

Coffee Tourism Behavior in Chiang Mai Province, Thailand: Application of the Modern Marketing Concept (4Es)

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Abstract

The main objectives of this research are to study tourist behavior in coffee tourism in Chiang Mai during the COVID-19 pandemic and to compare the differences in demographic factors, Tourist behavior with 4E's modern marketing In coffee tourism in Chiang Mai Province During the COVID-19 pandemic, Data was collected through the questionnaires using the concepts of modern tourist behavior and marketing, 4E's (experience, exchange, everywhere, and evangelism) and the sample were Thai tourists who visited Chiang Mai during the COVID-19 pandemic was 385 samples of coffee (coffee shops) from Cochran's (1977) formulas at the reliability level of 95%. Data was collected through the questionnaires of 297 Thai tourists under the convenience sampling technique. Data was analyzed by descriptive statistics and one-way ANOVA was used to test the hypotheses, representing 77 percent of the tourist behaviors. The result were showed travel duration 3-4 days (49.1%), travelling by private car (65.6%), visiting about 3 coffe shop in one trip (28.3%), choosing a coffe shop because of follow-up from the media (40.1%) and following friends (34.4%), having an average cost for coffee of 101-200 baht (44.8%), activities being photography (32.6%), spending time an average of 31-45 minutes (39%) in a coffe shop, and period time to visiting of 10.01-12.00 (33.7%). Access anywhere ($\bar{x} = 4.35$ S.D. = 0.73) is the most important, followed by experience ($\bar{x} = 4.23$ S.D. = 0.83) as well as exchanges ($\bar{x} = 4.18$ S.D. = 0.80) and ($\bar{x} = 4.06$ S.D. = 0.85)

Keywords: Tourism behavior; Coffee tourism; Modern marketing perspective; Coffee shops; Chiang Mai

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Introduction

Several tourism destinations in the world have been actively competing for the gourmet tourist over the last decade (Assiouras, Liapati, Kouletsis, & Koniordos, 2015). The recipe for their success is simple: a combination of local ethno-cultural exotics and ethno-gastronomy within the conditions of simplification of formalities, transport logistics and the cost of travel to these destinations (Chen, Lee, & Hyun, 2022). There are fewer and fewer “white spots” on modern gastronomic tourism maps (including wine and coffee tourism) as a result, and newly fashionable destinations outside the EU and the US are increasingly pressuring traditional gastronomic travel destinations in other economically developed countries (Rutynskyi & Kushniruk, 2020). Coffee production has not only become the source of export revenues but also the foundation for unique and interesting tours that can be established in tourist destinations with the agreement of the surrounding coffee producers (Ferreira, Ferreira, & Bos, 2021; Leewellyn & Palupi, 2020). Among the varieties of gastronomic tourism, coffee tourism has been continually displaying one of the fastest developments in the last twenty years (Jolliffe, 2010; Mak, Lumbers, & Eves, 2012; Setiyorini, 2018). As indicated in Table 1, coffee is one of the most common and favorite drinks across the globe and world coffee exports amounted to 11.4 million bags in February 2022, compared with 11.2 million in February 2021 (International Coffee Organization, 2022). Moreover, generations of coffee lovers have formed in the world. These are millions of consumers who choose destinations related to the unique characteristics of the culture of growing and making coffee, to coffee festivals and ceremonies, and there are even coffee SPAs (Rutynskyi & Kushniruk, 2020). Thailand is one of the most important coffee exporters in the world, ranking tenth with Brazil, Indonesia, and Ethiopia in the top three world coffee exporters (International Coffee Organization, 2022).

Table 1. World coffee consumption (in thousand 60 kg bags)

Region	2017/18	2018/19	2019/20	2020/21	CAGR (2017/18 - 2020/21)
World	161,377	168,492	164,202	166,346	1.0%
Africa	11,087	12,017	12,024	12,242	3.4%
Asia/Oceania	34,903	36,472	36,002	36,503	1.5%
Central America & Mexico	5,273	5,431	5,327	5,364	0.6%
Europe	53,251	55,637	53,372	54,065	0.5%
North America	29,941	31,779	30,580	30,993	1.2%

Region	2017/18	2018/19	2019/20	2020/21	CAGR (2017/18 - 2020/21)
South America	26,922	27,156	26,898	27,180	0.3%

Source: International Coffee Organization (2022).

