# Factors Influencing the Consumers' Selection of Coffee Shops in Mueang Khon Kaen District, Khon Kaen Province

**Thanawadee Mahattanan[1], and Bussagorn Leejoeiwara[2]**

1 Master Student, College of Graduate Study in Management, Khon Kaen University, Thailand
2 Lecturer, College of Graduate Study in Management, Khon Kaen University, Thailand

**Abstract:** The global coffee market was one of the businesses that were continuously growing, including the coffee market in Thailand. This research article aims to study the marketing mix factors, social media perception, social media engagement, and the factors affecting consumer choice of coffee shop in Mueang Khon Kaen District, Khon Kaen, Thailand. This quantitative research involves a sample group of 400 respondents. Data were collected using questionnaires. Data were analyzed using frequency distribution, percentage, mean, and standard deviation, as well as multiple regression analysis to test the hypothesis.

The results of the study found that the overall of opinions on the marketing mix factors in choosing a coffee shop was at the highest level. The overall of opinions on social media perception factors in choosing a coffee shop was at a moderate level. The overall of social media engagement opinions in choosing a coffee shop was at a high level. The hypothesis testing found that marketing mix factors in place and processes aspects affected the selection of a coffee shop. Social media perception in Facebook, Instagram, and TikTok aspects did not affect the selection of a coffee shop. Social media participation in emotional engagement aspects affected the selection of a coffee shop in Mueang Khon Kaen District, Khon Kaen Province.

**Keywords:** Marketing Mix Factors, Social Media Perception, Social Media Engagement, Selection the Coffee Shop

## 1. Introduction

The coffee market was experiencing significant growth, driven by several key factors. The global coffee market size 2025 is $15402.9 Million whereas according out published study it will reach to $29911.6 Million by 2033. Single Coffee market will be growing at a CAGR of 8.65% during 2025 to 2033 (Cognitive Market Research, 2025)[1]. The coffee market in Thailand is valued at over sixty billion baht and has shown consistent growth over the past few years (Kasikorn Research Center, 2024)[2]. Coffee consumption in the country is projected to rise from 46,000 tons in 2023 to 55,000 tons by 2028, reflecting an average annual growth rate of 1.8%. Recent data indicates that the average Thai person now consumes around 300 cups of coffee per year, up from the previous average of 150–200 cups per person per year. This growth is particularly evident among working-age consumers, students, and small business owners who establish coffee shops as personal business ventures (Office of Agricultural Economics, 2023)[3].

The growth of the coffee market, both domestically and internationally, has driven the expansion of coffee shop businesses across Thailand. This trend can be seen in the increasing number of well-known franchise branches, as well as the emergence of uniquely designed small coffee shops that have become popular destinations for both tourists and locals. According to the Department of Business Development (2024)[4], the number of legal entity registrations in the food and beverage sector, including coffee shops, has significantly increased. This reflects economic growth and emerging business opportunities within the coffee industry, highlighting the potential of provincial markets to support rising consumption and the evolving coffee culture.

Coffee shop businesses in Thailand are highly competitive and rapidly adapting to meet evolving consumer demands (Wetchayanwiwat & Intuluck, 2024)[5]. These adaptations extend beyond product and service

development to encompass the overall customer experience, including interior design, ambiance, and the integration of technology. For instance, many cafés have embraced mobile app ordering, digital loyalty programs, and cashless payment systems to create a more seamless and engaging customer journey (Wongpornchai & Darawong, 2024)[6]. Moreover, unique café concepts—such as themed décor, co-working spaces, and specialty brewing methods-are increasingly used to differentiate brands and attract diverse consumer segments (Chawkradian & Lalaeng, 2023)[7]. The physical environment or "servicescape" has also been shown to play a critical role in shaping customer satisfaction and loyalty (Inthasang et al., 2024)[8].

