Analyzing Customer Preferences for Coffeetel Product Development:
A Statistical Approach

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ABSTRACT

Background and Objectives: The development of Coffeetel products, which are hybrid beverages merging coffee culture with local ingredients, represents a significant innovation in the hospitality industry. It provides establishments with an opportunity to distinguish themselves, adapt to increasing consumer preferences, and maintain competitiveness in the market. Numerous studies have examined customer satisfaction with current products. There is limited research on how the integration of local ingredients and coffee can be used to innovate and effectively position new beverages on the market. This study aims to develop data-driven strategies for Coffeetel product positioning.

Methodology: A mixed-methods approach was employed to ensure comprehensive insights. The qualitative phase involved in-depth interviews with community leaders, barista, and entrepreneurs of local restaurants to identify key indigenous ingredients renowned for their cultural and nutritional value. Ingredients such as palm sugar, node juice, fresh sugar, coconut, butterfly pea, black plum, honey, and star gooseberry emerged as standout elements, reflecting the rich biodiversity and culinary heritage of Southern Thailand. These raw ingredients were chosen for their capacity to improve beverage quality, flavor characteristics, and overall attractiveness of the beverage. The quantitative phase then comprised a sample of 384 consumer satisfaction surveys regarding novel products.

Main Results: The study team has successfully created eight novel Coffeetel prototypes, which are named *Tal Luem Dong, Satan Ab Nam Phueng, Ratree Bek Fa, Tom Som Yok Krua, Anyamanee Thong Thung, Wiman Heun Lom, Long Dong Tal,* and *Meri Rueng Fai.* Each beverage was crafted to deliver a distinctive sensory experience, combining traditional flavors with modern presentation techniques. The questionnaires administered to evaluate customer satisfaction found that most participants were married women with bachelor degrees, between 31-40 years old, who worked as government officials and earned 10,000-20,000 baht per month. Tal Luem Dong, Long Dong Tal, and Wiman Heun Lom were the top three preferences for the creation of Coffeetel products. An analysis of the Coffeetel product development revealed a high level of customer satisfaction with the product attributes of these beverages. Moreover, the multiple regression analysis indicated that consumers' frequency of purchase and average income have the most significant positive impact on

customer spending, followed by service provider quality and promotional efforts. However, the beverage types of Meri Rueng Fai, Wiman Heun Lom, and physical evidence negatively affect expenditure.

Conclusions: The objective is to strategically position the Coffeetel product in the market. The Coffeetel product initially established its position through attributes and benefits by enhancing service providers' capabilities to act as cultural ambassadors. This approach highlighted personalized service, staff expertise, and memorable customer interactions, while also suggesting the expansion of Coffeetel products as a "premium lifestyle beverage" that offers local wellness benefits. Secondly, the Coffeetel product is positioned according to user demographics. Loyal customers and high-income customers demonstrate significantly greater spending on Coffeetel products. This indicates that Coffeetel should implement loyalty programs, subscription models, and community-building initiatives. Thirdly, the Coffeetel product should be positioned based on its price and quality. Coffeetel's promotional strategy during the product launch is recommended to enhance market acceptability.

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Introduction

The coffee shop industry has developed substantially in accordance with societal values and modern trends. These venues provide a space for individuals to either relax, be productive, or engage in conversation. The growing number of coffee shops in Thailand is obvious, particularly within economic hubs, neighborhoods, and along high-traffic routes. The Thai coffee market value has experienced consistent growth in coffee consumption over the three-year period from 2021 to 2023, with a compound annual growth rate of 8.55%. The most recent value established was 34,470.3 million baht in 2023, representing a 7.34% increase from 2022. The most recent report for the year 2022-2023 indicates that Thailand has emerged as a top ten coffee consumer, demonstrating consistent growth with 1.8 million bags, an increase from 1.7 million bags (ICO, 2024). The growing consumption of coffee has evolved beyond traditional offerings, emphasizing personalization, innovation, and cultural storytelling. The increasing coffee consumption in Thailand has led to a rise in specialty coffee, evidenced by the growing number of specialty coffee businesses in Bangkok (Azavedo & Gogatz, 2021). The coffee consumers are increasingly drawn to products that are sustainable and reflect local identity.

A recent study indicates that coffee consumers are increasingly seeking a distinctive coffee-drinking experience characterized by high-quality specialty coffee, while also being cognizant of their personal preferences (Urwin et al., 2019). Specialty coffee refers to coffee that is cultivated using high-quality methods throughout the entire process from farm to market, resulting in products with distinctive flavours and fragrances. Azavedo and Gogatz (2021) found that the specialty coffee entrepreneur exhibited a strong passion for skill development, production, and a minimalist lifestyle. The research team examined several novel beverages known as Coffeetel for this investigation. While specialty coffee culture emphasizes quality and precision within the traditional coffee world, Coffeetel is about creative fusion and cultural expression through local ingredients, which they aim to use for enhancing value and sustainability. The Coffeetel concept represents a hybrid product development that combines

local coffee beans with regional ingredients, found in Songkhla province, including palm sugar, node juice, fresh sugar, coconut, butterfly pea, black plums, honey, and star gooseberry. Moreover, these ingredients reflect the local cultural heritage and have perceived wellness benefits and aesthetic appeal.

Despite the growing levels of coffee consumption, the existing studies have explored various aspects of consumer behavior, marketing strategy, and spending on existing products in the hospitality sector. There is limited research on how newly developed hybrid products, which integrate local ingredients, effectively position themselves in the market. This study employed consumer culture theory (CCT) as its theoretical framework to enhance academic rigor, examining the impact of cultural meanings on consumer preferences for Coffeetel products. The 7Ps marketing mix framework is utilized to evaluate the influence of Coffeetel products on customer satisfaction and expenditure behavior. A positioning strategy defines a Coffeetel product's market position; effective positioning is crucial for a new product to attract customers. This study attempts to address theoretical gaps by expanding Consumer Culture Theory (CCT) while examining the 7Ps marketing framework and consumer expenditure behaviors to strategically position the Coffeetel product. To address this gap, the research question is, what are the crucial customer demographics, behaviors, the marketing mix that affects customer spending, and the subsequent positioning strategies to improve the market competitiveness of Coffeetel products? The objective of this study is to develop data-driven strategies for Coffeetel product positioning. This study addresses this by utilizing consumer data and market insight to inform strategic positioning for Coffeetel, thereby simultaneously contributing to product innovation and to localized food branding. This study stands to provide several significant benefits: (1) to stimulate the community's economy and mitigate transportation emissions; (2) to enhance the quality and value of local raw materials and to create distinctive flavors for hospitality, tourism, and food businesses; and (3) to offer innovative consumer experiences.