* CAGR: Coumpound Annual Growth Rate

In addition to the situation of increasing demand for coffee production, there is also a phenomenon of the increasing number of coffee shops, both small and large. Premium coffee shops as well as foreign and domestic franchises have increased in the past 4-5 years due to the popularity of coffee in urban communities in Thailand (National Food Institute, 2017). Considering Chiang Mai province, besides having outstanding tourism potential, is also famous as a city of coffee culture. Chiang Mai is a city with internationally recognized tourism destination that has been ranked at the top of the list. In 2010, as seen in Travel & Leisure Magazine (USA) Chiang Mai has ranked as the second-best city to visit in the world, also the Lonely Planet ranked Chiang Mai as one of the top ten cities of the year. In addition, in 2011, Euromonitor International ranked Chiang Mai as one of the 100 cities with the largest number of foreign tourists in the world (Euromonitor, 2015).

Along with its outstanding reputation in tourism as mentioned previously as a ‘coffee city,’ Chiang Mai has experienced a 100% leap in growth over the past 5 years. Every corner in Chiang Mai city has all kinds of coffee shops to satisfy consumers at all levels. The province has a market value of up to 1,000 million baht per year, Mr. Kraisit Fusuwan, CEO of Wawee Coffee, concluded that “Business trends relating to coffee in Chiang Mai remain positive and will continue to grow because people are now drinking more coffee with more style. A new coffee shop that will open is not now an ordinary coffee shop but must have its own character. It has to be more distinctive with a good location and easy accessibility.” As a result, Chiang Mai is a city full of coffee culture (Tanitnon, 2015). Even though coffee tourism itself has not been studied to a large extent there is a lot of prior research about the situation of agriculture and farming in Thailand thus there is also extensive information to obtain about the subject of tourism in this area. Accordingly, this study explores coffee tourism from the tourist point of view, namely the behavior of Thai people towards coffee tourism in Chiang Mai, Thailand.

Research Objectives

The objectives of this research are as follows:

- 1) To study Thai tourist behavior towards coffee tourism in Chiang Mai during the Covid-19 pandemic.
- 2) To compare mean difference of the factors of demographic variables, Thai tourists' behavior and the 4E's Modern Marketing factors on coffee tourism in Chiang Mai during the Covid-19 pandemic.

Research Hypothesis

Hypothesis 1: Thai tourists with different demographic characteristics in terms of gender, age and monthly income) had different opinion level in the choice in choosing coffee shops (4Es) in Chiang Mai during COVID-19 pandemic.

Hypothesis 2: There is a difference between the behaviors of Thai tourists in terms of average expense, reason of consuming, facilities and the choices made in choosing coffee shops in Chiang Mai (4Es) among Thai tourists during the COVID-19 pandemic.

Literature Review

Coffee Tourism

Coffee tourism involves travel experiences related to coffee consumption, history, traditions, its position as an agricultural product, and its culture (Jolliffe, 2010). More people are attracted to coffee plantations to get more experience, knowledge, and understanding about coffee (Han, Nguyen, Song, Chua, Lee, & Kim, 2018). People wish to understand the way the beans are nurtured and processed to make a cup of coffee. Manzo (2015) explained this notion in his research as a 'third-wave of coffee culture'. The first wave was positioned by the most consumed and massed coffee products (i.e., Folgers in USA) in consumers' daily coffee consumption. The second wave involved an increasing number of cafés that provided premium and reputable coffee from many parts of the world in a cozy atmosphere. Finally, the third wave of coffee culture emphasizes gaining the experience and knowledge of how coffee is being nurtured by the farmer, roasted, and tasted. People tend to give more appreciation to local coffee and its production process. This is positioning coffee like wine, where people put high appreciation on a particular vineyard and how the wine from it is produced. Therefore, travel to coffee plantations and experiencing the farming, roasting, and sipping of a cup of coffee near the field has become popular (Spence & Carvalho, 2020).