Khon Kaen is widely recognized as a major hub of the Northeastern region of Thailand, playing a significant role in driving regional economic, social, and educational development. The presence of Khon Kaen University, a large academic institution, brings a substantial population of students, staff, and working-age individuals to the city. In addition, Khon Kaen functions as a regional medical hub and a center for conferences, seminars, and transportation, contributing to its high purchasing power and modern lifestyle comparable to that of larger cities (Khon Kaen University, 2025)[9]. These factors have made Khon Kaen an attractive destination for both investors and tourists from within the province and neighboring areas. As a result, the coffee shop industry in Mueang Khon Kaen District has experienced notable growth and intense competition. Coffee shops in the area range from internationally recognized brands to locally owned cafés that reflect Northeastern culture, as well as specialty coffee shops that offer beans from diverse origins (Chatchanun & Thitaree, 2023)[10]. The city also hosts annual coffee events, such as the Coffee & Bakery Fair and Thailand Coffee Hub, which further encourage business owners to enhance their offerings and attract more customers. Moreover, cafés increasingly serve as co-working spaces and lifestyle venues, reflecting the evolving needs of modern consumers (Chaikhambung & Hunsapun, 2025)[11].

According to the Department of Business Development (2024)[4], there are over 9,000 registered food and beverage establishments in Khon Kaen, and the number continues to rise annually especially in Mueang District, where the concentration of coffee shops is particularly high. Therefore, understanding the factors influencing the consumers' selection of coffee shops in this area is essential for entrepreneurs seeking to develop strategic plans that retain their customer base and achieve sustainable business growth. In addition to the growth of the coffee market and coffee-related businesses, digital technology and the internet now play a vital role in all aspects of people's daily lives. Consumer behavior, particularly in terms of information searching, decision-making, and communication, has been significantly influenced by social media, which has become the primary channel for accessing product and service information, receiving news updates, and fostering interaction between consumers and brands (Mallick, 2025)[12]. With the rapid rise in the number of social media users worldwide, including in Thailand, these platforms now have a profound impact on consumer awareness, attitudes, and purchasing behavior across various industries, including the coffee shop businesses.

Thai people spend an average of 2 hours and 31 minutes per day on social media. The top five most popular platforms in Thailand are Facebook (68.3%), which remains the most widely accessed platform among internet users, followed by YouTube (61.5%), TikTok (approximately 60%), Facebook Messenger (49.5%), and Instagram (26.1%) (We Are Social and Meltwater, 2024)[13]. These platforms have a significant influence on consumer behavior, particularly in terms of brand awareness, information searching, and service selection. In the context of coffee shop business, which relies heavily on image, atmosphere, and effective communication with target audiences, social media marketing has become a critical tool that influences the consumers' selection of coffee shops. This is especially true for Gen Y and Gen Z, who often discover cafés through online reviews, shared posts, or content from social media influencers.

This study was therefore conducted to examine consumers' behavior in selecting coffee shops, focusing on marketing mix factors, brand perception through social media, consumer engagement on social media, and key influencing factors behind coffee shops selection among consumers in Mueang Khon Kaen District, Khon Kaen Province. The findings aim to help coffee shop businesses improve and develop their products and services in ways that better align with consumer behavior and preferences. Furthermore, the insights can support businesses in more effectively reaching their target audiences. By analyzing the relationship between demographic characteristics and coffee shops selection, this research provides valuable data that can help with future strategic marketing plans, particularly in areas such as marketing mix development, social media perception, and online engagement strategies that influence consumer decisions in Mueang Khon Kaen District.

## 2. Research Objectives

1. To study the marketing mix factors, brand perception through social media, social media engagement, and the consumers' selection of coffee shops in Mueang Khon Kaen District, Khon Kaen Province.

2. To study the factors influencing the consumers' selection of coffee shops in Mueang Khon Kaen District, Khon Kaen Province.

## 3. Literature Review

The research is based on 4 main theories, which include: 1) service marketing mix, 2) social media perception, 3) social media engagement, and 4) consumer buying decision.

### 3.1 Service Marketing Mix

The marketing mix refers to key components that businesses can control to define their marketing strategies and activities. Its primary goal is to meet consumer needs and maximize customer satisfaction (Kotler, Keller & Chernev, 2022)[14]. The marketing mix is therefore a crucial factor in carrying out marketing activities, as it consists of elements that businesses can actively manage. In the context of service businesses, the marketing mix, commonly known as the 7Ps, includes product, price, place, promotion, people, process, and physical evidence (Wilson, Zeithaml, Bitner & Gremler, 2016)[15].