Review of Literature

Consumer Culture Theory (CCT)

According to Arnould and Thompson (2005), Consumer Culture Theory (CCT) refers to a theoretical framework in marketing fields to understand consumer behavior based on social and cultural perceptions. The CCT perspective will be examined beyond the traditional economic and psychological approach. This framework shows how consumption impacts cultural practices, social value, and identity. The four key research programs under CCT include Consumer Identity Projects (how consumption can construct identity), Marketplace Cultures (how communities and subcultures form around the product), Sociohistoric Patterning of Consumption (how social structures shape consumers), and Mass-Mediated Marketplace Ideologies (how marketing influences consumer interpretations). Fundamentally, CCT research is about the cultural meanings, sociohistorical influences, and social dynamics that define consumer experiences and identities in the different settings of daily life. This study employed CCT as a theoretical framework to comprehend how consumers perceive and engage with a hybrid beverage called Coffeetel, a blend of local ingredients and coffee culture. This theoretical framework provides a valuable insight into how Coffeetel consumers construct meaning and express their identity.

Product Development Perspectives

Rapid changes in customer preferences allow any product or service to be improved. Product development turns an idea into a viable product. Product development could involve ideation, screening, concept development and testing, business analysis, product development

and testing, test marketing, and commercialization (Opresnik, 2023). New product development (NPD) emphasizes creativity, distinctive value, and functionality that meets customer requirements (Gurbuz, 2018). Numerous studies have been shown to inform the concept of NPD. One classifies new product development into four groups: (1) Major innovations, (2) Product improvement, (3) Product additions, and (4). Repositioned product (Stone & Desmond, 2007). According to Gurbuz (2018), NPD should be implemented in the following eight stages: (1) The generation of new product ideas, (2) The screening and evaluation of ideas, (3) Concept development and testing, (4) Marketing strategy, (5) Business strategy, (6) Product development, (7) Test marketing, and (8) Commercialization. Market integration is necessary during NPD since the 7Ps provide a comprehensive foundation for marketing strategies. Kotler et al. (2024) list the 7Ps as product, price, place, promotion, physical evidence, process, and people. By identifying product improvements, the marketing mix (7Ps) helps shape, launch, and sustain new products.

Positioning Strategy Concept

There are several definitions for identifying the product position. Ries and Trout (1986) identify that product positioning is about analyzing how the product should be positioned in the hands of the target customer; positioning begins with the product, a piece of merchandise, a service, a company, an institution, or even a person. It is the process to differentiate the product from others and better compete meaningfully in the consumer's mind. Aaker and Shansby (1982) defined a major product positioning approach as follows: (1) Positioning by attribute: a position that highlights a product's characteristics, attributes, or consumer benefits. (2) Positioning by price/quality: a position that highlights price or quality attributes, emphasizing their usefulness and appropriateness. (3) Positioning by application, which highlights a specific use of the product. (4) Positioning by product user: this strategy focuses on the target consumer. (5) Positioning by product class: positioning highlights on products related to a category. and (6) Positioning by competitor: a position highlighting a competitor of the product. The product's ability to have a multi-positioning strategy depends on the product life cycle. According to Lamb et al. (2004), the product position involves the development of a specific marketing mix that aims to influence the target consumer's overall perception of a particular product, brand, or organization. Ostasevičiūtė and Šliburytė (2008) conclude that product position is defined by consumer perception regarding a particular product attribute.

Marketing Mix

Kotler and Armstrong (2018) indicated that the marketing mix (7Ps) is the extended marketing model, which developed from the existing 4P framework (product, price, place, and promotion). The 7Ps marketing mix includes product, price, place, promotion, people, process, and physical evidence and has been implemented to evaluate marketing strategy in the hospitality and service industry. This study utilized the marketing mix 7Ps as a conceptual framework to assess the significance of the marketing mix 7Ps effect on customer spending on Coffeetel products, measured by an interval Likert scale. The explanation of each variable is is as follows: (1) Product refers to both tangible goods and intangible services that the company offers to fulfill customer needs. A successful product and service must fulfill customer needs (Kotler & Armstrong, 2018). (2) Price refers to money that customers pay for products and services. (3) Place (distribution channel) refers to the locations where products and services are delivered to customers. Kotler and Armstrong (2018) indicated a product must be accessible to the target customer at the right place and time. (4) Promotion refers to the activities that are used to communicate the product and service. Promotion includes product promotion, advertising, digital marketing, direct sales, and personal selling. Effective communication about the product and service helps raise brand awareness and generate customer engagement

(Kotler & Armstrong, 2018). (5) People refers to individuals who are directly and indirectly involved in service delivery, including all employees, management, and customers. The most important element for service delivery is the people dimension that can impact customer satisfaction and perception of products and services (Kotler et al., 2019). (6) Process refers to the flow and procedure of activities that involve the provision of a product or service. A company that is well organized and designed in process helps minimize cost and maximize customer satisfaction (Kotler et al., 2019). (7) Physical evidence refers to tangible elements that customers encounter when dealing with a company.

Sudari et al. (2019) conducted a study examining the impact of the marketing mix on customer loyalty through customer satisfaction in food and beverage products. The findings indicate that product, promotion, place, and price positively affect customer satisfaction in small and medium-sized Malaysian food and beverage enterprises (SMEs). Amadi (2020) conducted a study in Kenya that analyzed the influence of the marketing mix on customer loyalty and satisfaction within food and beverage establishments, demonstrating that product, promotion, place, and pricing have significant effects on these outcomes. Pricing is a critical factor influencing customer satisfaction, with place, promotion, and product following in importance. Qomariah and Wulandari (2021) examined the impact of the marketing mix on customer satisfaction in nine coffee establishments in Bondowoso, Indonesia. The research indicates that price has the most significant influence on customer satisfaction, succeeded by promotion, product, and place. Wardani et al. (2024) conducted an analysis on the impact of the marketing mix on customer satisfaction at Bikla Coffee in Jember district, Indonesia. The study revealed that price, promotion, process, and physical evidence significantly affect customer satisfaction, whereas product, place, and people lack an important impact. Aduana et al. (2024) examined the marketing mix strategies employed by Yufiro Coffee in Tanza, Cavite, Philippines, to improve customer satisfaction. The study revealed that individuals and processes within the marketing mix have a significant impact on customer satisfaction.

