

**IMPACT OF ONLINE MARKETING COMMUNICATION  
STRATEGIES ON CUSTOMER'S PURCHASE INTENTION AND  
BRAND RECOMMENDATION FOR WINE RESTAURANT  
BUSINESSES IN BANGKOK**



IMPACT OF ONLINE MARKETING COMMUNICATION STRATEGIES ON  
CUSTOMER'S PURCHASE INTENTION AND BRAND RECOMMENDATION  
FOR WINE RESTAURANT BUSINESSES IN BANGKOK

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The Graduate School of Bangkok University

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Master of Arts in Hospitality and Tourism Industry Management

by

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Intention and Brand Recommendation for Wine Restaurant Businesses in  
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#### ABSTRACT

Wine restaurant business is becoming popular in Thailand; the entrepreneurs use integrated marketing communication (IMC) to send the message to customers along different channels. One of the effective channels is to use online marketing communication (OMC), for example, online promotion, search engines, mobile marketing, social media and e-mail marketing. Main objective of this research is to investigate how digital marketing can increase the wine restaurants' revenue growth. A researcher used mixed method; semi-structured interview for collecting the marketing strategies from four managers of five wine restaurants in Bangkok and the quantitative questionnaires collecting from 265 customers' opinions; the aims of this study are 1) to understand customers' behaviors of wine restaurant businesses in Bangkok, 2) to examine which OMC tool that the most influence customer purchase intention and 3) to investigate how digital marketing impact on the marketing strategy of wine restaurant businesses. The research found that online promotion, search engines, mobile marketing, social media and e-mail marketing of OMC tools are used for wine restaurants' marketing strategies especially price strategy and promotion

strategy. Price and promotion are used for marketing activities with special deal through mobile applications such as TripAdvisor, Line, Facebook, Instagram, e-mails, etc. OMC tools have impacted on the customers' purchase intention and then consequently recommend wine restaurants to others. Purchase intention has a positive relationship with brand recommendation. This research can be applied in wine restaurants' marketing strategies such as 1) restaurants should have online promotions with low price every month, 2) restaurants' websites should be easily found on search engines by keywords, 3) new promotions should be sent through online chat, 4) Facebook and Instagram are the best channel of customers for receiving information and promotion, 5) restaurants should send e-mail about promotions to customers with easy click for linking the restaurant website, 6) restaurant's promotions should provide with special deal and 7) all promotions should be advertised through social media with the special marketing activities such as live concerts, wine testing and others.

Approved:

A rectangular grey box redacting the signature of the advisor.

Signature of Advisor

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## TABLE OF CONTENTS

	Page
ABSTRACT .....	iv
ACKNOWLEDGMENT .....	vi
TABLE OF CONTENTS .....	viii
LIST OF TABLES .....	xiii
LIST OF FIGURES .....	xvi
CHAPTER 1: INTRODUCTION .....	1
1.1 Rationale and Problem Statement .....	1
1.1.1 Overview of Food and Beverage Services in Thailand ...	1
1.1.2 Wine Business .....	8
1.1.3 Wine Restaurant Business in Thailand .....	9
1.1.4 Trend of Online Marketing Communication .....	11
1.2 Objectives of Study .....	15
1.3 Scope of Study .....	16
1.4 Research Questions .....	16
1.5 Significance of the Study .....	17
1.6 Definition of Terms .....	17
CHAPTER 2: LITERATURE REVIEW .....	20
2.1 Related Theory, Literature, and Previous Study .....	21
2.1.1 Service Marketing Mix .....	21
2.1.2 Technology Acceptance Model (TAM) .....	33
2.1.3 Purchase Intention for Hospitality .....	67

## TABLE OF CONTENTS (Continued)

	Page
CHAPTER 2: LITERATURE REVIEW (Continued)	
2.1.4 Brand Recommendation for Hospitality .....	70
2.1.5 Wine Consumer Lifestyles .....	72
2.1.6 Wine Restaurants' Customers .....	77
2.2 Hypotheses .....	81
2.3 Conceptual Model .....	82
CHAPTER 3: METHODOLOGY .....	84
3.1 Research Design (Mixed Methods Research) .....	85
3.2 Population and Sample Selection .....	86
3.3 Research Instrument .....	93
3.4 Instrument Pretest .....	94
3.5 Data Collection Procedure .....	96
3.6 Summary of Demographic Data .....	97
3.7 Research Project Timeline .....	99
CHAPTER 4: FINDINGS .....	101
4.1 Findings of Study .....	101
4.1.1 Qualitative Finding .....	101
4.1.2 Quantitative Finding .....	123
4.2 Hypotheses Finding .....	142

