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WEBSITE DEVELOPMENT FOR CAFÉ PUBLIC RELATIONS IN HUA HIN DISTRICT

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Abstract

The objectives of this research were to study the demand for coffee shop recommendation websites and develop website for café public relations in Hau Hin district, Prachuap Khiri Khan province. This work used research and development methodology. The stages of the research compose feasibility, analysis, system analysis, and development. The research result was found as follows: 1) The majority of the sample group had the average amount of coffee consumption between 2-3 cups per week. Most of them were consumers who had never visited a cafe in Rachuap Khiri Khan province and liked special promotions related to special days and special occasions from the cafe. In terms of receiving information about the

cafe, consumers mostly followed information from the Facebook page, followed by searching for information themselves from the internet. They liked to drink coffee in the morning after waking up, and 2) The developed website support and provide display of customer's registration, café information, detail of recommended café, and comment page which are useful for customers and café businesses.

Key words: Website development, Cafe, Public relations

Introduction

Coffee is one of the beverages that are processed by agricultural products. At present, it is considered a very popular agricultural business in Thailand. The amount of coffee consumption in Thailand has a high consumption rate with a total market value of approximately 9,650 million Baht. Coffee products available in the market have researched and developed product forms in a variety and in large quantities. At present, the coffee market in Thailand is worth no less than 30,000 million baht. It was found that the trend of fresh coffee shares a larger market share than ready-to-drink coffee or instant coffee.

Prachuap Khiri Khan province is a beautiful tourist destination, famous and popular with Thai and foreign tourists from the past to the present. This is because there are many factors that promote tourism, such as organizing sailing competitions, organizing golf competitions, organizing seminars, organizing jazz festivals, etc. In addition, there are many factors that make Hua Hin a city suitable for tourism all year round because there are no strong waves in the monsoon season, making it suitable for swimming in the sea. There are many convenient ways to travel. In addition, it is only 180 kilometers from Bangkok, taking about 2 and a half hours to travel. Moreover, the charm and magic from the past have made tourists come to relax and travel more every year. It can be said that the tourism trend in Hua Hin District is growing rapidly.

From the factors presented above, there is a phenomenon of coffee shop business in Hua Hin district, Prachuap Khiri Khan province. There are many coffee shop brands operating, selling bakery bread and food. The marketing mix of coffee shops in Hua Hin district that is clearly seen is location and service. Therefore, the researcher sees the importance and is interested in studying the topic of website development for café public relations in Hua Hin district, Prachuap Khiri Khan province to be a guideline for café operators in Hua Hin district, Prachuap Khiri Khan province or those who are interested in running a café business by using the information obtained from the research result to develop products and services and as a guideline for running a café business that meets the needs of consumers in creating satisfaction in purchasing products and services in a coffee shop, resulting in a sustainable expansion of the café business.

Research Objectives

Objectives of this research were to study the demand for coffee shop recommendation websites and develop website for café public relations in Hau Hin district, Prachuap Khiri Khan province.

Related Concepts and Theories

Prachuap Khiri Khan Province

Prachuap Khiri Khan province is one of the 25 provinces in the lower central region that borders the southern region of Thailand. It covers an area of 6,367.62 sq.km. The terrain of the province slopes from the west to the east, which is the Gulf of Thailand. Most of the forest area is in the west of the province. It is a forest area specified by the Royal Decree,

Ministerial Regulations, and mangrove forests according to the results of the land use classification in the mangrove forest area, totaling 3,118.09 sq.km. (48.20% of the provincial area). The types of forest include moist evergreen forest, dry evergreen forest, and mixed deciduous forest. It is a large forest from Hua Hin district to Bang Saphan Noi district. There are many species of economically valuable trees, such as Makha Rong, Chingchang, Daeng, Yang, Sandalwood, and Ket, which is the provincial tree.

Types of Café

There are 3 types for café as follows:

- 1) Mobile coffee shop, which may be connected to a motorcycle or some types of cars and may be set up in temporary activity areas, such as flea markets or exhibitions.
- 2) Coffee corner coffee shops, which are popularly located in shopping malls, are similar to bar counters and may have 2-3 small tables and chairs for customers to sit while waiting for their coffee.
- 3) Stand-alone coffee shops are rooms with an area of 50 square meters or more, including seating and usable space. They may be set up in shopping malls or outdoor areas, such as houses or commercial buildings.