Customer Demographic and Behaviors
Understanding customer demographics and behaviors is crucial in the development of Coffeetel products and appropriate marketing strategies. Kotler and Keller (2016) indicated that customer demographics and behaviors such as preference, lifestyle, and income can shape customer purchase decisions. Analyzing customer demographics and behaviors helps the business enable understanding of motivations that drive consumer behavior in various market segments. This study employed customer demographics and behaviors within a conceptual framework to evaluate respondents' expenditures on Coffeetel products, measured through nominal (gender, occupation, preferred Coffeetel types, and beverage preferences) and ordinal (age, income level, and frequency of visits) scales.

The study by Kim and Shim (2017) investigates the correlation among service quality variables, customer satisfaction, and behavioral intentions within coffee shop environments. The results indicate that service quality substantially influences consumer satisfaction and behavioral intentions, such as willingness to spend, repeat purchases, and loyalty. The study identifies the specific service attributes that exhibit the most significant connect with favorable reactions from customers. Ut-Tha et al. (2021) investigated the factors affecting Thai consumers' willingness to pay for sustainable coffee, identifying perception, marital status, experience, occupation, and family income as relevant contributors. Hallak et al. (2022) investigated consumer demand for healthy beverages in the hospitality sector, analyzing purchasing willingness and obstacles. The study revealed that frequent diners, individuals with high incomes, and younger consumers are more likely to purchase healthy beverages, whereas cost acts as a significant barrier to these purchases.

Customer Spending

Customer spending behavior regarding coffee consumption is influenced by factors such as income level, personal experience and other. Consumer expenditure patterns indicate both economic capability and personal assessments of value, brand loyalty, and satisfaction. As the market transitions from price-centric competition to value-oriented consumption, comprehending the factors that motivate customers to increase their expenditure is crucial for effective product development and positioning. This study utilized customer spending as a dependent variable in a conceptual framework, measured by an ordinal scale. The study by Lee et al. (2018) aimed to investigate the primary attributes of service quality that affect winery visitor satisfaction and the factors influencing expenditure at the winery. It revealed that within wineries, both service quality and customer satisfaction substantially influence consumer expenditure, with satisfaction serving as a mediator. The study demonstrates that positive emotional experiences in service delivery foster increased financial investment in the hospitality industry. The latest study by Li et al. (2021) examined the influence of perceived luxury in Chinese coffee shops on their willingness to pay a price premium. The research determined that luxurious store designs enhance perceived quality and self-awareness, resulting in higher expenditure. Furthermore, Anggraini et al. (2020) examined the determinants of customer satisfaction and commitment in local coffee businesses, discovering that ambiance, service excellence, and product quality positively influence satisfaction, subsequently affecting expenditure and loyalty. These findings emphasize the importance of aligning store aesthetics and service quality with customer expectations to drive spending
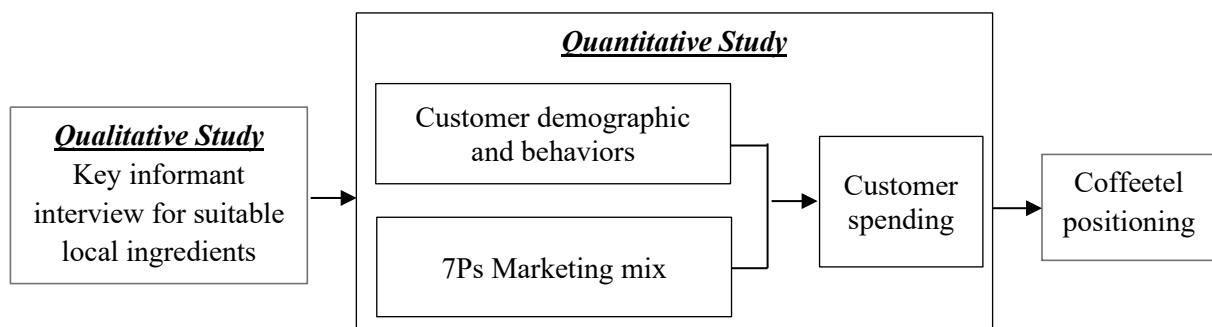
Specialty Coffee and Coffeetel Concepts

Poltronieri et al. (2016) define specialty coffee as a defect-free green-stage coffee that requires special care in growth, processing, and brewing. Specialty coffee demands innovative cultivation and brewing methods. Since the path of specialty coffee can be traced entirely from the farm to consumer, it can be considered a sustainable practice for the local community. A study indicated that climatic change compromises coffee production; contamination during storage and transportation may diminish coffee bean quality, while careful manufacturing and oversight can enhance coffee quality and experience (Poltronieri et al., 2016). Rising environmental deterioration and resource scarcity can increase consumer awareness of eco-friendly products, such as specialty coffees (Ramírez-Correa et al. 2020). The research suggests that specialty coffee may raise awareness of sustainable tourism. Hospitality and tourism providers could achieve this by strengthening the tourism experience, knowing travelers choose destinations based on their preference for personalized experiences. Highlights of these experiences may be the exceptional quality of coffee and the unique ambiance of specialty coffee shops (Garcia et al., 2024). This suggests that the innovative use of natural products and services in the hospitality industry could contribute to raising tourists' preference for local ingredients and environmentally friendly products that are incorporated into their offerings.

The Coffeetel concept is characterized by the integration of local ingredients into conventional coffee, creating a distinctive, enhanced value and elevating the coffee experience beyond the ordinary. Coffeetel seeks to offer travelers and residents an intimate connection to local ingredients by integrating familiar coffee bases with native flavors, ingredients, and cultural components. The development of Coffeetel could provide several benefits, including: (1) Fostering culturally immersive experiences through strategic decor, ambiance, and narratives, (2) Bolstering local economies, (3) Advancing coffee creativity, (4) Emphasizing regional flavors and ingredients, and (5) Creating special experiences in the hospitality industry. Thailand's diversified cuisine is reflected in its local ingredients' unique flavors. Thai cuisine is a dynamic blend of sweet, sour, salty, bitter, and spicy flavors from fresh and complex

local ingredients. Similarly, Coffeetel's concept not only promotes the utilization of local ingredients, but also fosters innovation to differentiate themselves with unique flavor.