A coffee tour always culminates in a coffee tasting as well as shopping for products and souvenirs made from coffee (Tucker, 2011). The definition of Coffee Tourism suggests that it involves travel experiences in coffee plantations. Coffee tourists enjoy visiting such



destinations and gaining educational experience regarding coffee farming and production (Karlsson & Karlsson, 2009). Here they can join activities that they find most appealing, which range from a tour of the coffee plantation and the study of coffee harvesting and processing, to shopping for products and souvenirs made from coffee and traveling to nearby tourist attractions (Son, Kim, & Kim, 2021).

Classification of coffee tourism destinations underlines the periods of travel and diversity of these tourist attractions (Song, Bae, & Han, 2019). Coffee tourism destinations can be classified into four categories. First, natural attractions which encompass coffee plantations and their landscapes. These are the primary attractions for coffee tourists who are attracted to traditional coffee farming areas showcasing the growth of coffee products and beautiful views. Second, attractions that are human made but not originally designed to attract coffee tourists. The attractions of this kind are modern coffee houses that also present the history and traditions of coffee but do not only target coffee tourists but also contact other groups of visitors. Third, human-made tourist attractions that are built deliberately to attract coffee tourists. The attractions of this kind, such as coffee museums, are designed to educate tourists on coffee in specific regions. Two of the world's most reputable coffee museums are the Burg Coffee Museum in Hamburg, Germany, and the Chiccod'oro Coffee Museum in Balerna, Switzerland. Lastly, there are coffee-related festivals and special events as some of the highlights that attract coffee tourists. Such festivals usually take place in urban and suburban areas. One of the internationally famous coffee events is the Tea and Coffee World Cup Exhibition and Symposium held in various countries in collaboration with the Tea & Coffee Trade Journal (Smith, Suthitakon, Gulthawatvichai, & Karnjanakit, 2019).

A Coffee Shop means a coffee-related business incorporating restaurants and bars together and focusing on beverages such as coffee, tea, and chocolate, and bakeries, snacks, and sweets, however alcoholic beverages are not for sale (Jang, Kim, & Lee, 2015). Coffee shop consumption has a greater role in the life of all groups of people especially the new generation (Suppachang, 2017). As a result, the coffee shop model is now changing according to the digital lifestyles that customers use to share the experiences of each person (social media). Therefore, the use of the coffee shop is no longer just for sitting, eating, and drinking, it has developed design and atmosphere to be more attractive. Many coffee shops provide a beautiful corner for photography. This makes the coffee shop a public space or a third place (Lukito & Xenia, 2017). As Green (2016) said, coffee shops are thus being classified as semi-public spaces between home and workspaces. Coffee shops are thus informal social spaces that allow people to use them for a period where they use the space to work or to change the atmosphere of a group (Lukito & Xenia, 2017).



The third type of coffee shop has the following characteristics (Odenburg, 1990): (1) a central area where people can go in and out whenever they want, where no rules are needed; (2) areas adapted according to social level where users of the space can come in and use it freely and can create a society; (3) the main activity of the place is for customers to make conversation; (4) it provides easy access and supports the needs of users; (5) it can accommodate people who come to use the space regularly, which makes it able to attract more people to the place; (6) it is a place that feels like home and welcomes all types of users; and (7) it is a natural area, where there is a playful mode and no tension (Pannara, 2021).

Tourist Consumer Behavior

Schiffman & Kanuk (1997: 648) define consumer behavior as: "The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas". The consumer behavior is understood as the actions a person takes towards purchasing and using products and services, including the decision-making process that precedes and determines those actions (Zhang, Xiong, & Lee, 2020). Tourists are defined as persons traveling away from their normal places to other unusual places (Palau-Saumell, Forgas-Coll, Sánchez-García, & Prats-Planagumà, 2012). They can be classified according to their characteristics of travel or their so-called consumer behavior. The task of marketers is to identify how each group of traveling persons behaves in a tourist destination. From all the information presented, it is possible to say that knowledge about tourist behavior is not merely of academic interest, but also proves to be valuable information for managers to be able to plan effectively. Understanding consumer behavior is very useful for developing tourism products. It is also an integral source of information for promoting those products and highlights how to sell them. This is particularly important in this globalized era, in which the patterns of tourist traveling are highly influenced by global factors such as the mass media (Chen et al., 2022). In short, the study of consumer behavior is not solely of academic interest, but it is also substantially beneficial when practicing managers have the need to know and the requirement to respond to tourists' needs and wants correctly (Choibamroong, 2006).