## TABLE OF CONTENTS (Continued)

	Page
CHAPTER 4: FINDINGS (Continued)	
4.2.1 Hypothesis 1 (H1) Differences in Terms of Wine Customer's Demographic Information Have Different Lifestyles and Behaviors.....	143
4.2.2 Hypothesis 2 (H2) Consumers' Decision of Wine Restaurant Business is Positively Influenced by Service Marketing (7Ps) .....	146
4.2.3 Hypothesis 3 (H3) Digital Marketing Has A Positive Influence on Consumers' Decision of Wine Restaurant Business .....	147
4.2.4 Hypothesis 4 (H4) Each of Digital Marketing Tool Has Positively Influenced on Marketing Strategies for Wine Restaurants Business.....	148
4.2.5 Hypothesis 5 (H5) Customer's Purchase Intention Has Positively Relationship with Brand Recommendation .....	153
4.3 Other Findings .....	153
4.3.1 Brand Recommendation of Wine Restaurant Business Is Positively Influenced by Service Marketing Mix (7Ps) .....	153
4.3.2 Brand Recommendation of Wine Restaurant Business Is Positively Influenced by Five Online Marketing Tools .....	154
4.4 Conclusion .....	155

## TABLE OF CONTENTS (Continued)

	Page
CHAPTER 5: DISCUSSION .....	162
5.1 Hypotheses Summary .....	162
5.1.1 Differences in Terms of Wine Customer's Demographic Information Have Different Lifestyles and Behaviors .....	162
5.1.2 Consumers' Decision of Wine Restaurant Business is Positively Influenced by Service Marketing .....	163
5.1.3 Digital Marketing Has A Positive Influence on Consumers' Decision of Wine Restaurant Business .....	163
5.1.4 Each of Digital Marketing Tool Has Positively Influenced on Marketing Strategies for Wine Restaurants Business .....	164
5.1.5 Customer's Purchase Intention Has Positively Relationship with Brand Recommendation .....	165
5.1.6 Brand Recommendation of Wine Restaurant Business Is Positively Influenced by Service Marketing Mix .....	166
5.1.7 Brand Recommendation of Wine Restaurant Business Is Positively Influenced by Five Online Marketing Tools .....	166
5.2 Discussion.....	169
5.2.1 To Understand Customer Behavior of Wine Restaurant Business in Bangkok .....	169
5.2.2 To Examine which online marketing communication tool that the most influence customer purchase intention .....	170

TABLE OF CONTENTS (Continued)

	Page
5.2.3 To Investigate How Digital Marketing Impact on the Marketing Strategy of Wine Restaurant Business in Bangkok .....	172
5.3 Recommendation for Further Application .....	176
5.4 Recommendation for Further Research .....	178
BIBLIOGRAPHY .....	180
APPENDIX A .....	203
APPENDIX B .....	206
APPENDIX C .....	222
BIODATA .....	228
LICENSE AGREEMENT OF DISSERTATION/THESIS PROJECT	

## LIST OF TABLES

	Page
Table 1.1: Number of International Tourists 2012 – 2015 (Visitors in Thousands) .....	2
Table 1.2: Western Casual Dining’s Market Share in Thailand .....	4
Table 1.3: Consumer Expenditure on Alcoholic and Non-Alcoholic Beverages 2011 – 2015 .....	5
Table 2.1: Technology Acceptance Model .....	38
Table 2.2: Online Marketing Communication of Hospitality Firms .....	66
Table 3.1: Area Excise Bangkok 1-5 of Regional Excise Office 10 .....	89
Table 3.2: Registered Liquor Sales of Type III in the Fiscal Year of 2014 (October 2013 to September 2014) .....	90
Table 3.3: Registered Liquor Sales of Type III in the Fiscal Year of 2015 (October 2014 to June 2015) .....	90
Table 3.4: Description of Five Point Likert Type Scale .....	96
Table 4.1: Interviewees’ Demographic Information .....	102
Table 4.2: Summary of Demographic Data by Number and Percentage .....	125
Table 4.3: Wine Restaurant Customers’ Opinion about Product .....	129
Table 4.4: Wine Restaurant Customers’ Opinion about Price .....	130
Table 4.5: Wine Restaurant Customers’ Opinion about Place .....	130
Table 4.6: Wine Restaurant Customers’ Opinion about Promotion .....	131
Table 4.7: Wine Restaurant Customers’ Opinion about People .....	132
Table 4.8: Wine Restaurant Customers’ Opinion about Process .....	132

## LIST OF TABLES (Continued)

	Page
Table 4.9: Wine Restaurant Customers' Opinion about Physical Evidence ...	133
Table 4.10: Wine Restaurant Customers' Opinion about Service Marketing ...	134
Table 4.11: Wine Restaurant Customers' Opinion about Online Promotion ....	135
Table 4.12: Wine Restaurant Customers' Opinion about Search Engines .....	136
Table 4.13: Wine Restaurant Customers' Opinion about Mobile Marketing ...	137
Table 4.14: Wine Restaurant Customers' Opinion about Social Media .....	138
Table 4.15: Wine Restaurant Customers' Opinion about E-mail Marketing ...	139
Table 4.16: Wine Restaurant Customers' Opinion about Online Marketing Communication .....	139
Table 4.17: Wine Restaurant Customers' Opinion about Purchase Intention ...	140
Table 4.18: Wine Restaurant Customers' Opinion about Brand Recommendation .....	141
Table 4.19: Number and Percentage of Gender and Visit Frequency .....	144
Table 4.20: Comparison of Purchase Intention and Income of Restaurant Customer .....	145
Table 4.21: Analysis of Service Marketing Mix Influence on Purchase Intention .....	146
Table 4.22: Analysis of Digital Marketing Influence on Purchase Intention ....	147
Table 4.23: Analysis of Online Promotion Influence on Marketing Mix .....	148
Table 4.24: Analysis of Search Engines Influence on Marketing Mix .....	149
Table 4.25: Analysis of Mobile Marketing Influence on Marketing Mix .....	150