Furthermore, the existing study exclusively focuses on marketing mix for existing products and services within the hospitality industry. There have been limited studies into how to integrate local ingredients into innovative beverages and position them within the market. This study addresses the study gap by implementing local ingredients to create a new product and evaluating customer spending as data-driven new product positioning thought using mixed methodology. Understanding customer preferences and spending behavior gives crucial and effective product development, especially in special products like Coffeetel products. The integration of the marketing mix framework (7Ps)—product, price, place, promotion, people, process, and physical evidence helps to identify appropriate strategies for product (Kotler et al., 2024). Meanwhile, consumer behavior research has shifted toward understanding how individual factors such as demographics, lifestyle, and consumption frequency relate to purchasing choices. Kotler and Keller (2016) indicated that customer demographics and behaviors such as preference, lifestyle, and income can shape customer purchase decisions. Consumer Culture Theory (CCT) addresses this gap by contextualizing consumption as a cultural practice, revealing how identity, social norms, and symbolic meanings inform buying choices (Arnould & Thompson, 2005). This study employ key variables to develop a data-driven positioning strategy for Coffeetel products: customer demographic and behaviors and the marketing mix (7Ps) to explain customer spending regarding Coffeetel products. The study aims to fulfill both theoretical and practical implications of new product positioning in a hospitality setting. Figure 1 indicates the conceptual framework of this study.

Figure 1 Conceptual Framework

Method

Respondents
Qualitative
The study's key informants included the entrepreneurs and the baristas of the local restaurants in southern Thailand with at least two years of experience in food and beverage, as well as a local community leader. The criteria for the inclusion of the key informants in this study include individuals with specialized expertise and experience, such as local entrepreneurs experienced in selling products made with local ingredients, baristas knowledgeable in beverage innovation, and community leaders engaged in the cultivation, utilization, and promotion of local ingredients. This study chose Bing Thong Coffee and Restaurant as the research area because it is a well-known local establishment where the owner actively promotes the use of local ingredients in both food and beverages and has expressed a willingness to participate in this research.

Quantitative

The study's population comprised a group of customers from a local restaurant. The study sample size was determined by Cochran (1977); however, the precise number of the population is unknown. The discovery suggested that the overall sample size should be 384. This study chose customers of Bing Thong Coffee and Restaurant for the research sample because the restaurant has been positioning itself to sell both coffee and restaurant services. The restaurant is a well-known local establishment that caters to a wide range of customers, offers a variety of coffee drinks developed in collaboration with the local area, cooperates in facilitating customer data collection, and has a suitable space. Furthermore, the customers of this restaurant represent an appropriate representative sample of the population, as it comprises individuals willing to consume local food and beverage offerings in Southern Thailand.

Instruments

Qualitative

The in-depth interview questions and instrument examination were developed via data triangulation, investigator triangulation, and methodological triangulation. The open-ended questions included the following themes: product development (process/coffee type/recipe), consumer preference (taste/presentation), local ingredient availability (SWOT/Value added), and challenges and opportunities (success factors).

Quantitative

The self-administered questionnaires were tested for content validity by three experts in the field of hospitality, and the calculated Index of Item-Objective Congruence (IOC) was above 0.5. Additionally, the pilot test yielded an overall reliability score of 0.89; customer demographic yielded 0.87, customer behaviors yielded 0.82, marketing mix factors yielded 0.91, and customer spending yielded 0.75. The questionnaires included four sections: (1) customer demographic, (2) customer behaviors, (3) marketing mix factors (7Ps) towards Coffeetel development, and (4) customer spending. The design of the questionnaires included a checklist, closed-ended questions, and Likert scale responses (5 = strongly satisfied, 4 = satisfied, 3 = neutral, 2 = dissatisfied, and 1 = strongly dissatisfied). Furthermore, this study has been approved for human research ethics by the Research and Development Institute, Rajamangala University of Technology, Srivijaya, Thailand.

Procedures

Qualitative

1. The target group was interviewed using the interaction method to establish a pleasant connection. The objectives of the research were explained, along with the details of data collection and the points that would be addressed during the interview. The interviewees were informed about the benefits they would receive from participating in this research.

2. The researchers gathered data from the interviews and combined it to produce a concise overview of the guidelines for the development of the Coffeetel product.

3. The research team designed a Coffeetel development with a local ingredient via different mixing methods including shake, shake & strain, stir, build & pour, muddle, blend, layer and firer or flaming.

4. The Coffeetel product has been trial and launched for market testing.

Quantitative

A survey questionnaire was designed to collect data to evaluate customer satisfaction in relation to the service marketing mix variables that influence the development of the Coffeetel products. The application of multiple regression analysis was implemented to ascertain the

influence of behavioral factors and the marketing mix on consumer spending on Coffeetel products. The data was collected using a technique known as purposive sampling from customers who purchased a Coffeetel product to obtain more accurate and validity insights.

Data Analysis

This research employed a mixed-methods approach, comprising five stages of product development.

Qualitative

1. Exploration Phase: (Stakeholder Perspectives and Ingredient Selection) the research team performed comprehensive interviews with entrepreneurs, barista, and community leaders to assess ingredient quality, sourcing viability, and compatibility with the Coffeetel product concept. The data analysis process started with data organization, followed by data familiarization, which included coding significant words, phrases, and patterns relevant to the research objectives. The SWOT analysis was also employed to determine the potential of native ingredients. The chosen local ingredients were palm sugar, node juice, fresh sugar, coconut, butterfly peas, black plums, honey, and star gooseberry, all of which are indigenous plants.

2. Developement Phase: (Development of prototype) the research team developed a prototype for the Coffeetel product that efficiently incorporated selected ingredients. The integration of the beverage mixing process included eight methods: shake, shake & strain, stir, build & pour, muddle, blend, layer, and fire or flaming, utilizing selected local ingredients. Product design was executed for presentation to augment the product's allure.

3. Implementation Phase: (Market Evaluation and Preliminary Sales) the research team executed trial sales in select venues to assess consumer reactions in the local restaurant.

Quantitative

1. Evaluation Phase: (Customer Satisfaction and Product Refinement) the research team utilized a marketing mix to gather feedback from consumers on a variety of aspects. The fundamental determinants of satisfaction were identified through the use of the mean and standard deviation in the data analysis. Additionally, the influence of behavioral factors and the marketing mix on consumer expenditure of the Coffeetel product was determined through the implementation of multiple regression.

2. Finalization Phase: (Comprehensive Product Launch and Strategic Recommendations) the research team executed final modifications and initiated the launch of the Coffeetel product.