### 3.2 Social Media Perception

Social media perception is the process by which stimuli are selected, organized, or interpreted from social media (McDonald, 2012; Information Resources Management Association, 2014)[16,17]. This concept extends beyond merely receiving information about products and services, it also encompasses the image and reputation of a business that is constructed and disseminated through online platforms. This perception process begins when consumers encounter various forms of digital stimuli, such as visual content, reviews and ratings, brand engagement, and influencer-generated content (Breitsohl & MacSween, 2018)[18]. In Thailand, the five most popular social media platforms are Facebook, YouTube, TikTok, Facebook Messenger, and Instagram (We Are Social & Meltwater, 2024)[13].

### 3.3 Social Media Engagement

Consumer engagement in the context of online communities and social media comprises three interrelated dimensions, which are cognitive engagement, emotional engagement, and behavioral engagement (Dessart, 2017)[19]. These dimensions reflect how consumers think about, feel toward, and act upon brand interactions within digital and social media environments.

### 3.4 Consumers' Decision Process

The consumers' decision process refers to the steps consumers go through when deciding to purchase products or services. This process consists of five key stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. It is essential for entrepreneurs to understand consumer behaviors and the stages involved in their decision-making process. Such understanding enables businesses to formulate marketing strategies that effectively and accurately meet customer needs (Kotler & Armstrong, 2018)[20].

## 4. Framework

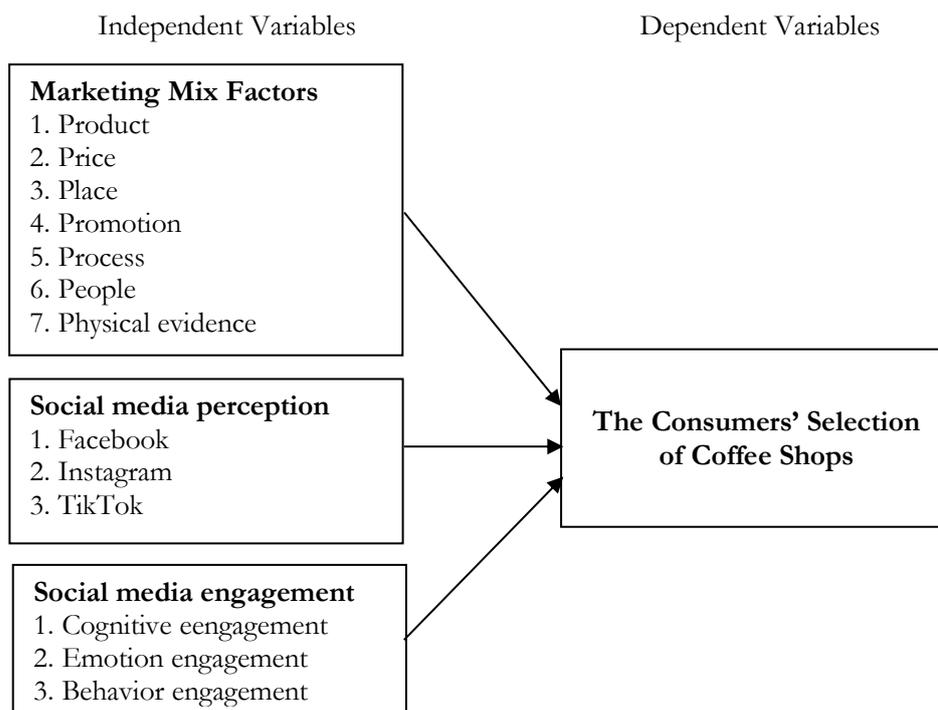Conceptual framework of this research showed in Figure 1.

Independent Variables                    Dependent Variables

**Marketing Mix Factors**
1. Product
2. Price
3. Place
4. Promotion
5. Process
6. People
7. Physical evidence

**Social media perception**
1. Facebook
2. Instagram
3. TikTok

**Social media engagement**
1. Cognitive eengagement
2. Emotion engagement
3. Behavior engagement

**The Consumers' Selection of Coffee Shops**

**Figure 1: Conceptual framework**

## 5. Research Methodology

### 5.1 Population and Sample

The population in this study consists of consumers who purchase coffee or beverages at coffee shops located in Mueang District, Khon Kaen Province. As the exact population size is unknown, the sample size was determined using Cochran's formula (1977)[21], which yielded a minimum sample size of 385 respondents. To reduce potential data error and increase representativeness, the researcher increased the sample size to 400 respondents.

### 5.2 Research Instruments

The research instrument used for data collection was an online questionnaire (via Google Form), which was divided into four sections as follows:

Section 1 Marketing mix factors influencing the consumers' selection of coffee shops, consisting of 30 items.