## LIST OF TABLES (Continued)

	Page
Table 4.26: Analysis of Social Media Influence on Marketing Mix .....	151
Table 4.27: Analysis of E-mail Marketing Influence on Marketing Mix .....	152
Table 4.28: The Correlation of Purchase Intention and Brand Recommendation .....	153
Table 4.29: Analysis of Service Marketing Mix Influence on Brand Recommendation .....	154
Table 4.30: Analysis of Online Marketing Tools Influence on Brand Recommendation .....	155
Table 5.1: Hypotheses Summary .....	167

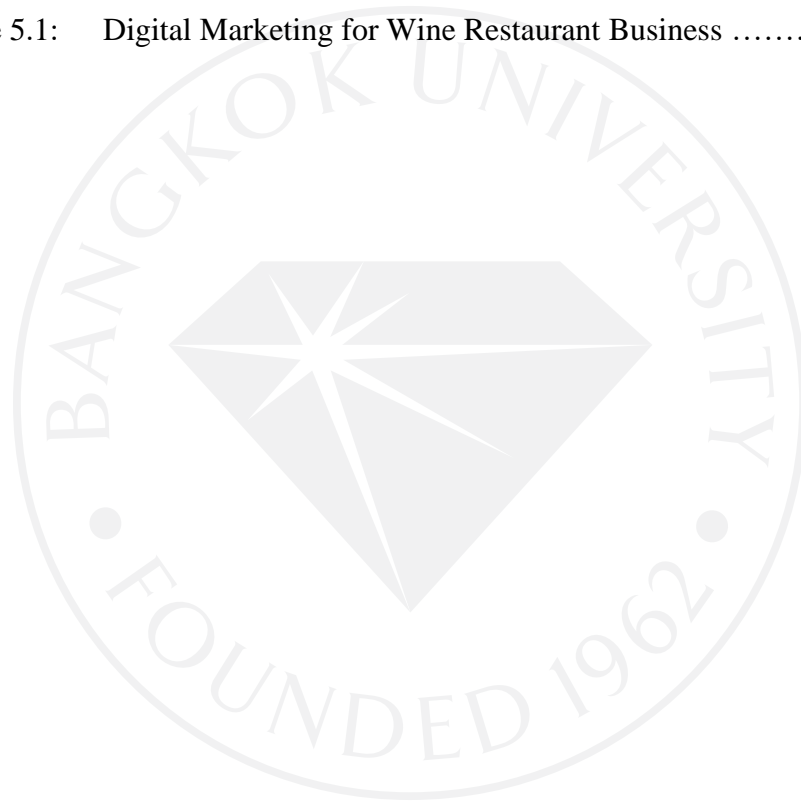


## LIST OF FIGURES

	Page
Figure 1.1: Registered Restaurants in Thailand .....	3
Figure 1.2: Rest of Asia Beyond China Shows Attractive Potential .....	7
Figure 1.3: Thailand is Multi-Channel .....	7
Figure 1.4: Integrated Winery Operation and Infrastructures .....	8
Figure 1.5: Global Digital Statistical Indicators 2015 & Compared 2014 in Percentage (in Billion) .....	13
Figure 1.6: Consumers Prefer Traditional Marketing Methods from Restaurants .....	15
Figure 2.1: Outline of Literature Review .....	21
Figure 2.2: Marketing Strategies Theories .....	26
Figure 2.3: Conclusion of E-hospitality's Marketing Strategies .....	30
Figure 2.4: Wine Restaurant Marketing Strategic .....	32
Figure 2.5: Technology Acceptance Model .....	34
Figure 2.6: Classification of Wine Consumer Lifestyle by Internal and External Factors .....	76
Figure 2.7: Wine Restaurants' Customers .....	81
Figure 2.8: Conceptual Model .....	83
Figure 3.1: Outline of Mixed Methods Research .....	85
Figure 3.2: Regional Excise Office 10's Area (Area Excise Bangkok 1-5) .....	91
Figure 4.1: Overview of Research Findings .....	101
Figure 4.2: Interviewing Finding .....	103

## LIST OF FIGURES (Continued)

	Page
Figure 4.3: Wine Restaurant Marketing Strategies from Interviewing .....	122
Figure 4.4: Infographic of Wine Restaurant Customers in Bangkok .....	157
Figure 4.5: Wine Restaurant Customer Behavioral .....	158
Figure 4.6: Conclusion of Findings .....	159
Figure 5.1: Digital Marketing for Wine Restaurant Business .....	176



## CHAPTER 1

### INTRODUCTION

The aim of this chapter is to examine how digital marketing is used as a marketing strategy for wine restaurant business in the high competitiveness in this era. Therefore, this chapter explains the background of wine business especially wine restaurants that are related to tourism industry in Thailand and the development of wine restaurants with innovation and technology in a part of marketing strategies. Moreover, this chapter also consists of the objectives, scope, research questions, and significance of the study for investigating the appropriated online marketing communication tools of wine restaurants.