Findings and Discussion

Exploration Phase

The research team conducted interviews with the target group, which consisted of a community leader, barista, and the entrepreneur of a local restaurant. The interviewee presented a compilation of famous local ingredients from Southern Thailand, such as palm sugar, node juice, fresh sugar, and coconut. In addition, the participant proposed the inclusion of indigenous plants such as butterfly peas, black plums, honey, and star gooseberry in syrup, which could potentially improve the quality of beverages. The interview led to the creation of the following SWOT analysis matrix, which evaluates the beverage's potential for integration. Table 1 presents the results of this analysis.

Table 1. SWOT Analysis of Local Ingredient in Southern of Thailand

Strengths	Weaknesses
1. The native ingredients possess a distinctive flavor, such as sugar plums, butterfly peas, node orange juice, and others. 2. The organically grown local ingredients offer a superior taste and possess the finest quality. 3. Utilizing regional ingredients has the potential to bolster regional agriculture, reduce carbon footprint, and foster local economic expansion.	1. The shift in the seasons may impact the availability of local ingredients and the sustainability of the Coffeetel product. 2. The customer may exhibit limited awareness and familiarity towards a product that combines a local ingredient and implies a preference for artificial flavors. 3. Pricing fluctuations impact the availability of local ingredients.
Opportunities	Threats
1. Growing worldwide health trends may contribute to the rising popularity of locally sourced ingredients used in coffee-based beverages. 2. There is a rising global trend of coffee enthusiasts seeking innovative and distinctive beverages.	1. Weather conditions that vary with the seasons, such as flooding, could impact the market's supply. 2. The presence of agricultural diseases and pests may impact the availability of local ingredients in the market. 3. The development of artificial flavors could serve as an alternative ingredient in Coffeetel beverages.

Development Phase

At this stage, the research team had refined a product concept for Coffeetel, which combined regular coffee with local ingredients. The team developed a Coffeetel prototype drink by integrating eight beverage mixing methods, including shake, shake and strain, stir, build and pour, muddle, blend, layer, and fire or flame, using the recommended local ingredients provided by the interviewee. The team implemented product design for appearance and ensured consistency in quality and flavor throughout the menu.

Figure 2. Tal Luem Dong
(Shake Method)

Product Development of Coffeetel No.1:
The process of creating Tal Luem Dong
involves combining palm sugar with coffee
through the shake technique and topping up
with milk foam and palm sugar powder.

Figure 3. Satan Ab Nam Phueng
(Shake & Strain Method)

Product Development of Coffeetel No. 2:
The process of creating Satan Ab Nam
Phueng involves combining honey with
coffee through the shake and strain
technique and topping up with milk foam.

Figure 4. Ratree Bek Fa
(Stir Method)

Product Development of Coffeetel No.3:
The process of creating Ratree Bek Fa
entails mixing the color of butterfly pea with
coffee using the stir technique, adding a
vanilla flavor, and arranging a drink in the
layer.

Figure 5. Tom Som Yok Krua
(Build & Pour Method)

Product Development of Coffeetel No.4:
The process of creating Tom Som Yok
Krua entails mixing node juice with coffee
using the build & pour technique and adding
of various herb flavors.

Figure 5. Anyamanee Thong Thung
(Muddle Method)

Product Development of Coffeetel No.5:
The process of creating Anyamanee Thong
Thung entails mixing the color of star
gooseberry in syrup using the muddle
technique, adding strawberry syrup, and
serving with a coffee shot.

Figure 6. Wiman Heun Lom
(Blend Method)

Product Development of Coffeetel No.6:
The process of creating Wiman Huen Lom
involves mixing the coconut milk with the
coffee using the blend technique, serving
with the scent of candle smoke and coconut
pieces.

Figure 7. Long Dong Tal
(Layer Method)

Product Development of Coffeetel No.7:
The process of creating Long Dong Tal
involves layering fresh sugar as a base and
topping up with the coffee shot using the
layer technique.

Figure 8. Meri Rueng Fai
(Flaming Method)

Product Development of Coffeetel No.8:
The process of creating Meri Rueng Fai
involves layering star gooseberries in syrup
as a base, topping up the second layer with a
coffee shot, topping up the above layer with
local spirit, and serving on flaming.

Trial Phase

In the trial phase, the research team got support from a local restaurant for a product trial. A local restaurant is currently selling the Coffeetel product on a trial basis with limited volume.

Evaluation Phase

During the evaluation phase, the research team evaluated consumer satisfaction through questionnaires. The purposive sampling strategy was used to selectively collect data from customers purchasing the Coffeetel products, and the target sample size was determined to be 384. This phase employed mean and standard deviation to evaluate consumer satisfaction among several groups. Also, the multiple regression was implemented to ascertain the influence of behavioral factors and the marketing mix on consumer spending for the Coffeetel product.

Results showing general information about the respondents revealed a total of 384 customers, with 238 being female (62.0%), 134 male (34.9%), and 12 undetermined (3.1%). Most respondents fell within the age range of 31–40 years old, comprising 145 individuals (37.8%), while 133 individuals (34.6%) belonged to the 18-30 age group. The age ranges of 41-50 and 51-60 accounted for 78 individuals (20.3%) and 28 individuals (7.3%), respectively. The majority of respondents (63.3%) either identified as married (29.9%) or did not specify their marital status (6.8%). Most respondents held bachelor's degrees, accounting for 69.0% of the total, followed by individuals with master's degrees, comprising 16.1%. A smaller percentage, 13.8%, had education below the bachelor's level, while only 1.0% possessed doctoral degrees. The individuals surveyed have the following primary occupations: government officials/state enterprise employees (119 individuals, 31.0%), private employees (102 individuals, 26.6%), traders/own firms (83 individuals, 21.6%), students (54 individuals, 14.1%), and housewives (26 individuals, 6.7%). Most of our clients have monthly earnings ranging from 10,000 to 20,000 baht (37.5%), earning between 20,001-30,000 baht (27.3%), more than 30,000 baht (20.3%), and less than 10,000 baht (14.9%).

Concerning customer behaviors, it was found that 222 individuals (57.8%) use the service monthly, 104 individuals (27.1%) use it bimonthly, 32 individuals (8.3%) use it three times a month, and 26 individuals (6.8%) use it more than three times a month. Most of consumers utilize the service with friends (145, 37.8%), family/relatives (102, 26.5%), companions (89, 23.2%), and alone (48, 12.5%). Most of clients paid 101–200 baht per visit (54.9%), followed by 201–300 baht per visit (22.4%), less than 100 baht per visit (13.3%), and 301 or more baht per visit (9.4%). Regarding the Coffeetel drink of preference, it was found that Tal Luem Dong (25.3 %), Long Dong Tal (23.2 %), and Wiman Heun Lom (15.9%) were the top three customer choices. Following these were Meri Rueng Fai (15.1%), Ratree Bek Fa (6.8%), Satan Ab Nam Phueng (6.3 %), Anyamanee Thong Thung (4.4%), and Tom Som Yok Krua (3.1%).