Marketing Perspectives

Basic marketing principles (the 4P's)

This prototype concept includes: (1) product, which presents information on the nature and strengths of products or services that can make a difference; (2) price, which is a strategy to suit the image of the product or service as well as its competitiveness on price, (3) place is the sales channels that are suitable for the target customers, and (4) promotion is to build awareness and has various strategies such as discounts, exchanges, giveaways to make the



product or service known to the target group as much as possible (Epuran, Ivasciuc, & Micu, 2015).

Marketing principles from the consumer perspective (the 4C's)

A new way of theorizing about marketing was presented in the 1990s by Sathapanakul (2019) and is known by the term the “4Cs.” This changed marketing from the perspective of the company (and its products) to the perspectives and deep needs of its customers. This approach includes: (a) Consumer: What consumer wants and needs is a perspective adjustment from the production of a product or service based on the needs of the company to the product or service that customers have a desire or need for. If the product or service is able to answer or solve deep problems in the mind of the target customer, this will cause the product or service to be well received; (b) Cost: This is changing the pricing perspective to not just looking at the actual cost of goods and services. We need to look deeper at how much is the actual total cost that customers pay and how does this change. For example, if a customer wants to buy a type of product directly from online platforms or social media like Facebook or Line, the company may be able to cut costs from middlemen. This makes it possible to sell the product at a lower price or for a larger profit. If a customer wants to buy something for the household, they do not just charge for purchases, but also for a lot of latent expenses, such as fuel, parking fees, and travel time, and so on. As a result, a company or the department store that is selling its products should find a way to motivate customer willingness to come and shop even if the customers have higher total costs, otherwise their custom will be taken away by online traders; (c) Convenience: The transition from having a storefront to having a dealership for traditional product selling. It is important to find out how to make it as convenient and easy as possible for customers to gain access to products or services and their repair if necessary. For instance, adding channels for online selling, delivery service or dedicated applications for targeted customers, and so on; and (d) Communication: This is not just about creating promotions, public relations, or traditional advertising, where today's customers do not trust those, they see from the past, but believe in online data, social media promotion and ranking from someone close to them. Nowadays, customers decide to purchase products or use services as normal, but for the information they need they are always searching for information on the Internet or from social media or by asking their friends before making any decision. As a result, the companies or service providers should adapt themselves to the way to their target audience communicates.



Modern Marketing Concept (4Es)

This additional set of principles is more than just understanding the desires or needs of customers (the 4C). The marketing principles of this 4.0 era must be accessible to the customer and must allow them to build 2-way relationships and engagement with producers. For the company to be able to connect to the customer's heart, this era requires the 4E's derived from experience, exchange, everyplace, and evangelism (Epuran, Ivasciuc, & Micu, 2015):

(a) Experience: The experience of using goods or services is not just that the customer has only used the right product or service, but they must be impressed. If they can feel 'wow' every time they use it, this will make them love the products or services. For example, in sitting in a coffee shop, customers do not just want the right coffee flavour, they also want to absorb the experience, enjoy the pleasant atmosphere, access to the Internet, luxury sofas, comfortable seating, and so on. Coffee shops that know the needs of customers will adjust their service and atmosphere in the shop to suit the customers' preferences, not just serve the same coffee each time.

(b) Exchange. This results from prices modified to meet the price and total cost that customers must pay for purchases of goods or services that customers are satisfied with. Prices that may be cheaper or convenient through easy and better access to goods and services are not enough, because in the end, many businesses face a major problem of price competition or price cuts. Therefore, a new principle that will be reinforced in this regard is exchange, which is to make the product or service 'valuable' in the customer's view, so that they will pay for the 'value' in a product or service that must be different and special than that of competitors.

(c) Everyplace: This is a deeper extension of the view of experience, not only do the best shops have more trading channels, but everyplace also means a holistic thinking that brings online and offline channels together to give potential customers information or the opportunity to see and purchase services conveniently and easily, as well as the products themselves. This includes having strategies to reach customers in new ways, adopting new technologies and innovations, such as using QR codes to make finding information or payments easier, being able to accept payments via a Line Pay service or having a company app to facilitate customers, and so on.