#### 1.1 Rationale and Problem Statement

##### 1.1.1 Overview of Food and Beverage Services in Thailand

In Thailand, food and beverage services generate the significant revenues of Gross Domestic Product (GDP) which are from the tourism industry. Thailand is one of the most popular of tourist's destinations; therefore, the numbers of tourists are increasing every year as well.

According to the table 1.1: 'Number of International Tourists 2012 - 2015' (Global Agricultural Information Network [GAIN] Report of USDA Foreign Agricultural Service 2016, Thailand: Food Service - Hotel, Restaurant, and Institutional Food Service [HRI] 2016), there were 22,354,000 foreign tourists in 2012, 26,547,000 tourists in 2013, 24,810,000 tourists in 2014, and 29,923,000

tourists in 2015. This showed a 20.61 percent increase if compared between 2014 and 2015.

Table 1.1: Number of International Tourists 2012 – 2015 (Visitors in Thousands)

Year	2012	2013	2014	2015	% Change 2014/2015
Total	22,354	26,547	24,810	29,923	$(29,923 - 24,810) \times 100 \div 24,810$ = 20.61%

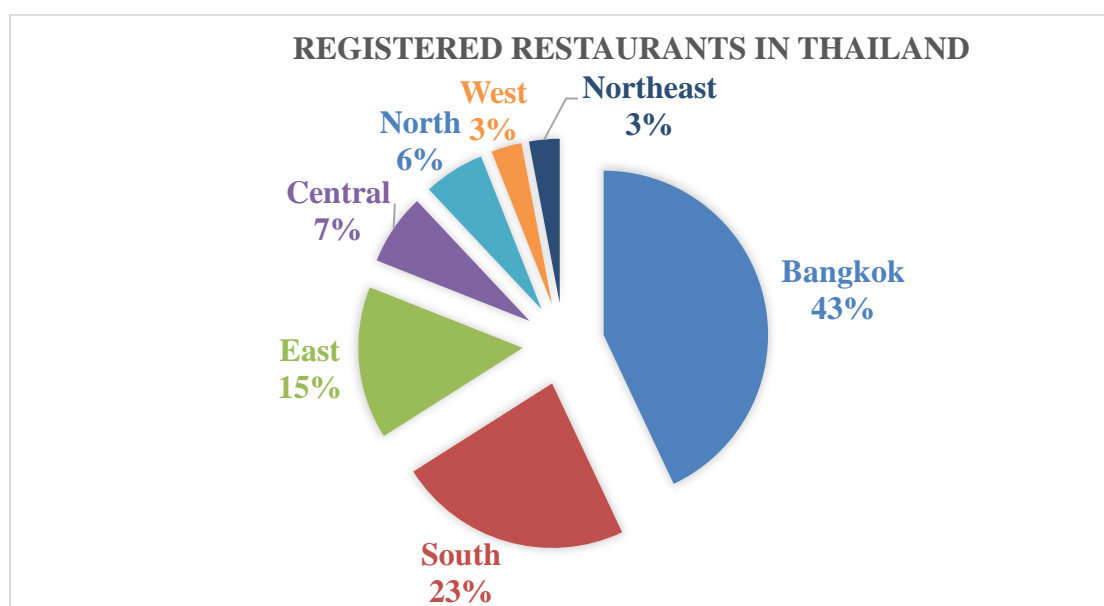
Source: Global Agricultural Information Network. (2016). *Thailand: Food service - hotel, restaurant, and institutional food service (HRI) 2016 (GAIN Report No. TH6162)*. Retrieved from [https://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20Service%20%20Hotel%20Restaurant%20Institutional\\_Bangkok\\_Thailand\\_12-29-2016.pdf](https://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20Service%20%20Hotel%20Restaurant%20Institutional_Bangkok_Thailand_12-29-2016.pdf).

As a result of the enormous number of tourist flushing into Thailand, various opportunities have aroused for many industries to support the tourism. In construction, the line products in the service residences and hotels are expanded. Community malls have become the new attractions and activities. The global food chains and premium restaurants, especially, would subsequently catch up. However, the food and beverages services will most definitely benefit from the increasing number of tourists.

According to GAIN Report (Global Agricultural Information Network, 2016), the expanding of restaurants in Thailand was 15.90 percent in the third quarter of 2016 while it was higher than the previous quarter as 12.70 percent. In addition, it

shows numbers of registered restaurants in Thailand with the Ministry of Commerce in 2016 that there are 11,020 restaurants with 43 percent in Bangkok, 23 percent in the South, 15 percent in the East, and 19 percent in the Central, North, West, and Northeast (see figure 1.1).