Section 2 Social media perception and its relation to coffee shops selection, consisting of 15 items.

Section 3 Section 3 Social media engagement, consisting of 12 items.

Section 4 Consumers' selection of coffee shops in Mueang Khon Kaen District, consisting of 4 items.

Sections 1 to 4 employed a rating scale using a five-point Likert Scale, with the following scale levels: 1 = Very Low, 2 = Low, 3 = Moderate, 4 = High, 5 = Very High.

To assess the quality of the research instrument, a pilot test was conducted with a group of 30 respondents who shared similar characteristics with the sample group. The data collected from the pilot test were used to calculate Cronbach's alpha coefficient, as shown in Table 1.

**Table 1: Cronbach's alpha of questionnaire**

| Variable | Number of items | Cronbach's alpha |
|---|---|---|
| Marketing mix | 30 | 0.902 |
| Social media perception | 15 | 0.946 |
| Social media engagement | 12 | 0.938 |
| The consumer choice of coffee shop | 4 | 0.916 |
| **Total** | **61** | **0.960** |

According to Table 1, the Cronbach's alpha coefficients for all sections of the questionnaire were above 0.8, indicating acceptable reliability and good internal consistency (Sekaran & Bougie, 2020)[22]. Therefore, the questionnaire was deemed valid and suitable for data collection.

## 5.3 Data Collection
s
Primary data were collected by the researcher using an online questionnaire created through google forms. The questionnaire's QR code was printed and placed in various coffee shops within Mueang District, Khon Kaen Province. Additionally, the QR code was directly distributed to the sample group. Convenience sampling was employed to select respondents, and data collection continued until a complete sample of 400 participants was obtained.

## 5.4 Data Analysis

Descriptive statistical analysis included calculating the mean and standard deviation, with the interpretation of mean values as follows: 1.00–1.80 indicating very low, 1.81–2.60 low, 2.61–3.40 moderate, 3.41–4.20 high, and 4.21–5.00 very high (Wanichbuncha, 2016)[23]. Inferential statistical analysis involved multiple linear regression to identify factors influencing consumers' selection of coffee shops in Mueang District, Khon Kaen Province.

## 6. Result

### 6.1 Marketing Mix Factors Influencing the consumers' selection of Coffee Shops

Overall, the marketing mix factors influencing the consumers' selection of coffee shops were rated at the highest level of importance (see Table 2).

**Table 2: The mean, standard deviation, and level of importance regarding the marketing mix factors influencing consumers' selection of coffee shops**

| Marketing Mix Factors | Mean | Standard Deviation | Level of Importance |
|---|---|---|---|
| 1. Product | 3.51 | 0.86 | High |
| 2. Price | 4.35 | 0.64 | Very High |
| 3. Place | 4.38 | 0.59 | Very High |
| 4. Promotion | 3.72 | 0.91 | High |
| 5. People | 4.61 | 0.46 | Very High |
| 6. Physical Evidence | 4.45 | 0.61 | Very High |
| 7. Process | 4.60 | 0.50 | Very High |
| **Total** | **4.23** | **0.65** | **Very High** |

### 6.2 Social Media Perception and its Relation to Coffee Shop Selection

The overall level of respondents' opinions regarding the perception factor through social media in selecting coffee shops was at a moderate level (see Table 3).

**Table 3: The mean scores, standard deviations, and levels of opinion related to social media perception in the context of coffee shop selection**

| Social Media Perception | Mean | Standard Deviation | Level of Opinion |
|---|---|---|---|
| 1. Facebook | 3.36 | 0.93 | Moderate |
| 2. Instagram) | 3.47 | 0.95 | Moderate |
| 3. TikTok | 3.31 | 1.20 | Moderate |
| **Total** | **3.38** | **1.02** | **Moderate** |

### 6.3 Social Media Engagement

The overall level of respondents' opinions regarding social media engagement factors in the selection of coffee shops was found to be high (see Table 4).

**Table 4: The mean scores, standard deviations, and levels of opinion concerning social media engagement**

| Social Media Engagement | Mean | Standard Deviation | Level of Opinion |
|---|---|---|---|
| 1. Cognitive engagement | 3.92 | 0.86 | High |
| 2. Emotional engagement | 3.99 | 0.86 | High |
| 3. Behavioral engagement | 3.61 | 1.10 | High |
| **Total** | **3.84** | **0.94** | **High** |

### 6.4 Consumers' Selection of Coffee Shops

The overall level of respondents' opinions regarding the consumers' selection of coffee shops in Mueang Khon Kaen District, Khon Kaen Province was at the highest level, with a mean score of 4.28.