(d) Evangelism: It is necessary to build loyalty to a brand whether it be product or service. Nowadays, this is not just perception. Remembering is no longer enough to make a product or service strong. Today's customers are plagued by ads and a lot of information. It is therefore important for a company to know how to impress customers and make them become loyal to products or services, not turned off by the consumption experience.



Conceptual framwork

In this study, the researchers can draw the conceptual framework as follows:

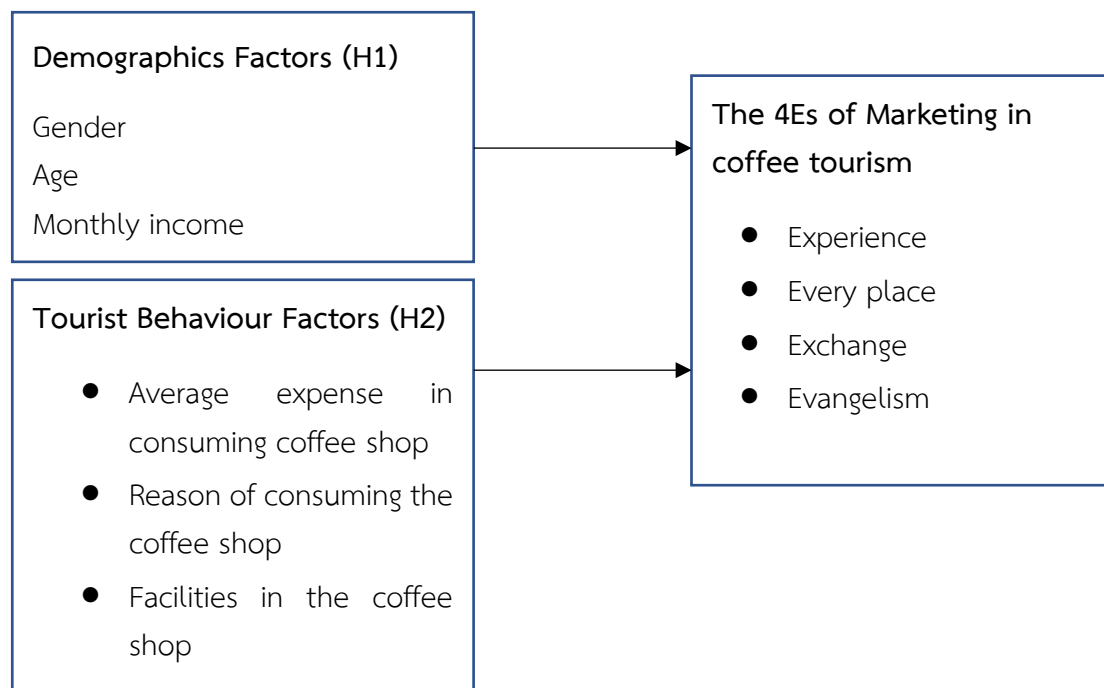


Figure 1. Conceptual Framework

Research Methodology

This study employed a quantitative research approach, data was conducted from August to December 2021. The target population was the Thai tourists who live outside Chiang Mai and traveled during the COVID-19 pandemic. The research utilized a convenience sampling, 385 samples determined according to the Cochran formula (Cochran, 1977) at the reliability level 95%.

The questionnaire was designed based on relevant literature which consisted of three parts. The first part was a demographic characteristic for 7 items (gender, age, education level, occupation, monthly income, and marital status). The second part of 18 items cover the consumer behavior of Thai tourists in using coffee shops in Chiang Mai (the number of stays, accommodation, transportation, previous experience in the coffee shops at Chiang Mai, reasons of travelling to Chiang Mai, the number of visited coffee shops, the influenced factors to the decision of visiting the coffee shop, media effected to the perception of choosing a coffee



shop, the average cost spending for each coffee shop, selection of food and beverage items, other reasons for use of the coffee shop, required facilities, period of use, visiting time, itinerary, activities when staying at the coffee shops, accompanying persons, and the favorite coffee shop in Chiang Mai. The third part of 33 items was followed the 4E's modern marketing perspective including experience, exchange, everyplace, and evangelism by using a 5-point Likert scale (from strongly agree to strongly disagree scale). The content validity of the questionnaire assessment, that reviewed by three experts had an Index of Item-Objective Congruence (IOC) at 0.65. Additionally, reliability analysis of 25 pilot samples by using Cronbach's alpha resulted in 0.83. Data analysis conducted through the descriptive statistics (percentage, Mean, Standard Deviation) and inferential statistic, One-way ANOVA.