Figure 1.1: Registered Restaurants in Thailand



Source: Global Agricultural Information Network. (2016). *Thailand: Food service - hotel, restaurant, and institutional food service (HRI) 2016 (GAIN Report No. TH6162)*. Retrieved from [https://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20Service%20%20Hotel%20Restaurant%20Institutional\\_Bangkok\\_Thailand\\_12-29-2016.pdf](https://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20Service%20%20Hotel%20Restaurant%20Institutional_Bangkok_Thailand_12-29-2016.pdf).

The market share of Western Casual Dining in Thailand (see table 1.2) presented the revenue and percent of each classification during 2013 - 2015 that there were cafés, restaurants, fast food, and ice cream and bakery. Restaurants got the

largest market share at 39 - 42 percent with 660 million U.S. dollars in 2013, 638 million U.S. dollars in 2014, and 647 million U.S. dollars in 2015. Thailand's restaurants could be separated into three categories as follows:

1) Quick Service Restaurants (QSR) held an approximately 10 percent market share of the overall restaurant industry. Mostly, they were franchise businesses such as chicken, burgers, pizzas, ice cream, and others.

2) International/High-end Restaurants had highly grown in this sector because the revenues were more than 500 million U.S. dollars and it was a 10 percent of restaurant industry.

3) Small Restaurants (SMEs - Small Medium Enterprises) were the largest market share (80 percent of all restaurants). This included the food courts and street vendors.

Table 1.2: Western Casual Dining's Market Share in Thailand

US\$ Million	2013		2014		2015	
	Revenue	%	Revenue	%	Revenue	%
Café	157	10	163	10	182	11
Restaurants	660	42	638	41	647	39
Fast Food	575	37	574	37	621	38
Ice Cream & Bakery	172	11	177	11	189	12
Total	1,564	100	1,552	100	1,639	100

Source: Global Agricultural Information Network. (2016). *Thailand: Food service - hotel, restaurant, and institutional food service (HRI) 2016 (GAIN Report No. TH6162)*. Retrieved from [https://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20Service%20%20Hotel%20Restaurant%20Institutional\\_Bangkok\\_Thailand\\_12-29-2016.pdf](https://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20Service%20%20Hotel%20Restaurant%20Institutional_Bangkok_Thailand_12-29-2016.pdf).

The revenues of restaurants were from beverages (see table 1.3 Consumer Expenditure on Alcoholic and Non-Alcoholic Beverages 2011 - 2015) which are (1) the non-alcoholic beverages - (a) coffee, tea, and cocoa and (b) mineral waters, soft drinks, fruit and vegetable juices - and (2) alcoholic beverages - (a) wines are the fermentation liquors that are still wines, sparkling wines, fortified wines, and aromatic wines, (b) spirits are the distillation liquors such as whisky, brandy, rum, gin, vodka, and others, and (c) beer.

Table 1.3: Consumer Expenditure on Alcoholic and Non-Alcoholic Beverages 2011 - 2015

Million (US\$)	2011	2012	2013	2014	2015
1) Non-Alcoholic Beverages	6,996.2	7,783.8	8,300.4	8,287.6	8,156.5
a) Coffee, Tea, and Cocoa	1,467.7	1,585.1	1,705.4	1,709.8	1,708.9
b) Mineral Water, Soft Drinks, Fruit and Vegetable Juices	5,528.5	6,198.7	6,595.0	6,577.7	6,447.6
2) Alcoholic Beverages	5,271.0	5,578.7	5,359.0	5,160.4	4,948.3
a) Wine (Still wines, sparkling wines, fortified wines, and aromatic wines)	183.4	209.0	230.6	250.6	253.1
b) Spirits (Whisky, brandy, gin, rum, vodka)	2,585.8	2,687.8	2,565.5	2,465.9	2,343.6
c) Beer	2,501.9	2,681.9	2,563.0	2,443.9	2,351.6

Source: Global Agricultural Information Network. (2016). *Thailand: Food service -*

*hotel, restaurant, and institutional food service (HRI) 2016 (GAIN Report No.*

*TH6162)*. Retrieved from [https://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20Service%20%20Hotel%20Restaurant%20Institutional\\_](https://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20Service%20%20Hotel%20Restaurant%20Institutional_Bangkok_Thailand_12-29-2016.pdf)

[Bangkok\\_Thailand\\_12-29-2016.pdf](https://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20Service%20%20Hotel%20Restaurant%20Institutional_Bangkok_Thailand_12-29-2016.pdf).