### 6.5 Factors Influencing the Consumers' Selection of Coffee Shops in Mueang Khon Kaen District

The factors influencing the consumers' selection of coffee shops in Mueang Khon Kaen District are presented in Tables 5-6.

**Table 5: The results of the multiple regression analysis using the enter method, examining the relationship between marketing mix factors and the consumers' selection of coffee shops in Mueang Khon Kaen District**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | VIF |
|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | |
| 1 | (Constant) | 3.387 | 0.378 | | 8.959 | 0.000 | |
| | $P_1$ | 0.079 | 0.049 | 0.101 | 1.609 | 0.108 | 1.663 |
| | $P_2$ | 0.101 | 0.072 | 0.098 | 1.411 | 0.159 | 2.005 |
| | $P_3$ | 0.226 | 0.073 | 0.201 | 3.094 | 0.002[*] | 1.759 |
| | $P_4$ | -0.018 | 0.051 | -0.025 | -0.359 | 0.720 | 2.061 |
| | $P_5$ | 0.078 | 0.091 | 0.054 | 0.860 | 0.390 | 1.672 |
| | $P_6$ | -0.083 | 0.084 | -0.077 | -0.994 | 0.321 | 2.496 |
| | $P_7$ | 0.269 | 0.102 | 0.202 | 2.639 | 0.009[*] | 2.448 |

$R=0.649$, $R^2=0.421$, Adjusted $R^2=0.413$, Durbin-Watson$=2.367$

Note: [*] Statistically significant at the 0.05 level.

    The variables are defined as follows:

$P_1 =$      Product
$P_2 =$      Price
$P_3 =$      Place

$P_4$ =        Promotion
$P_5$ =        People
$P_6$ =        Physical Evidence
$P_7$ =        Process
Y =        The consumers' selection of coffee shops

Based on Table 5, the multiple correlation coefficient (R) was found to be 0.649, with a coefficient of determination ($R^2$) of 0.421, and an adjusted $R^2$ of 0.413. The Durbin-Watson statistic was 2.367. Since the Durbin-Watson value falls within the acceptable range of 1.50–2.50, it indicates no autocorrelation among the independent variables. This suggests that the residuals of the marketing mix variables are independent (K. Wanichbuncha & T. Wanichbuncha, 2018)[24]. Additionally, the Variance Inflation Factor (VIF) values for the independent marketing mix variables ranged from 1.663 to 2.496. As all VIF values are below 10, it can be concluded that multicollinearity is not present, meaning there is no problematic correlation among the independent variables (Black, 2016)[25].

The analysis of the seven marketing mix factors reveals that the place and process components significantly influence consumers' selection of coffee shops in Mueang Khon Kaen District, Khon Kaen Province, at the 0.05 level of statistical significance. Specifically, the variables of place ($P_3$) and process (P7) were found to be significant predictors, collectively explaining 42.1% of the variance in consumer decision-making ($R^2$ = 0.421). The other factors, product ($P_1$), price ($P_2$), promotion ($P_4$), people ($P_5$), and physical evidence ($P_6$), were not found to have a statistically significant influence.

Based on the unstandardized regression coefficients, the predictive linear regression model is as follows:

$$Y = 3.387 + 0.079P_1 + 0.101P_2 + 0.226P_3 - 0.018P_4 + 0.078P_5 - 0.083P_6 + 0.269P_7{}^*,$$

where * indicates statistical significance at the 0.05 level.

Furthermore, exposure to social media platforms such as Facebook, Instagram, and TikTok was not found to have a significant influence on consumers' coffee shop selection in the studied area.