Table 2. Motivations for Customer Purchases

Motivations	Frequency	Percentage
1. Novelty of the recipes	121	31.5 %
2. The use of local ingredients	106	27.5%
3. The intriguing names of the drinks	77	20.1%
4. The creativity in the mixing process	74	19.3%
5. The decoration of the glass rim	6	1.6%
Total	384	100%

Table 2 indicated customer motivation to purchase; the consumer selected their drinks primarily based on the novelty of the recipes (121 individuals, 31.5 %), the use of local ingredients (106 individuals, 27.5 %), the intriguing names of the drinks (77 individuals, 20.1%), the creativity in the mixing process (74 individuals, 19.3%), and the decoration of the glass rim (six individuals, 1.6%).

These findings are consistent with the consumer culture theory by highlighting how consumers derive meaning from beverages that reflect cultural authenticity, creativity, and personal identity. The preference for local ingredients, novel recipes, and creative presentation indicates that purchasing decisions extend beyond functionality, aligning instead with lifestyle expression and cultural engagement (Arnould & Thompson, 2005). The customer interacts with the novel beverage within the context of a cultural artifact that enables negotiations between the culture of coffee around the world and the culture of the local components.

Table 3. Customer Satisfaction of Coffeetel Development

Service Marketing Mix	Level of satisfaction		
	$\bar{x}$	S.D.	Interpretation
1. Product	4.45	0.51	Satisfied
2. Service provider	4.39	0.56	Satisfied
3. Process	4.21	0.58	Satisfied
4. Price	4.17	0.59	Satisfied
5. Distribution channel	4.17	0.56	Satisfied
6. Physical evidence	4.17	0.56	Satisfied
7. Promotion	3.93	0.72	Neutral
Total	4.21	0.50	Satisfied

Table 3 demonstrates that overall customer satisfaction with the service marketing mix for the Coffeetel product development model is high, with an average score of 4.21. After examining each factor, we found that the ***product*** received the highest average rating ($\bar{x}$ = 4.45, S.D. = 0.51). Upon examining each attribute, we found that the variety of Coffeetel available had the highest average value ($\bar{x}$ = 4.54), taste, and freshness of the beverage ($\bar{x}$ = 4.50), followed by the color of the beverage ($\bar{x}$ = 4.50), and the quality of the ingredients used in the beverage ($\bar{x}$ = 4.33). The second factor is the ***service provider*** ($\bar{x}$ = 4.39, S.D. = 0.56); examining each attribute, we found that the staff provided a warm welcome and enjoyable experience ($\bar{x}$ = 4.52), prompt and attentive service ($\bar{x}$ = 4.44), followed by the staff being knowledgeable about the products and ingredients ($\bar{x}$ = 4.32), and there was sufficient staff to provide assistance ($\bar{x}$ = 4.26). The ***process*** ($\bar{x}$ = 4.21, S.D. = 0.58) is the third factor. Examining each attribute, we found that there are swift and varied payment channels (x = 4.30), convenience and service flow ($\bar{x}$ = 4.24), speed of service ($\bar{x}$ = 4.14), and clarity in explaining and recommending drink menus to customers ($\bar{x}$ = 4.12). ***The price*** ($\bar{x}$ = 4.17, S.D. = 0.59) represents the fourth factor. Upon examining each attribute, we found that the taste of the drink was commensurate with its price ($\bar{x}$ = 4.22), the price was in line with its quantity ($\bar{x}$ = 4.19), and the pricing structure was clear and transparent ($\bar{x}$ = 4.09). The fifth factor is the ***distribution channel*** ($\bar{x}$ = 4.17, S.D. = 0.56). Upon examining each attribute, we found that the store's operation hours are appropriate for buying the Coffeetel ($\bar{x}$ = 4.48), the accessibility of Coffeetel products is convenient ($\bar{x}$ = 4.33), the overall experience includes sufficient parking ($\bar{x}$ = 4.17), and preference a multiple distribution channel ($\bar{x}$ = 3.72). The sixth factor is the ***physical evidence*** ($\bar{x}$ = 4.17, S.D. = 0.56). We examined each attribute and found that the products' packaging and presentation are appealing ($\bar{x}$ = 4.26), the location is clean and well-maintained ($\bar{x}$ = 4.19), there is sufficient seating for the number of customers ($\bar{x}$ = 4.15), and

the decor and ambiance effectively reflect the local culture ($\bar{x}$ = 4.09). The final factor we examined was *promotion* ($\bar{x}$ = 3.93, *S.D.* = 0.72). Upon examining each attribute, we found that Coffeetel's social media presence is informative and engaging. ($\bar{x}$ = 4.06), followed by the advertisements or promotions for Coffeetel capture my interest ($\bar{x}$ = 3.93), and giving discounts from the normal price ($\bar{x}$ = 3.80).

The initial study about customer satisfaction revealed that the product variable averaged 4.45, indicating a high degree of satisfaction. The favorable evaluations of the Coffeetel product align with the findings of Sudari et al. (2019), which demonstrated that product, promotion, place, and pricing significantly enhance customer satisfaction in small and medium-sized Malaysian food and beverage firms (SMEs). The exceptionally high satisfaction rate indicates that the Coffeetel product successfully meets customer expectations. The second and third findings revealed that customer satisfaction with the service provider averaged 4.39, while the process variable averaged 4.21, indicating a high degree of satisfaction for both factors. In accordance with the research conducted by Aduana et al. (2024), elevated ratings for a service provider typically indicate that both staff and marketing processes significantly contribute to customer satisfaction at Yufiro Coffee in Tanza, Cavite, Philippines. The quality of staff providing a distinctive welcome and delightful experience underscores the significance of the service provider in augmenting client satisfaction within the hospitality industry. The fourth finding revealed that customer satisfaction regarding the price variable averaged 4.17, indicating a high level of satisfaction, in alignment with the study by Qomariah and Wulandari (2021), which investigated the influence of the marketing mix on customer satisfaction across nine coffee establishments in Bondowoso, Indonesia. The research demonstrates that pricing has the greatest impact on customer satisfaction, followed by promotion, product, and place. The fifth variable revealed that customer satisfaction with the distribution channel averaged 4.17, indicating a high degree of satisfaction that opposed the relevant findings. The physical evidence variable averaged 4.17, indicating a high level of satisfaction, while the promotion variable averaged 3.93, indicating a neutral level of satisfaction. In line with Wardani et al. (2024), an analysis was conducted on the impact of the marketing mix on customer satisfaction at Bikla Coffee in Jember district, Indonesia. The study revealed that price, promotion, process, and physical evidence significantly affect customer satisfaction.