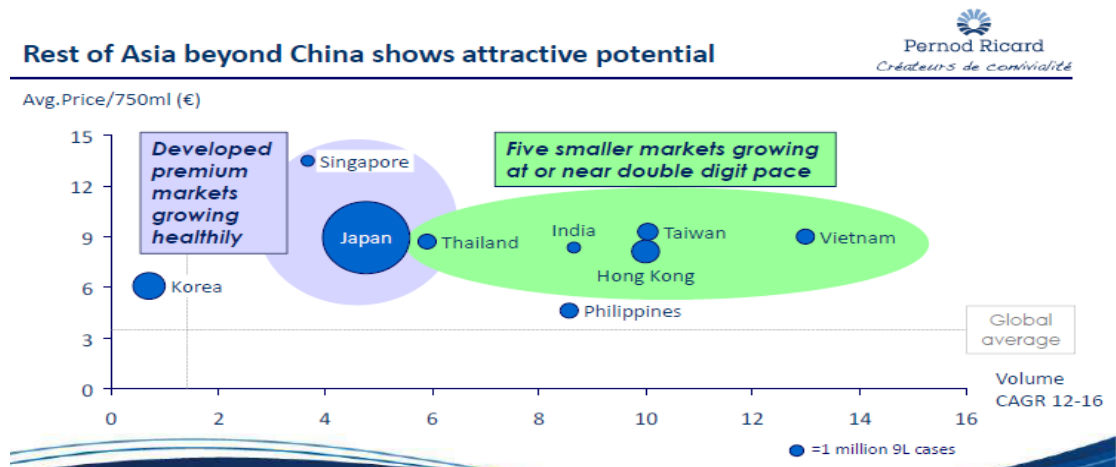
The consumer expenditure on wine was increasing since 2011 – 2015. They spent money on wine 183.40 million U.S. dollars in 2011, 209 million U.S. dollars in 2012, 230.60 million U.S. dollars in 2013, 250.60 million U.S. dollars in 2014 and 253.10 million U.S. dollars in 2015. However, wines took up 3 percent of alcohol beverage market (Global Agricultural Information Network, 2009) which was the smaller market share if compared to beer and spirits. Presently, wine drinkers are those who are between 25-55 years old and are educated and they have knowledge and appreciation for wine. Moreover, wine consumption was increasing because of health benefits and the conception that relates to high personal image along with a fashionable lifestyle. Wines were easier to have than before because they are priced at various rates and distributions are also made through wine shops, exclusive restaurants, and high-end hotels.

The topic of Capital Market Day in Beijing 2013 was capturing the wine opportunity in Asia of Pernod Ricard (Coutures, 2013) which presented Thailand as the one of five smaller markets growing at or near double digit pace (see figure 1.2). Thus, the customize market in Thailand would see growth in wine industry.

In the pursuing broad channel footprint for high-margin model of Thailand, the objective was to build brand equity of Pernod Ricard which showed the occasions and channels of distributions (see figure 1.3 Thailand is multi-channel) such as casual drinks should be in the pubs, business drinks would be in the restaurants, and holiday and tourists preferred to have drinks in hotels or duty free, etc.



Figure 1.2: Rest of Asia Beyond China Shows Attractive Potential



Source: Coutures, J. C. (2013, May). Capturing the wine opportunity in Asia. In *Paper presented at the Capital Market Day in Beijing, China*. Retrieved from Pernod-Ricard.com website: <https://www.pernodricard.com/en/download/file/fid/6718/>.

Figure 1.3: Thailand is Multi-Channel

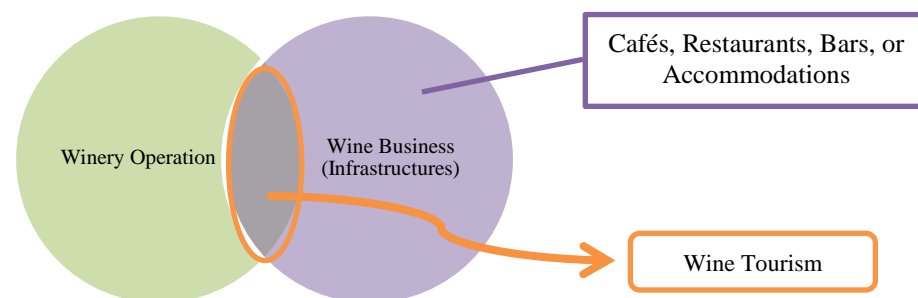


Source: Coutures, J. C. (2013, May). Capturing the wine opportunity in Asia. In *Paper presented at the Capital Market Day in Beijing, China*. Retrieved from Pernod-Ricard.com website: <https://www.pernodricard.com/en/download/file/fid/6718/>.

### 1.1.2 Wine Business

In reference to The Great Soviet Encyclopedia (1970-1979), wine industry was identified to be a part of food industry which was producing the still wines, sparkling wines, and fortified wines (Wine Industry, n.d.). There were three parts of this industry which were winery operation (Agriculture and Markets Law Provision in 2017 identified winery operation to be identical to a farm operation which included the farm's production, preparation, and marketing of products). Guidance for Definition of Agriculture Operations (2009) defined wine operation to be identical as forest operations where the process began from grapes being transported to other facilities in bottles; wine tourism (activities to introduce wine with wine tasting and wine knowledge for visitors); and wine business (channels to distribute wines such as cafés, restaurants, bars, retails, etc.).

Figure 1.4: Integrated Winery Operation and Infrastructures



Source: Agriculture and Markets Law Provision. (2017, January 18). *Guideline for review of local laws affecting farm distilleries, breweries and wineries.*

Retrieved from <https://www.agriculture.ny.gov/ap/agsservices/guidancedocuments/305-a-Winery-Distillery-Guideline.pdf>.