Findings

Demographic Characteristics of Respondents

The total number of respondents were 297 participants (77%) due to restrictions from the closure of the areas during COVID-19 pandemic situation. Most of respondents were females (60.9 %), aged between 15-24 years, education level at undergraduate degree (66.7%), single status (86.4%), business owner (24.4%), and monthly income between 10,001-20,000 THB (41.6%)

Behavior of Thai Tourists in coffee tourism at Chiang Mai

The data can be concluded that the majority of respondents planned a trip for 3-4 days (49.1%), stay at the hotel (49.1%), travelling by private car (65.6%), have been to the coffee shop in Chiang Mai (90.7%), travel to Chiang Mai by the reason of coffee shop was the minor reasons (51.6%), visit three coffee shops in each trip (28.3%), choosing the coffee shops without being influences by others (35.1%) followed by friend (34.4%), personal media affected the tourists' perception (40.1%), average expense between 101-200 THB (44.8%).

Considering the facilities provided, tourists are satisfied with the beautiful spots for photographing (32.6%), duration of visit between 31-45 minutes (39.8%), time of visit during 10.01-12.00 (33.7%), visit coffee shop during the itinerary (60.9%), main activity is drinking coffee and non-coffee (45.5%), often visit coffee shop with friends (46.6%). The favourite coffee shops in Chiang Mai consisted of Tree Nakanik, Taste Cafe, Mangga, Cafe, Magad, Amazon, Oasis Café, Starbuck, MuchRoom, Tomato café, Transit No.8, and Utsah homebrew.



The 4E’s Modern Marketing factors in selection of the coffeeshops

Table 2 Coffee Tourism Behavior according to the 4Es modern marketing factors

Factors	Mean	S.D.	Level of opinion
Experience (\bar{x} = 4.23 S.D. = 0.83)			
1. Require the variety of coffee shop experience	4.20	.806	Agreed
2. Desire to learn about the coffee culture	3.90	.983	Agreed
3. Using a coffee shop in Chiang Mai gives you a new experience	4.15	.853	Agreed
4. The design of the coffee shop creates a user experience	4.36	.769	Stroungly Agreed
5. The design of drinks menu creates experience	4.35	.781	Stroungly Agreed
6. The design of dessert, bakery, and food menu creates experience	4.33	.787	Stroungly Agreed
7. Service and manners of employees creates experience when visiting a coffee shop	4.43	.778	Stroungly Agreed
8. Demonstration of slow bar or coffee roasting creates experience	4.12	.884	Agreed
Everyplace (\bar{x} = 4.35 S.D. = 0.73)			
1. The convenience of contacting with the coffee shop	4.32	.686	Stroungly Agreed
2. The convenience of travelling to the coffee shop	4.30	.746	Stroungly Agreed
3. The coffee shops is seen by the social media (Facebook/Line/IG)	4.39	.715	Stroungly Agreed
4. Route searching through the online map (Google Map/Apple Map) to the coffe shop	4.41	.719	Stroungly Agreed
5. Various communication channels with the coffee shop (Website/ Telephone/Page/Facebook/Line/IG)	4.32	.742	Stroungly Agreed

