



**The Influence of Digital Marketing toward Consumer's Buying Decision by  
the Chao Doi Coffee Store**

**By**

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**An Independent study submitted in partial fulfillment of the requirement  
for the degree of Restaurant Business**

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## **Abstract**

The research is for the study of influence of digital marketing toward consumers buying decision by the Chao Doi coffee shops and acknowledge effects of decision the service Chao Doi coffee shop and satisfaction decision of the consumer and Nowadays digital media has been used very much Whether small or large businesses are turning to social media or social networks in almost all marketing because they realize that it is one way to advertise products and sell products very well and metropolis digital approach marketing information by mobile, social media and website and can see results in a short time The problem is advertising not variety so that mean the consumer is not known about this brand and not enough famous and do not dare to try and high - value strategy price of the famous brand name of the coffee shops if comparing between another shops or even so that point is meant the Chao Doi coffee shops have strange strategy by how to way to use the researcher has collected data for processing and statistical analysis and opinion of people on internet.

Key words: digital marketing, Social media, Social Networks, decision, Chao Doi, statistical, analysis, problem

## Introduction

Nowaday Social Media are considered very important and can create interest for those who visit because the website is very popular in the era of the internet because the current website will be a good help for those who need Convenient and online media also has advantages and disadvantages which are very important.

Current the consumption of information from people's media has changed most likely to use more online media, for example, if want to buy one product Consumers may not start looking for information advertising from newspapers or magazines but turning to the information want in online media instead Because in addition to getting product information also know various opinions about the product from the group various people

Chao Doi coffee originates from mountains that are far, far away and historically has been grown under the long standing experience of hill tribe people in the north of Thailand or “Chao Doi”. In the past, these mountains were more accustomed to growing opium with shifting cultivation, than growing coffee. However under His Majesty the King’s initiative of supporting and encouraging the hill tribes to grow coffee instead, their quality of life has improved ever since.

From the soil in the ground and rainfall from the sky...the nature of the mountain peaks, The Chao Doi hill tribes have worked tirelessly with sweat, stamina and determination to thank His Majesty the King for his support. The resulting output is that these coffee trees now produce high quality coffee beans for usage in the coffee production process of creating “Chao Doi Coffee”.

Significant to roasted Chao Doi coffee is its aroma and strong taste, which is achieved through the unique roasting technique of the beans and creating a well known, high quality coffee.

Therefore Social Media is the main factor in creating brand or product to see results. And including the creation of brand names for people to easily remember is Cho Doi coffee come form growers emphasize the strong taste flavors that stand out from roasted coffee beans Chao Doi was born from the meticulous selection of high quality raw coffee beans so that point is meant the Chao Doi coffee shops have strange strategy that makes brand grow to this day.

## **Purpose**

Based on Social media toward consumer's buying decision by the Chao Doi coffee shops

## **Objective**

1. To study the relationship between marketing awareness through digital media and consumer responses
2. To study the relationship between lifestyle patterns consisting of the interests and opinions of consumers and the behavior of using digital media
3. Adjust to match the new generation
4. To acknowledge how people have opinions about Chao Doi coffee shop
5. Learn modern concepts in increasing sales.
6. Increasing Sales and Profitability Effectively

## Literature Review

From the study and review of literature review related to the research found that, There are marketing mix that influence the decision to use The influence of digital marketing toward consumer's buying decision by the chao doi coffee shops to the following details.

### 3.1 Customer Satisfaction

Wongnai : Nickktwf (2018), Advertising : of images with real products is very different depending on the location.

Process : This branch staff quickly poured the ingredients away. Make all the ingredients Almost harmonious in one flesh from normal to Split the layers into 3 layers. matcha, milk and chocolate the flavor of matcha green tea is very good. But still there is a lump Still dissolved badly enough Mixed with chocolate and the flavor of matcha green tea is very good. But still there is a lump Still dissolved badly enough Mixed with chocolate

### 3.2 Service Quality

Wongnai : Nickktwf (2018), Service : Most of the customers who come to use the service Rarely have anyone sitting for a long time and take away.

Pantip : Forestiya 1520032 (2017), Location, Target group : recommend: Should study the target group's behavior in the area, wanting to set up a shop as well as the style preferences of the local people The advantages of franchising are simple, easy to use, people already marketing. There are people who control the quality but the disadvantages, diversity or differences in preferences in each area are not the same. Some may like Some that may not like You change anything difficult. Each franchise is not successful in every branch. There are other factors that come about.

Pantip : aibenz (2013) Overview : The highlight is the strong taste suitable for people who like to drink coffee, The disadvantage is that the standard is where to eat, the taste is not the same, depending on the maker's hand as the main the old machine, the new machine with a quality summary based on price

## Research Methodology

### Marketing mix

The marketing mix concept for service marketing mix, That is a concept related to a service marketing mix that are different from general consumer products by defining the marketing mix service or 7Ps in determining the marketing strategy consisting of various factors as follows :

#### 1) Product

Selected quality ingredients Makes the coffee taste good and has a unique smell

#### 2) Price

Price is suitable for product quality and consumers can make purchasing decisions easily each place has a different discount depending on the promotion and location.

#### 3) Place

Near government offices hospital, school, university and easy travel.

#### 4) Promotion

Have various online media and other places Organized different promotions Because each owner in each branch and in this overview, promotions and advertising are still not very much.

#### 5) Physical Evidence

The atmosphere can be a place to relax and socialize.

#### 6) People

Target group near government offices hospital, school, and also expanding in gas stations that entrepreneurs need non oil business

#### 7) Process

The process of providing services to customers Which has many forms is delivering quality of service to customers in order to speed and customer satisfaction such as fast, accurate service etc.

## Conclusion

This research objective to study the influence of digital marketing toward consumer's buying decision by the chao doi coffee shops

to study relationships with digital media and consumer responses and the opinions of consumers using digital media for Adjust to match the new generation to acknowledge that people have opinions about Chao Doi coffee shop to bring this section Develop or improve sales to profit effectively

The problem is that the Chao Doi coffee shops of people do not have many advertisements and not performing or studying to realize standards everywhere It is therefore a result that results in social media. But all have disadvantages or Advantages and if there is a bad online media opinion also makes people switch to other services therefore, digital media is very important and various advertisements go down.

However, even with the standard of this hill tribe but if people are not aware of the process or equipment and the organization and this brand will result in damage to the brand.

Therefore, we have to study and realize with Brand, no matter what business is done. Because we have entered a new era Makes online media very important If we do not do well, we will have a negative consequence.

Therefore, the media is important and advertising it is important to attract customers with a variety of promotions. The more the promotion is to attract customers will continue to be in the media and continue to share and must find new novelty to attract consumers to stimulate sales.

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