Three categories of wine industry are related to one another (see figure 1.4) in Wine Tourism in New Zealand: Larger Bottles or Better Relationships? (Michael, 1997) that tourism was integrated between winery operation and infrastructures (cafés, restaurants, bars, and accommodations). Wine products would be introduced to customers that made 60 percent of New Zealand wineries' cellar doors sales in 1995 to get 78 percent of wineries in Nelson region.

### 1.1.3 Wine Restaurant Business in Thailand

Normally, a wine bar was a bar or small restaurant where wine was the main beverage available ("Wine Bar", n.d.). Food and beverage services which served wine in the restaurant(s) could be a casual dining that offered a full-serviced table in a relaxed atmosphere. They could provide a bigger menu with alcohol beverages at moderate prices and some outlets had a full bar service (Jones, 2014). Also, we often found wine in fine dining restaurants which was different from casual dining in menu (alcohol drinks should be a brand list), service, and atmosphere with the highest price (Mealey, 2017). These days, wine restaurants could be defined as a combination of a wine bar and a restaurant which provided food and drinks especially, wines.

According to Nielsen Research (Global Agricultural Information Network, 2016), it found that 70 percent of Thai people would like to eat out once a week at least. Therefore, restaurateurs ran their businesses with the new strategic of food quality and ambience with creative menu selections. Nowadays, the social media provides an opportunity channel for promotion.

Wine bistro was growing up with trend of wine consumers in restaurant that started five years ago when wine connection was founded in Thailand under the name of Wine Connection Deli and Bistro at K village where high quality of wine and food

was served at the valued price. Wine was expanding by 20 percent of market growth from urban lifestyle that was the emotion of wine consumption through experience with the taste of food. In addition, there were many distribution channels of wine selling that were not only the retails but also hotels, convenience shops, and casual restaurants. However, the customer target was international; there were increasing numbers of Thai customers so there are equivalent ratios. Customer expenditure in wine restaurants with a nice atmosphere was 700 – 1000 baht per person on average, which was suited to the middle classification as the greatest numbers of consumers lived in urban city areas. Furthermore, the social networking was the most impact to the business for sharing the location and experience through pictures that made wine restaurants to be buzzed on the Internet. Besides, wine menu selections welcomed new drinkers to try a glass of wine. This was a chance to build the customers in the next generation who loved eating out and having a party (Prachachat Business Online, 2012).

Similarly, Wine Restaurant: Drunk once with status was the one article of Positioning Magazine which talked about the popular wine restaurants in Bangkok and the big cities such as Chiangmai, Phuket, and Samui Island which are famous tourist destinations looking for excellent food and wine (Phenomeno, 2012). Samui Island was top ten of 2011 Traveler's Choice Food and Wine Destination. It analyzed the number of wine restaurant growth that was from the customer centric of wine restaurant's customers who preferred to party after work and they wanted to express themselves with location, pictures, and food appearing in social media. In addition, valuably was the essential customer's decision to select the wine restaurants that were attributing with:

- 1) Product: wine was a definition of social status and health in this era that they just needed to appear good looking whilst taking a rest with a glass of wine.
- 2) Physical evidence was impression of classic and modern style with a wine cellar,
- 3) Promotion was the motivation strategy to let the customer's visit such as wine buffet or wine pairing set, and
- 4) Prices were for the new generation who could pay for a low-price meal and could be the drunk smart person.

Contrary, stringent alcohol control laws limit the time of sales and advertising. There is also an import tax of wine which adds 54 percent to the cost plus insurance and freight (CIF) value. On the one hand, the price of wine is marked up adding at least 100 – 300 percent on cost, but on the other hand the number of wine restaurants grew (Global Agricultural Information Network, 2009).

#### 1.1.4 Trend of Online Marketing Communication

According to Digital, Social, and Mobile Worldwide Report (Kemp, 2015) it showed the global digital statistical indicators in 2015 in comparison with 2014 in percentage terms (see figure 1.5) as follows:

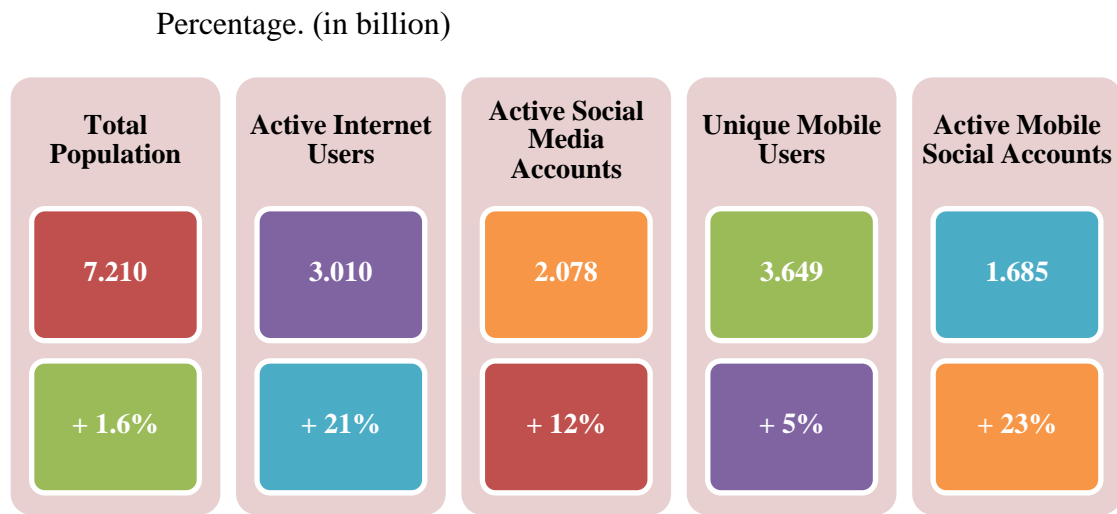
- 1) Total population was 7.210 billion with 53 percent of urbanization that increased from 2014 by 1.6 percent (115 million).
- 2) The number of active internet users was 3.010 billion, an increase of 21 percent.
- 3) The number of active social media accounts was 2.078 billion, an increase of 12 percent.

