 0.412$ ,  $\alpha < .01$ ) and Photograph ( $X_4$ ) ( $\beta = 0.512$ ,  $\alpha < .05$ ) had the decision to the cafe in Chiang Mai. a statistically significant effect on the cafe in Chiang Mai. by 52.5% ( $R^2 = 0.525$ ) and the forecasting equations for the bloggers in online media of the decision to the cafe in Chiang Mai. on the whole (Y) in standardized form was  $Z_y = 0.412ZX_1 + 0.512ZX_4$  (Limpawaranan, C.2016) Networking in social media as a free travel style Case study I Roam Alone found that the sample Who are interested in the contents of the substance that has been read will be shown Interest or not interested from clicking the Like (Like) button, press Share (Share) or commenting on the content. Have read (Comment) in addition, it is Inviting friends to discuss issues or content that they have read With people who have similar opinions without They must have known each other before. In addition, sharing or sharing Posting content or issues of interest also expands the online community, which creates a network. Independent travel online to be more efficient and sustainable. It also corresponds (Suksabai, K., & Dedkaew, P. 2013) Beauty Marketing Blogger on social media "found that the content Using symbols to communicate Emotionally or the use of video, images, and music for communication in the content will result in more credibility to the content. (Rattaya, M. 2016) Do a study on Social media thought influencer communication strategies that influence group attitudes Followers found that a follower's social media usage showed media exposure behavior from Main personal interest Most of the time, content is more images and articles than video clips. This is because photos will create more attraction and interest. With bloggers still, this allows





social media users or followers to feel close to that which they are connected to. This creates trust and Trust in bloggers As a result; bloggers influence their decision to buy a product or service. (Tangtenglam, S., & Sonthanong, M. 2011) By promoting through the virtual image is valuable. The greatest influence on planning behavior in travel decisions was followed by public relations. Influential people in tourism and publicity through celebrities, respectively

It is expected that the coffee shop business market will grow steadily at a rate of 5.3% per year, with a value of 35,020 million baht in 2022, supported by the low per capita coffee consumption rate of Thai people when compared to countries with high coffee consumption. Coupled with a wider customer base as coffee drinkers are aging. (Wanhab, N., & Oraphan, P.2017) In addition, the entrepreneurs themselves focus on expanding branches to meet the needs of consumers in many areas, along with Organizing promotional activities to stimulate consumption frequency and tend to see new coffee shops Occurred due to the behavior of coffee consumers in the present era focus on product quality coupled with Emotional Value makes coffee consumption more complex. The premium coffee shop is expected to be the driving force for important for the overall coffee shop business to grow which corresponds to The development of the coffee industry that has entered an era that emphasizes the consumption of quality coffee in terms of taste including information about the origin of The coffee route from cultivation, processing, roasting, brewing, to sipping, can be seen from the coffee shops that sell it. Specialty coffee (specialty coffee) the number is continuously increasing. Popular reviews are often from influential reviewers on social media. An influencer is A group of people who like to write stories, stories, and experiences that are The expertise was interesting. These people tend to have the ability to influence. Or make other people happen Trust and follow the idea until the following readers are interested in products and services and may lead to Buying decisions can be divided into two main groups: 1) Macro Influencer group is the group with the highest 100,000+ social media followers and 2) Micro-Influencer groups are the top 5,000 - 100,000 followers, in conclusion, you can notice that the influencers will be able to reach a group of people. More than reviewers than is a regular tourist, but a regular tourist can give more credibility to Influencer.

## Conclusion

Nowadays, using social media to promote restaurants has been very popular because in addition to being able to promote the restaurant more easily it also helps to attract more customers to use your restaurant. But on the other hand, there is still quite a lot of competition. Therefore, a trick must be used to promote the store. To make your restaurant more attractive doing business, especially in the restaurant business nowadays Customers are considered an important factor that entrepreneurs like us cannot ignore. The use of social media is therefore another important tool that will help drive our one-time customers to become more loyal customers. And although now the restaurant business must be in a situation of the epidemic of the virus. Which resulted in a severe impact and having to adapt Come up with new marketing ideas to attract customers to always use the service at the store. Marketing through social media or social media channels is, therefore, a good idea. Just your shop has a simple shop concept. And create those things out with creativity No matter how many times you have to face a crisis your store still stands out from the competition.

Ready to have customers come to use the service at the shop always. Today, Data from We Are Social's Global Digital Report 2021 and Hootsuite, social media management platforms. Open statistics until July In the second half of 2021, it was found that the behavior of using online media of Thai people 'Top in the world', found that 69% of Thai people are online. And using social media (Social Media) as the main channel for updating news is the number 1 in the world this year, up to 78%, and of course, "online media" has become a channel for receiving news from Thai people. That has been very influential in the past.



Figure 4 Model deciding on a hotel for an Indian tourist wedding in Chiang Mai

## Recommendation

**A. Recommendations for Practices:** The results of the analysis of bloggers in online media regarding the decision to the cafe in Chiang Mai as a whole were Personal ( $X_1$ ) ( $\beta = 0.412$ ,  $\alpha < .01$ ) and Photograph ( $X_4$ ) ( $\beta = 0.512$ ,  $\alpha < .05$ ) had the decision to the cafe in Chiang Mai.

1) Most of the respondents focused on social media marketing communications, whether it was the style, the aesthetics of the website, the credibility of the tools used in the marketing communications, or the privacy of the users. work, therefore, in social media for marketing communications, there should be improvements or changes to the website to be interesting and present new things. Or develop social media to keep up with the times.

2) Social media or branding is what attracts attention and builds recognition. good for consumers as well as can create value for the brand as well as social media marketing communication also affects brand awareness, therefore, social media must be used to create awareness among consumers regularly. Always for consumers to be remembered in the brand and have a good attitude towards the brand. In addition, online media used in marketing communication should have a variety of channels to make the messages that they want to convey to consumers as much as possible.

**B. Recommendations for Further Research:** The decision to the cafe in Chiang Mai. a statistically significant effect on the cafe in Chiang Mai. by 52.5% ( $R^2 = 0.525$ ) and the forecasting equations for the bloggers in online media of the decision to the cafe in Chiang Mai. on the whole (Y) in standardized form was  $Zy = 0.412ZX_1 + 0.512ZX_4$

1) The study scope should be expanded to other samples in addition to the samples in this study to increase the diversity of the samples and to know other variables or factors. influencing brand awareness including the decision to buy products.

2) Should study various forms of marketing communication via social media to compare the results obtained from communication and to compare buying decision-making behavior brand awareness, etc. There should be more research on how the credibility of social media influences decision-making wedding in Thailand.



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