Factors	Mean	S.D.	Level of opinion
6. The coffee shop provided a variety of PR channels (Facebook /Line/IG/Website)	4.48	.688	Stroungly Agreed
7. The coffee shop has delivery service through various platforms (self/Grab Food/Food Panda/Line Man)	4.23	.883	Stroungly Agreed
8. Order system of the coffee shop considered fast and correct	4.37	.737	Stroungly Agreed
9. The coffee shop provided a various payment method	4.44	.706	Stroungly Agreed
10. The coffee shop offerd effectively system to solve customer problems	4.33	.771	Stroungly Agreed
Exchange (\bar{x} = 4.18 S.D. = 0.80)			
1. The service you received from the coffee shop is valued for money	4.16	.810	Agreed
2. The use of coffee shop service in Chiang Mai is valued for your experience (s)	4.13	.721	Agreed
3. The use of coffee shop service in Chiang Mai is valued for the time spent	4.19	.772	Agreed
4. Each coffee shop has interesting storytelling	4.30	.783	Stroungly Agreed
5. The coffee shop with the demonstration of coffee brewing or coffee roasting are considered worth visiting	4.14	.840	Agreed
6. The coffee shop should offer the socially responsible campaign e.g., reduce global warming, using local products, environmental conservation	4.14	.845	Agreed
7. The coffee shop provide enough spaces for relaxing, working, private zone, and co-working space	4.32	.732	Stroungly Agreed
8. Location of the coffee shop is located near the tourist attractions,	4.27	.765	Stroungly Agreed

Factors	Mean	S.D.	Level of opinion
accommodation and provided facilities such as car park, toilet			
9. The coffee shop sells a variety of souvenirs	4.00	.732	Agreed
Evangelism (\bar{x} = 4.06 S.D. = 0.85)			
1. The coffee shop in Chiang Mai is interesting	4.34	0.67	Stroungly Agreed
2. Experience in consuming the Chiang Mai coffee shop should be conveyed to others	4.27	0.67	Stroungly Agreed
3. Consuming the Chiang Mai coffee shop created the sense of belonging in the coffee community	4.02	0.90	Agreed
4. The coffee shop offers the workshops abot coffee	3.90	0.92	Agreed
5. The coffee shop provides membership system or discount promotion or special compliment	4.04	0.89	Agreed
6. The coffee shop presents the route to the coffee plantations	3.81	.732	Agreed

The study revealed that the 4E’s Modern Marketing factors in coffee tourism in Chiang Mai of Thai tourists appeared as highly agreed according to the mean score: Everyplace (\bar{x} = 4.35 S.D. = 0.73), Experience (\bar{x} = 4.23 S.D. = 0.83) and agreed in Exchange (\bar{x} = 4.18 S.D. = 0.80) and Evangelism (\bar{x} = 4.06 S.D. = 0.85), respectively.

Hypotheses Testing results

Hypothesis 1: Thai tourists with different demographic characteristics in terms of gender, age and monthy income) had fifferent opinion level in the choice in choosing coffee shops (4Es) in Chiang Mai during COVID-19 pandemic.

Table 3 . One-way ANOVA of analysing the 4Es Modern Marketing factors by the demographic characteristics

Demographic characteristics	The 4Es Modern Marketing factors			
	Experience	Everyplace	Exchange	Evangelism
Gender	F = 0.963	F = 1.562	F = 1.370	F = 1.697
	Sig = 0.506	Sig = 0.059	Sig = 0.125	Sig = 0.040*
Age	F = 0.585	F = 1.253	F = 1.643	F = 1.057
	Sig = 0.915	Sig = 0.208	Sig = 0.035*	Sig = 0.396
Monthly Income	F = 1.144	F = 1.249	F = 1.069	F = 0.533
	Sig = 0.308	Sig = 0.211	Sig = 0.380	Sig = 0.941

From the table 3, it was found that Thai tourists with different gender had different opinion on the 4Es marketing factors of coffee tourism in terms of evangelism with Sig. value of 0.04. In addition, the respondents with different age range also had different opinion of the 4Es marketing factors in terms of exchange according to Sig. value of 0.035. While different monthly income has no different opinion on the 4Es marketing factors in all aspects at the statistically significant level as of 0.05.

Hypothesis 2: There is a difference between the behaviors of Thai tourists in terms of average expense in using a coffee shop, reasons for choosing the service of a coffee shop, and the choices made in choosing coffee shops in Chiang Mai (4Es) among Thai tourists during the COVID-19 pandemic.