Determinants of Consumption

Although the demand for products or services of each consumer is different, it can be concluded that the determinants of consumption or factors that influence the decision to purchase products and services are as follows: 1) consumer income, 2) prices of products and services, 3) amount of money in circulation, 4) amount of goods in the market, 5) expectation of the future price of goods or services will affect consumers' decisions, 6) trade and payment system. In addition to the above, there are many other factors that affect consumers' decision to consume, such as gender, age, education level, season, festival, taste or personal preference of consumers.

Public Relations

Public Relations means communication between agencies or organizations and target groups of people to create correct understanding in order to create trust, faith, cooperation and good relationships, which will help the operations of that agency achieve its goals.

A tool or media used to convey news and stories from an organization or agency to the public. Media can be classified into many types and criteria, but in determining the type of media for public relations, it must take into account its tangible characteristics, characteristics that can be developed for current benefits, and its potential for the future.

System Development Life Cycle (SDLC)

The System Development Life Cycle (SDLC) is a process of dividing the steps of the development process of a work system or information technology system to help solve business problems or meet the needs of the organization. The system to be developed may be the development of a new system or the improvement of an existing system. System development is divided into 7 steps as follows: 1) problem recognition, 2) feasibility study, 3) analysis, 4) design, 5) development and testing, 6) installation, and 7) system maintenance.

Website

A website is a collection of information, documents and various media such as images, sounds, text, and words used to refer to a group of web pages. Therefore, a website will consist of a home page and web pages, and it must have a registered website name.

The purpose and benefits of creating a website can be divided into 7 types as follows:

1. Personal website: This website is created to publish personal information, such as personal information, education, work, interests, etc.

2. Promotional website: This website is intended for selling products, advertising products, and promoting sales. The website will contain information about products, prices, and various services. Currently, this type of market is increasingly used.

3. Current website: This website offers news information, which changes daily, such as the Thai Rath and Daily News websites.

4. Share information website: This website is intended to be used as an exchange of information by interest groups, such as by occupation or hobby.

5. Persuasive website: This website invites or persuades people to agree with what the creator wants.

6. Instructional website: This website is created specifically for teaching courses. It can be divided into sub-topics. This type of website is limited to specific users.

7. Member-only website (Registrational website) is a website that provides services only for members. Users must register at a price set by credit card or through a bank. The service provider will provide a membership number and password. However, any sale of products or services on these websites will invite interested people with samples of the products or services for them to study until they are satisfied.

Relevant Research

Chutinan Ruangchutiphphan (2012) studied the behavior of fresh coffee consumption of consumers in Mueang Nakhon Sawan district. The results of the study found that the respondents gave the first priority to the following factors in terms of marketing mix: product, including good coffee taste and smell; price, including having a clear price and the price of fresh coffee being appropriate for the quality; distribution channels, including convenience in traveling to the store; marketing promotion, including collecting discount coupons; personnel, including employees having good interpersonal skills and being cheerful; process, including convenience and speed in providing services; and physical characteristics, including cleanliness of the store. When analyzing the data by gender, age, and occupation, it was found that these factors affected the behavior of fresh coffee consumption of consumers in Mueang Nakhon Sawan district.

Phonlaphat Kampharawat (2013) studied the coffee consumption behavior of consumers and factors affecting the use of coffee shop services by consumers. In order to determine the strategy to increase sales of Lexto coffee shop, Mueang district, Khon Kaen province, the data was collected from a sample of 384 people. The results of the study found that 200 respondents had used Lexto coffee shop services, used the services 3 times/week, did not have fixed dates, liked to consume espresso, chose to use the service because of the taste of the coffee. The people who influenced the decision were friends, who knew about Lexto from friends. The factors affecting the decision to use the service in terms of products were the taste of the drinks, and in terms of price, the price was appropriate for the quality. In terms of distribution channels, there are sufficient seats available. In terms of marketing promotions, there are points to exchange for gifts. In terms of personnel, there are sufficient employees to provide services. In terms of service, there are accurate and precise services. In terms of physical characteristics, there are restrooms.

Research Methodology

This is research and development. The researchers collected data about users' demand and developed a website for café public relations.

