

**Title:** The Gardener Coffee and Think Space,  
In Lang-Suan Chumphon

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### **Abstract**

The Gardener Coffee and Think Space is a type of coffee shop that offering coffee, food, beverages and free space for customer to drinking, eating and hang out with friends. The aim of study of this research are to understand customer behavior in the area, understand more about small business in coffee industry, and to study how marketing mix (7ps) that effectiveness to behavior of the decision to The Gardener Coffee and Think Space.

The researcher apply quantitative method through questionnaire survey with the sample size of 3 entrepreneurs and online survey with 100 local residents. Almost of the questions asked about their opinion related to price, place, product of the new café in Lang Suan district, Chumphon province.

The finding of this research demonstrate that difference age has affected toward kind of ordered and time that they spend in café. The result revealed that the people who live in Lang-Suan respondents prefer to paid in medium rate with good quality of products and service and respondents also prefer to choose good atmosphere and comfortable. Moreover, from this survey, there is an opportunity that apply for the startup business to operate and grow in this business.

**Keywords:** Coffee, Coffee shop, Café, Small business