**Table 6: The results of multiple regression analysis between social media engagement and consumers' selection of Coffee Shops in Mueang Khon Kaen District, Khon Kaen Province using the Enter Method**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | VIF |
|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | |
| 1 | (Constant) | 3.648 | 0.172 | | 21.248 | 0.000 | |
| | $E_1$ | 0.066 | 0.057 | 0.085 | 1.166 | 0.244 | 2.204 |
| | $E_2$ | 0.198 | 0.059 | 0.126 | 3.660 | 0.018* | 2.370 |
| | $E_3$ | -0.006 | 0.047 | -0.010 | -0.132 | 0.895 | 2.503 |

R=0.630, $R^2$=0.397, Adjusted $R^2$=0.389, Durbin-Watson=2.297

Note: *Statistically significant at the 0.05 level
        The variables are defined as follows:
$E_1$ =        Social media engagement in terms of cognitive engagement
$E_2$ =        Social media engagement in terms of affective engagement
$E_3$ =        Social media engagement in terms of behavioral engagement
Y =        Consumers' selection of coffee shops in Mueang Khon Kaen District, Khon Kaen Province

From Table 6, the multiple correlation coefficient (R) was found to be 0.630, the coefficient of determination ($R^2$) was 0.397, and the adjusted coefficient of determination (Adjusted $R^2$) was 0.389. The Durbin-Watson value was 2.297, and the Variance Inflation Factor (VIF) ranged from 2.204 to 2.503. Since the Durbin-Watson value of 2.297 falls within the acceptable range of 1.50–2.50, it indicates that the independent variables used in the test do not exhibit autocorrelation, meaning the residuals of the marketing mix variables are independent (K.

Wanichbuncha & T. Wanichbuncha, 2018)[24]. Additionally, the VIF values of the independent marketing mix variables range from 2.204 to 2.503, which are all below 10. This indicates that the independent variables do not exhibit multicollinearity, or in other words, there is no problematic correlation among the independent variables themselves (Black, 2016)[25].

It was found that affective engagement on social media significantly influenced consumers' selection of coffee shops in Mueang Khon Kaen District at the 0.05 statistical significance level. Among the three social media engagement factors, only one-affective engagement ($E_2$)-was able to predict coffee shop selection among consumers in Mueang Khon Kaen District, accounting for 39.70% of the variance ($R^2 = 0.397$). In contrast, cognitive engagement ($E_1$) and behavioral engagement ($E_3$) showed no significant influence on coffee shop selection. Based on the unstandardized regression coefficients, the linear regression model can be formulated as follows:

$$Y = 3.648 + 0.066E_1 + 0.198E_2 - 0.006E_3{}^*$$

In conclusion, only the affective engagement variable (E2) could significantly predict consumers' selection of coffee shops in Mueang Khon Kaen District, accounting for 39.70% of the variance ($R^2 = 0.397$).

## 7. Conclusion

The overall of opinions on the marketing mix factors in choosing a coffee shop was at the highest level. The overall of opinions on social media perception factors in choosing a coffee shop was at a moderate level. The overall of social media engagement opinions in choosing a coffee shop was at a high level.

The hypothesis testing found that marketing mix factors in place and processes aspects affected the selection of a coffee shop at a level of 0.05. Social media perception in Facebook, Instagram, and TikTok aspects did not affect the selection of a coffee shop. Social media participation in emotional engagement aspects affected the selection of a coffee shop in Mueang Khon Kaen District, Khon Kaen Province at a level of 0.05.

## 8. Discussion

This study found that respondents rated the marketing mix factors at the highest overall level, highlighting the enduring importance of the 7Ps framework in coffee-shop selection. In particular, the place and process elements were statistically significant ($p < 0.05$), indicating that convenient location, accessible facilities, and smooth service operations strongly influence consumer choice in Mueang Khon Kaen District. Similar evidence has been reported internationally. For example, Maharani and Syah (2022)[26] showed that product, price, place, and promotion significantly shape purchase intentions in premium coffee shops in Jakarta, while Rahmadhanti et al. (2023)[27] found that aspects of the marketing mix drive consumer preference in modern Indonesian cafés. These parallels suggest that, regardless of country, basic physical and service attributes remain critical drivers of café patronage. Similarly to the findings of the research study by Reza and Arliony (2021)[28] found that the convenience of place and location had a significant effect on consumer interest in choosing coffee shops in Tangerang Regency. Bura, Mawuntu and Aotama (2023)[29], showed location that influenced purchasing decisions at a coffee shop in Tomohon City.

In contrast, respondents' perception of social media content–across Facebook, Instagram, and TikTok–was only moderate and showed no direct effect on coffee-shop choice. This result supports international findings that mere exposure to social media marketing does not necessarily lead to purchase behavior unless it fosters deeper psychological connections (Kim et al., 2022)[30]. Passive viewing of posts may raise awareness but often fails to convert intention into action without active engagement.