Population and samples

The population for this research is a group of coffee consumers in Prachuap Khiri Khan province, all genders and ages, who receive services from coffee shops in Prachuap Khiri Khan

province. The exact population is unknown and the sample is local. Therefore, the sample size for the study is 400 persons. The sampling method is convenience sampling, which is a place with a large population group, so the questionnaires can be collected conveniently by distributing them to cafe and places near the café.

Research tools

The tool in this study was a questionnaire developed by the researcher to inquire about factors affecting coffee consumption decisions of coffee consumers in Prachuap Khiri Khan province.

Data collection

The researcher spent 1 week collecting data from August 17-24, 2021, using a Google form as a questionnaire.

Data analysis

This research used descriptive statistics for data analysis, including percentage, mean, standard deviation, and Likert's rating scale.

Research Results

General information

The majority of samples were female, with the age of under 18 years. The next group was between 18 and 24 years old, mostly from Prachuap Khiri Khan province. Most of them were students with an average monthly income of less than 5,000 Baht per month.

Coffee consumption behavior of consumers

The majority of the sample group had the average amount of coffee consumption per week between 2-3 cups per week, followed by the group that consumed 4-5 cups of coffee per week. Most of them were consumers who had never visited a cafe in Prachuap Khiri Khan province and liked special promotions related to special days and special occasions from the cafe. The second most popular was the promotion of collecting points to exchange for prizes with the promotion of buy 1 get 1 free. In terms of receiving information about the cafe, consumers mostly followed information from the Facebook page, followed by searching for information themselves from the internet. Most of samples saw that what they received from consuming coffee was reducing drowsiness. The time when consumers liked to drink coffee, the most of time was in the morning after waking up or before going to work, followed by the afternoon and the morning while working, respectively. If they did not drink coffee, most of the sample group would feel indifferent, but there was a group that felt drowsy.

Design

The system needs to be analyzed operating procedures of the original system. After that, researchers collect the requirements in the new system and bring them to the study and analyze using various tools such as data flow diagram, Entity Relationship Diagram (ER Diagram), and analyze the system design for data input and output. These tools will support us to understand the system process clearly.