Table 4. One-way ANOVA of analysing the 4Es Modern Marketing factors by the behaviors of Thai tourists

Behaviors of Thai tourists	The 4Es Modern Marketing factors			
	Experience	Everyplace	Exchange	Evangelism
Average expense in consuming coffee shop	F = 1.230	F = 1.173	F = 0.938	F = 1.272
	Sig =0.233	Sig =0.275	Sig =0.548	Sig =0.206
Reason of consuming the coffee shop	F = 0.981	F = 0.556	F = 1.327	F = 1.285
	Sig = 0.484	Sig = 0.944	Sig = 0.150	Sig =0.197



Behaviors of Thai tourists	The 4Es Modern Marketing factors			
	Experience	Everyplace	Exchange	Evangelism
Facilities in the coffee shop	F = 0.903	F = 1.096	F = 0.972	F = 0.802
	Sig = 0.580	Sig =0.352	Sig = 0.502	Sig = 0.697

From the Table 4, the results showed that different behaviors had no different level of agreement on the choices made in choosing coffee shops in Chiang Mai in terms of Experience, Everyplace, Exchange, and Evangelism at the statistically significant level as of 0.05.

Discussion and Conclusions

Discussion

This study found that facilities that should be available in the coffee shop, most found that the respondents wanted a beautiful corner to be able to take pictures and most often came to use the café with friends. It agrees with Lukito & Xenia’s study (2017), which indicates that the use of a coffee shop is no longer just for sitting, eating, and drinking, but it has developed the design and atmosphere to be more attractive to longer stayers. Many coffee shops provide a beautiful corner for photography. This makes the coffee shop a public space. It was found that word of mouth and social media are two major factors that have influence on those respondents traveling and using coffee shops in Chiang Mai. This also confirmed Epuran, Ivasciuc, & Micu (2015) who indicated that in today’s world, when customers purchase products or use any service, they are always searching for information on the Internet or from social media or by asking friends before making any decision.

Theoretical Contributions

This study has combined theories and concepts of coffee tourism, consumer behavior, and modern marketing perspectives. It was found that in the new era, to serve those customers of the new generation it is very important for service providers and marketers to understand their behavior and be able to act and serve them correctly. This study found that coffee tourism is not the major reason for the Thai tourist to travel to Chiang Mai but is a minority reason. Most respondents have had previous experience in visiting coffee shops in Chiang Mai and they planned to visit at least three coffee shops during their trip. The new marketing concept of 4E’s on coffee tourism suggests that (information from) everyplace is the most important factor. The results show that word of mouth and social media has high influence

on their decision-making in visiting the coffee shops in Chiang Mai. Most respondents indicate to use the service of coffee shops with friends and spend at least 31-45 minutes with an expenditure between 101-200 baht per visit. These results have confirmed the nature of coffee shops as being in the third place (Lukito & Xenia, 2017).

Managerial Implications

The study concluded that for our sample of 297 people, the experience of using coffee shops in Chiang Mai was not the only one experience looked for in that town. 90.67% of the respondents gave the reason for using coffee shops in Chiang Mai as a secondary factor in their decision to visit Chiang Mai. Media is affected the perception of coffee shop selection in Chiang Mai is personal media (friends, family, lover, and own experience in the past). When considering the 4E's marketing factors to choose a coffee shop in Chiang Mai, it found that the sample focused on reaching out to consumers. Everyplace is at its highest level, followed by experience. When considering demographic characteristics, the emphasis on shopping in the coffee shops of Thai tourists visiting Chiang Mai during Covid-19 has been found to be a priority for consumer access. It is important to consider the behavior of tourists who use coffee shops in Chiang Mai. It was found that there was a different emphasis on experience when visiting coffee shops. The reasons for choosing different coffee shops were found to be that there is different emphasis on experience, exchange, and evangelism amongst respondents. Recommendations from this research is that coffee shop operators in Chiang Mai should focus on consumer behavior by focusing on marketing that provides marketing contributions.

Limitations and Future Research

As mentioned earlier, the data collection process has been carried out during the COVID-19 pandemic in Chiang Mai province. Hence the researchers could not achieve the number of respondents expected because of lockdowns at the survey sites as well as the decreasing number of tourists during the survey period. Hence, there should be additional studies on coffee tourism in tourist destinations, the brand image of coffee tourism in Thailand, and the comparison study of coffee tourism in Chiang Mai and other provinces in Thailand.



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