Notably, emotional engagement–liking, commenting, sharing, and forming positive feelings toward a brand–had a significant positive influence ($p < 0.05$) on coffee-shop selection. This aligns with Sitorus and Yasri (2023)[31], who demonstrated that social media marketing affects customer engagement primarily when mediated by "brand love," and with Kim et al. (2022)[30], who found that entertainment and expressive value on social networks drive brand-related value-co-creation in the coffee industry. These international studies reinforce the conclusion that

interactive, emotionally resonant content–rather than simple presence on social platforms–is what ultimately motivates consumers to visit a café, while Putra, Anzori and Damarsiwi (2024)[32] found the effect of emotional on purchasing decisions coffee shop in Janji Jiwa.

## 9. Recommendations

### 9.1 Recommendations for Coffee Shop Operators

1. Place influence coffee shop selection. Therefore, coffee shops should provide sufficient parking, be located in easily accessible and convenient locations, and have enough comfortable seating. The shop should also be attractively decorated and distinctive, with various photo-worthy spots for customers to take pictures. When customers post these photos on social media, it serves as an additional form of marketing and publicity for the café.

2. Processes influence coffee shop selection. Therefore, coffee shops should have ordering procedures that are convenient, quick, and simple. Shops should provide fast customer service and offer multiple, convenient payment options, such as QR codes, credit cards, and organized pick-up systems (e.g., queue or name-calling). Services should be systematic, efficient, and timely. Additionally, coffee shops should offer delivery services through platforms such as Grab or Lineman.

3. Emotional engagement on social media influences coffee shop selection. Therefore, shops should encourage positive reviews to increase customer confidence. Café posts should feature attractive, distinctive, and appealing images that entice customers to visit immediately. Additionally, coffee shops should create engaging content on credible social media platforms, such as Facebook, Instagram, or TikTok.

### 9.2 Recommendation for further research

1. Future studies should review additional concepts, theories, or other factors that may be relevant and influence coffee shop selection, such as the Theory of Planned Behavior, service quality, or marketing mix factors from the customer perspective (e.g., 7Cs).

2. This study employed multiple linear regression to analyze factors influencing coffee shop choice. Future research could apply more advanced statistical techniques, such as Structural Equation Modeling (SEM), to examine both the direct and indirect effects of these influencing factors on coffee shop selection.

3. This study was purely quantitative. Future studies should incorporate qualitative methods to gain deeper insights into the factors affecting consumers' choice of coffee shops.

### References

1. Cognitive Market Research. (2025). *Single coffee market report 2025*. Retrieved June 14, 2025, from https://www.cognitivemarketresearch.com/single-coffee-market-report?
2. Kasikorn Research Center. (2024). *Thailand coffee business trends 2024*. Retrieved June 22, 2025, from https://www.kasikornresearch.com/th/analysis/k-econ/business/Pages/Coffee-shop-business-2024.aspx
3. Office of Agricultural Economics. (2023). *Coffee consumption report in Thailand 2023*. Bangkok: Ministry of Agriculture and Cooperatives.
4. Department of Business Development. (2024). *SME guide book: restaurant and coffee shop business*. Bangkok: Department of Business Development.
5. Wetchayanwiwat, S., & Intuluck, S. (2024). Competitive strategies of Thailand's coffee shop industry. *Journal of Business Administration, 17*(3), 77-95.
6. Wongpornchai, B., & Darawong, C. (2024). A comparative study of personal factors influencing technology acceptance among mobile food ordering application users in Bangkok. *BEC Journal, 12*(2), 33-47.
7. Chawkradian, S., & Lalaeng, C. (2023). Experiential marketing and business innovation affecting customer loyalty in café business. *AAMR Journal, 11*(2), 45-59.