Website Development

1) Main page

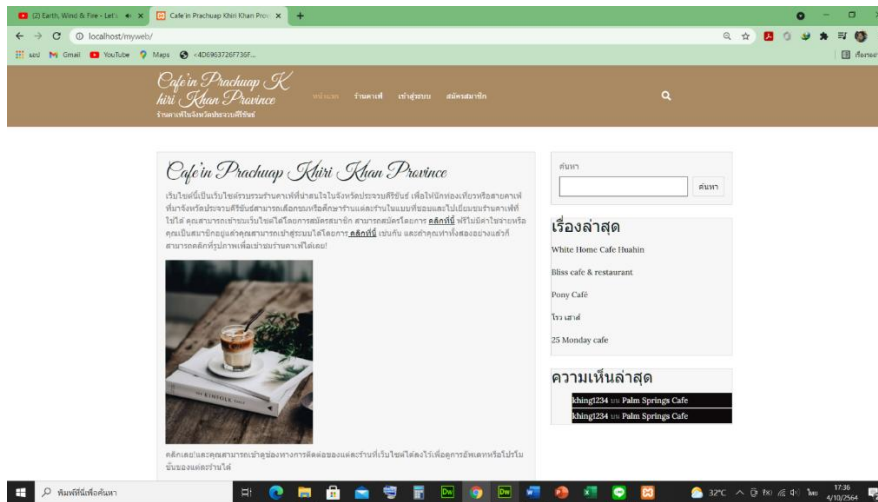


Figure 1: Main page

2) An example of a cafe page

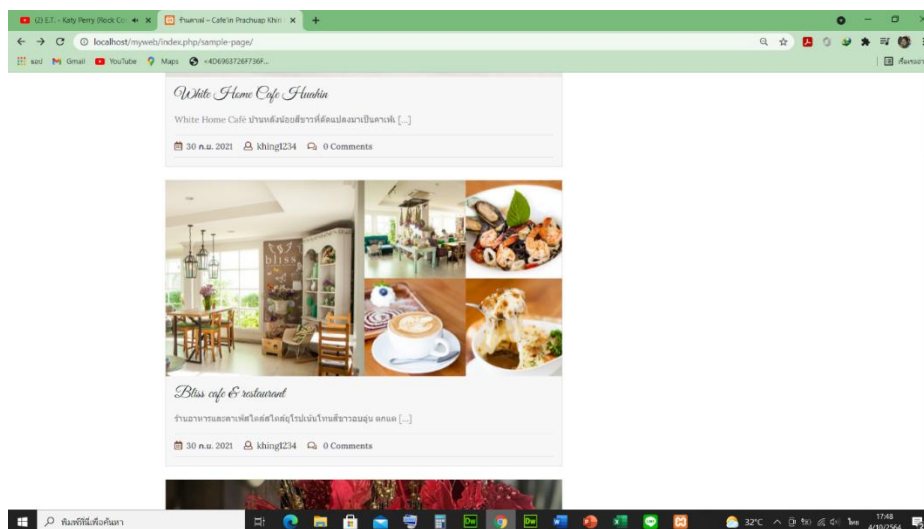


Figure 2: An example of a cafe page

3) Detail of a café page

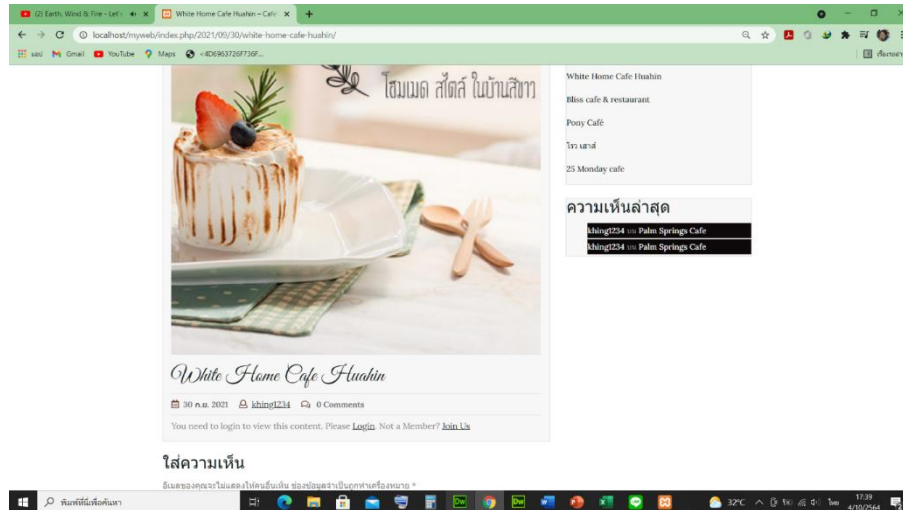


Figure 3: Detail of cafe page

4) Login page

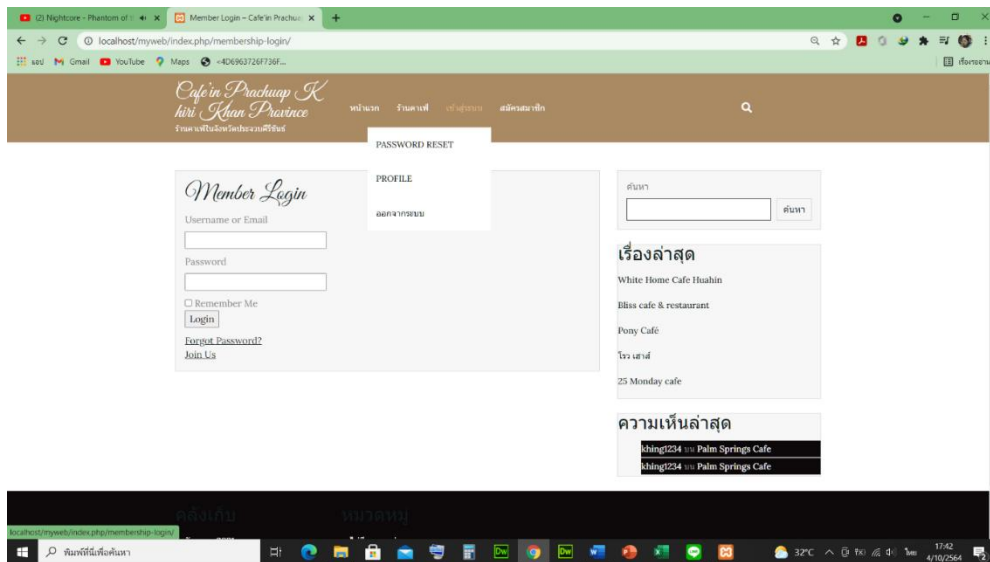


Figure 4: Login page

5) Comment page

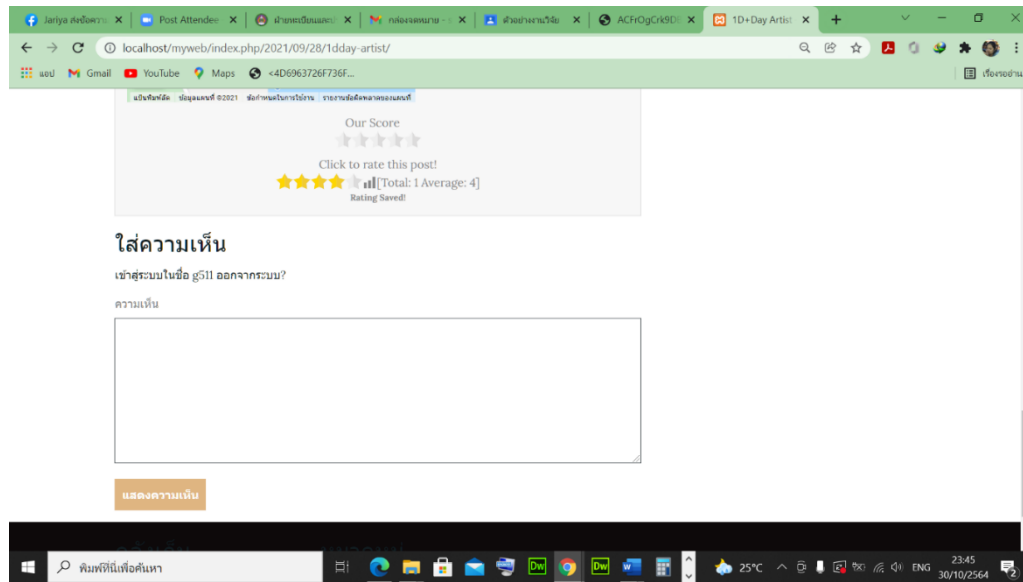


Figure 5: Comment page

Summary and discussion

From the result of this study: 1) Purchasing decision behavior of coffee consumers in Prachuap Khiri Khan province, it is found to be consistent with the concept of consumer behavior (Phani Kittipadakul, 2002), that is, consumers will give the most importance to the staff and service process, followed by the product, location and distribution channels, physical aspects and price, with high importance. 2) Price factor that most respondents considered to be the most important in deciding to consume coffee included the factor of good coffee taste and smell, the price aspect, including having a clear price and the price of fresh coffee being appropriate for the quality. This study result is consistent with the marketing mix theory (Chutinan Ruangchutiphophan, 2012) that the product aspect includes good coffee taste and smell, the price aspect includes having a clear price factor and the price of fresh coffee being appropriate for the quality of the coffee. 3) Marketing promotion activity factor that most respondents considered to be the most important in deciding to consume coffee included the factor of special day promotions, special occasions, using coupons to redeem or reduce prices. And the promotion of buy 1 get 1 free, the results of this study are consistent with information on sales promotion (Coffee shop business, online, 2005) that business operators may promote sales in various ways, such as organizing a promotion to exchange souvenirs, or during important festivals, they may reduce the price of certain coffee items to encourage consumers to drink more coffee, or business operators may organize fun activities. The developed website support and provide display of customer's registration, café information, detail of recommended café, and comment page which are useful for customers and café businesses.

Suggestions

1) Suggestion for the use of research results

From the analysis of website design and development by the system developer, there are suggestions as follows:

1.1) Entrepreneurs who plan to invest in a cafe business should give importance to the quality of the coffee beans to be used.

1.2) There should be a price sign clearly displayed in the shop. In order to take advantage of consumers, entrepreneurs should have a price sign displayed in the shop.

1.3) The location of the cafe should be in an area that is convenient to use. Location of the cafe should be on the road or near important places that are easy for travelling.

2) Suggestion for further study

From this study, it was found that there are some people in Prachuap Khiri Khan province who do not like to consume coffee. The researcher would like to suggest that research should be conducted to find out the reasons why some people in Prachuap Khiri Khan Province do not like to consume coffee and what methods should be used to persuade that group of people to start consuming coffee or for those who already consume a little coffee to start consuming more coffee.

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