Table 4. Descriptive Statistics of Research Variables

Variable	$\bar{x}$	*S.D.*	Measurement	Operation Definition
Customer expenditure	2.27	0.81	Ordinal	Average spending per beverage in Thai baht (1=<100 THB, 2=101–200 THB, 3=201-300 THB, 4=>301 THB)
Average income	2.43	0.87	Ordinal	Monthly in come (1= <10,000 THB, 2=10,001–20,000 THB, 3=20,001-30,000 THB, 4=>30,001 THB)
Frequency	1.64	0.81	Ordinal	Frequency visitng restaurant (1= Once a month, 2=2 times a month, 3=3 times a month, 4=>3 times a month)
Type of beverage	3.71	0.69	Nominal (Dummy)	D1=Tal Luem Dong, D2= Satan Ab Nam Phueng, D3= Ratree Bek Fa, D4=Anyamanee Thong Thung, D5=Wiman Heun Lom, D6=Long Dong Tal, D7= Meri Rueng Fai, D0= Tom Som Yok Krua

Table 4. (Cont.)

Variable	$\bar{x}$	*S.D.*	Measurement	Operation definition
Service provider	4.39	0.56	Interval	Evaluation of service provider, measured by Likert scales (1=Strongly dissatisfied, 2=Dissatisfied, 3=Neutral, 4=satisfied, 5 = Strongly satisfied)
Promotion	3.93	0.72	Interval	Evaluation of promotion effectiveness, measured by Likert scales (1=Strongly dissatisfied, 2=Dissatisfied, 3=Neutral, 4=satisfied, 5 = Strongly satisfied)
Physical evidence	4.17	0.56	Interval	Evaluation of physical evidence, measured by Likert scales (1=Strongly dissatisfied, 2=Dissatisfied, 3=Neutral, 4=satisfied, 5 = Strongly satisfied)

Table 4 illustrates the interpretation of the standardized coefficient for the regression model. Customer expenditure and average income are measured using ordinal scales and Thai baht, while frequency is measured using ordinal scales and the number of times a customer visits the restaurant per month. Additionally, the type of beverage has been coded into dummy variables 0 and 1. Moreover, service provider, promotion, and physical evidence are measured using interval scales and Likert scales to assess the level of satisfaction.

Table 5. Regression Analysis of Marketing Mix and Behavioral Factors Influencing Customer Spending

	b	*S.E*	*β*	*t*	*p.*	Tolerance	VIF
(Constant)	0.903	0.330		2.740	0.006**		
Average income	0.114	0.037	0.137	3.061	0.002**	0.972	1.029
Frequency	0.244	0.046	0.271	5.324	0.000**	0.758	1.320
Promotion	0.193	0.082	0.170	2.351	0.019*	0.374	2.677
Service provider	0.254	0.090	0.177	2.827	0.005**	0.502	1.991
Physical evidence	-0.257	0.108	0-.177	-2.366	0.018*	0.349	2.864
D5: Wiman Heun Lom	-0.361	0.101	-0.163	-3.568	0.000**	0.936	1.068
D7: Meri Rueng Fai	-0.379	0.104	-0.168	-3.639	0.000**	0.924	1.082
R	0.513						
R^2	0.263						
Adjusted R Square	0.249						
Standard Error	0.7016						

*Statistically significant 0.05 and **statistically significant 0.01

A multiple regression analysis was conducted to examine the influence of behavioral factors and marketing mix on customer expenditure for Coffeetel products. The backward regression method was utilized with all variables from the conceptual framework. The final regression model indicated that the independent variables, including average income, purchase frequency, beverage type (Wiman Heun Lom & Meri Rueng Fai), service provider, promotion, and physical evidence, significantly influenced customer spending, while non-significant

predictors were excluded to enhance the model's accuracy. The result indicated that behavioral factors (average income, frequency, and type of beverage) and marketing mix factors (service provider, promotion, and physical evidence) play a significant role in shaping customer expenditure. Table 5 indicated that the R square value revealed that 26.3 percent of the dependent variable was explained by the independent variables of behavioral factors and marketing mix. The study team modified the regression model to enhance its fit; the findings indicated no statistically meaningful change. This indicates that the model effectively improved its capacity to clarify the variability in the customer expenditure. The model demonstrated no multicollinearity concerns within the data. The assumption was accomplished, as the tolerance levels of all variables were above 0.10, and the variance inflation factor was below the recommended threshold of 10.00. Frequency of purchase ($p=0.000$, $\beta=0.271$) was the strongest predictor of customer spending, followed by average income ($p=0.002$, $\beta=0.137$), service provider ($p=0.005$, $\beta=0.177$), and promotion ($p=0.019$, $\beta=0.170$), which had significantly increased customer expenditure. While beverage type of Meri Rueng Fai ($p=0.000$, $\beta=-0.168$), Wiman Heun Lom ($p=0.000$, $\beta=-0.163$), and physical evidence ($p=0.018$, $\beta=-0.177$) had a negative predictor of customer spending as the following equation:

Customer Expenditure = 0.903 + 0.114 (average income) + 0.244 (frequency) + 0.193 (promotion) + 0.254 (service provider) − 0.257 (physical evidence) − 0.361 (D5: Wiman Heun Lom) − 0.379 (D7: Meri Rueng Fai)

Where:
- 0.903: The constant representing the baseline customer expenditure when all predictors are zero.
- 0.114: For every one-unit increase in customer average income, customer expenditure increases by 0.114 units. The results suggest that customers with higher income levels seem to spend more on Coffeetel products.
- 0.244: For every one-unit increase purchase frequency, customer expenditure increases by 0.244 units. The results suggest that customers who frequently visit the restaurant tend to spend more on Coffeetel products.
- 0.193: For every one-unit of effective promotions increase customer expenditure by 0.193 units. The results suggest that effective promotions encourage customers to spend more on Coffeetel products.
- 0.254: For every one-unit improved service quality increase customer expenditure by 0.254 units. The results suggest that improved service provider quality encourages customers to spend more on Coffeetel products.
- -0.257: For every one-unit of poor store environment or poor product appearance reduces customer expenditure by 0.257 units. The results suggest that a poor restaurant environment can discourage customers from spending on Coffeetel products.
- -0.361: The customer who bought the beverage *Wiman Heun Lom* (D5) spent approximately 0.361 units less than the reference group (Tom Som Yok Krua). The results suggest that *Wiman Heun Lom* decreases the customers' spending on Coffeetel products.
- -0.379: The customer who bought the beverage *Meri Rueng Fai (*D7) spent approximately -0.379 units less than the reference group (Tom Som Yok Krua). The results suggest that *Meri Rueng Fai* decreases the customers' spending on Coffeetel products.