8. Inthasang, C., Thiamjite, P., & Thongchan, S. (2024). Influence of service scape on customer loyalty of coffee shop: Testing the role of customer satisfaction as mediation. *Burapha Humanities and Social Sciences Journal, 32*(1), 101-118.
9. Khon Kaen University. (2025). *KKU leads strategic planning to develop Khon Kaen into a GMS wellness and medical innovation hub toward a comprehensive system for elderly and dependent care.* Retrieved July 17, 2025, from https://kku.ac.th/en/228742/
10. Chatchanun, N., & Thitaree, S. (2023). Customer's service behavior in the local coffee shops at Muang District, Khon Kaen Province. *Interdisciplinary Academic and Research Journal, 3*(5), 153-168.
11. Chaikhambung, J., & Hunsapun, N. (2025). Problems and information needs of café co-working space users in Mueang District, Khon Kaen Province. *Journal of Information Science Research and Practice, 43*(2), 1-15.
12. Mallick, Y. (2025). *Social media success formula.* Delhi: Educohack Press.
13. We Are Social and Meltwater. (2024). *Digital 2024: Thailand.* Retrieved May 22, 2025, from https://wearesocial.com/thailand/digital-2024-thailand
14. Kotler, P., Keller, K. L. & Chernev, A. (2022). *Marketing management.* 16ᵗʰ ed. Moldova℧ Generis Publishing.
15. Wilson, A., Zeithaml, V., Bitner, M. J., & Gremler, D. (2016). *Services marketing: integrating customer focus across the firm.* 3ʳᵈ ed. New York: McGraw Hill.
16. McDonald, A. (2012). *Social media and consumer perception: theory and practice.* New York: Routledge.
17. Information Resources Management Association. (2014). *Social media and networking: concepts, methodologies, tools, and applications.* Hershey, PA: IGI Global.
18. Breitsohl, H., & MacSween, I. (2018). How social media shapes the perception of brand image: A qualitative study. *Journal of Brand Management, 25*(6), 579-593.
19. Dessart, L. (2017). Consumer engagement in online brand communities: contextual and relational perspectives. *Journal of Strategic Marketing, 25*(5-6), 1-18.
20. Kotler, P., & Armstrong, G. (2018). *Principles of marketing.* 17ᵗʰ ed. London: Pearson.
21. Cochran, W.G. (1977). *Sampling techniques.* 3ʳᵈ ed. New York: John Wiley and Sons.
22. Sekaran, U., & Bougie, R. (2020). *Research methods for business.* 8ᵗʰ ed. Hoboken, NJ: John Wiley & Sons.
23. Wanichbuncha, K. (2016). *Statistical analysis: statistics for management and research.* Bangkok: Department of Statistics, Faculty of Commerce and Accountancy, Chulalongkorn University.
24. Wanichbuncha, K., & Vanichbuncha, T. (2018). *Statistical analysis: statistics for management and research.* Bangkok: Department of Statistics, Faculty of Commerce and Accountancy, Chulalongkorn University.
25. Black, K. (2016). *Business statistics: for contemporary decision making.* 9ᵗʰ ed. Hoboken, NJ: John Wiley & Sons.
26. Maharani, A., & Syah, T. Y. R. (2022). Marketing mix analysis regarding customer intention to purchase at premium coffee shops. *Jurnal Ilmiah Manajemen Kesatuan, 10*(2), 150-160.
27. Rahmadhanti, D., Ibrahim, J. T., & Iriany, A. (2023). Marketing mix effect on consumer preference in choosing modern coffee shop. *International Research Journal of Economics and Management Studies, 2*(3), 38-42.
28. Reza, B., & Arliony, M. R. (2021). Factors affecting consumer interest in choosing a coffee store in Tangerang district. *Journal of Management, 12*(1), 850-863.
29. Bura, E. C. P., Mawuntu, P. S. T., & Aotama, R. C. (2021). Analysis of factors influencing consumer purchase decisions for coffee shops in Tomohon City. *Asian Journal of Logistics Management, 2*(1), 48-53.
30. Kim, H., Lee, M., & Lee, J. (2022). The impact of the perceived values of social network services on brand attitude and value-co-creation behavior in the coffee industry. *Sustainability, 14*(9), 5425.
31. Sitorus, U. S., & Yasri, Y. (2023). The effect of social media marketing and brand image on customer engagement: The mediating effect of brand love. In Proceedings of the 5th International Conference on Economics, Business and Economic Education Science (ICE-BEES 2022). Retrieved July 20, 2025, from https://eudl.eu/doi/10.4108/eai.9-8-2022.2338675
32. Putra, F., Anzori, A., & Damarsiwi, E. (2024). The influence of brand characteristics and emotional branding on purchasing decisions at Coffee Shop Bengkulu. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 12*(1), 1275-1282.