The multiple regression analysis results demonstrated that average income, frequency, type of beverage (*Wiman Heun Lom & Meri Rueng Fai*), service provider, promotion, and physical evidence significantly influence customer expenditure on Coffeetel products. This finding is consistent with the research conducted by Ut-Tha et al. (2021), which examined the determinants influencing Thai consumers' willingness to pay for sustainable coffee, highlighting perception, marital status, experience, occupation, and family income as significant factors. This finding aligns with the research by Hallak et al. (2022), which identified a positive correlation between higher consumer income and both dining frequency and the willingness to spend on healthy beverages within the hospitality industry.

The findings indicate that service providers and promotions employ targeted marketing to significantly enhance customer expenditure on Coffeetel products. Kim and Shim (2017) examine the relationships among service quality variables, customer satisfaction, and behavioral intentions in coffee shop settings. The findings demonstrate that service quality significantly affects consumer satisfaction, willingness to spend, repeat purchases, and loyalty. This finding has been supported by Lee et al. (2018), who indicate that employees in the hospitality and competitive service marketing sectors are essential in attracting wine consumers, ensuring their satisfaction, and increasing their spending capacity.

Poor physical evidence suggests a decline in customer spending; conversely, adequate physical evidence related to both the store and products may enhance customer expenditure on Coffeetel products. This finding aligns with the research conducted by Li et al. (2021), which investigated the impact of perceived luxury in Chinese coffee shops on consumers' willingness to pay a price premium. The study concluded that luxurious store designs improve perceived quality and self-awareness, leading to increased spending. The findings suggest that the beverage types Wiman Heun Lom and Meri Rueng Fai may be considered lower-value or less attractive compared to reference group (Tom Som Yok Krua), consequently impacting consumer expenditures.

Finalization Phase

At this stage, the research team optimized a coffee product based on customer feedback regarding taste and aroma. Following the product redevelopment, the research team conducted a training at a local restaurant in preparation for the comprehensive product launch.

Conclusion

This study sought to develop data-driven strategies for Coffeetel product positioning. The findings from the qualitative study revealed that a community leader, a barista, and an entrepreneur of a local restaurant aim to enhance the quality of a beverage by incorporating local plants, including palm sugar, node juice, fresh sugar, coconut, butterfly pea, black plum, honey, and star gooseberry in syrup. The researcher combined the various local ingredients using different mixing techniques. The subsequent beverages developed for Coffeetel included eight product developments (prototypes): Tal Luem Dong (shake), Satan Ab Nam Phueng (shake & strain), Ratree Bek Fa (stir), Tom Som Yok Krua (build & pour), Anyamanee Thong Thung (muddle), Wiman Heun Lom (blend), Long Dong Tal (layer), and Meri Rueng Fai (flaming). The researcher conducted a market test and a quantitative analysis of the questionnaires to evaluate customer satisfaction. The study found that most respondents were married females holding bachelor's degrees between the ages of 31 and 40 and earning 10,000-20,000 baht per month as government or state enterprise employees. Most responders went to the restaurant monthly with friends. Customers preferred the Tal Luem Dong, Long Dong Tal, and Wiman Heun Lom drinks that were developed for Coffeetel. Most customers chose Coffeetel due to its innovative recipes and use of local ingredients. The overall customer satisfaction regarding the Coffeetel product was found to be high. The product received the

highest average rating, followed by the service provider, process, price, distribution channel, physical evidence, and promotion following closely behind. The multiple regression analysis demonstrated that three behavioral variables (average income, frequency, and type of beverage) and three marketing mix factors significantly influence customer expenditure. An elevation of one unit in average income, frequency, service provider, and promotion increased customer expenditure. The decreased perceived value of beverages, Wiman Heun Lom, Meri Rueng Fai, and physical evidence has adversely impacted customer spending. The study objective is to develop data-driven strategies for Coffeetel's product positioning. A position strategy-focused approach to Coffeetel's development is recommended as follows:

- Firstly, the Coffeetel product should position itself by attribute/benefit (Ries and Trout, 1986). The strong influence of the service provider variable indicates that Coffeetel's customers value human interaction and service quality more than other elements. The entrepreneur should invest in service providers' capabilities to serve as cultural ambassadors and articulate the narrative of the Coffeetel product, in accordance with the CCT framework, as well as emphasizing personalized service, staff expertise, and memorable customer interactions. The type of beverage variable exerts minimal impact on customer expenditure. It proposes the expansion of Coffeetel products as a "premium lifestyle beverage" that provides local wellness benefits.
- Secondly, the Coffeetel product should position itself by user (Ries and Trout, 1986). The significant impact of the frequency variable and average income variable suggests that loyal customers and high-income customers exhibit markedly higher expenditure on Coffeetel products. This implies that Coffeetel should be positioned as a daily ritual destination rather than an occasional treat. This discovery would be consistent with loyalty programs, subscription models, and community-building initiatives.
- Thirdly, the Coffeetel product should position itself by price/quality (Ries and Trout, 1986). The substantial impact of the promotion variable suggests that special or value-added promotion encourages customer spending on Coffeetel products. Coffeetel's special promotion during product launch is advised to achieve market acceptability.

Furthermore, this investigation provides an academic contribution to the development of consumer culture theory (Arnould & Thompson, 2005) by analyzing the values of locally inspired beverage innovations that enable coffeetel to capture consumers' regional identity, culture, and wellness-oriented consumption. This research presents a redefinition of the conventional 7Ps marketing mix framework through the quantification of the different impacts of its components on customer spending. This study contributes to positioning theory (Ries and Trout, 1986) by demonstrating that traditional positioning assumptions necessitate substantial recalibration in hybrid hospitality concepts such as Coffeetel. In terms of limitations, this study was conducted during the product trial stage and was confined to a single location. As such, the sample may not adequately represent the wider population of potential Coffeetel consumers.

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