4) The number of unique mobile users was 3.649 billion, an increase of 5percent

5) The number of active mobile social accounts was 1.685 billion, an increase of 23 percent.

The worldwide of average internet users' time spent online was around four hours and twenty-five minutes per day. Meanwhile, Southeast Asian users were the highest average daily internet users and, in particular, Filipino spent most of their time online at more than six hours per day. Also, Thais, Vietnamese, Indonesians, and Malaysians spent an average of time online in excess of five hours per day. The internet use was increasing because there were a variety of devices especially, mobile phones that could access the internet easily. Furthermore, the benefit belonged to social media, which the active social media accounts were used by 29 percent of world's population and the active mobile social accounts were used by 23 percent of total population. The average time that social media users spent was around two hours twenty-five minutes per day including microblogs with Argentinians and Filipino users being the most active at more than four hours per day. Thai users spent more than three hours per day on social media.

Figure 1.5: Global Digital Statistical Indicators 2015 & Compared 2014 in



Source: Kemp, S. (2015, January 21). *Digital, social, and mobile worldwide in 2015*.

Retrieved from <http://wearesocial.net/blog/2015/01/digital-social-mobile-worldwide-2015/>.

Restaurant Partner Program (2015) provided the restaurant's guide to digital marketing for the readers who preferred to acknowledge the digital marketing information that was available in the food and beverage services on these days. It described how to manage restaurants to success by digital marketing. It argued that computer and smartphones had become a daily, even an hourly habit across all age groups. Almost everyone had an email-address, a smartphone, and social networking page such as Facebook, Twitter, and also Instagram that had an effect on restaurant businesses. This guide advised owners or managers of restaurants to emphasize five areas of online marketing which were the most effective, these were:

- 1) Online promotion was similarly the main course of that NPD study which presented that 37 percent of restaurant visits are influenced by online marketing through deals and special offers.

2) Search engines: search, display and directory marketing were found through search engines as display advertising, directory optimization, and search engine optimization (SEO).

3) Mobile marketing was a shortcut connecting customers by smart phone using a mobile application; however, this is tricky and costly for developing restaurant website via mobile-optimized shortcut.

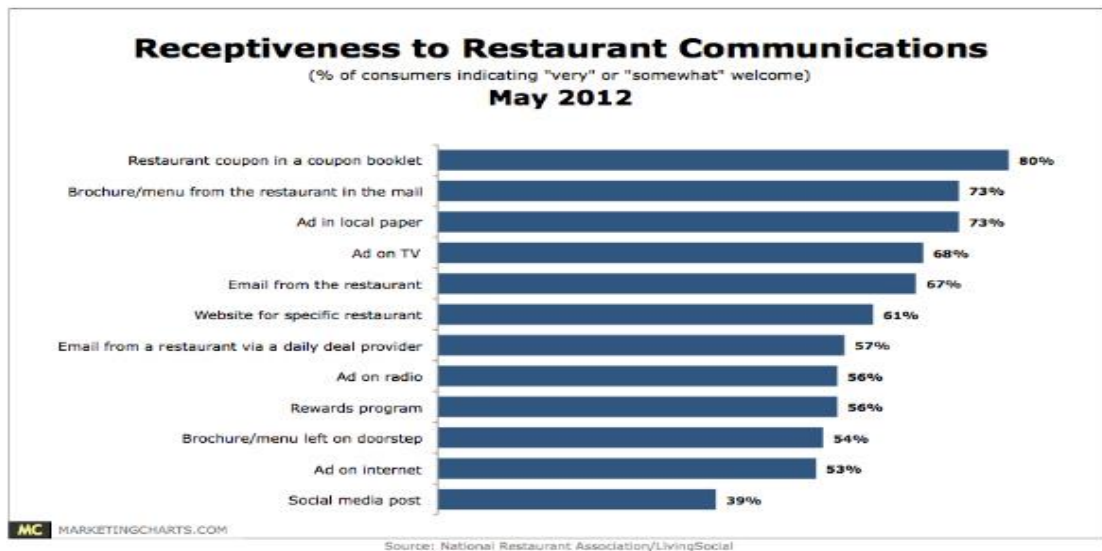
4) Social media was a very public marketing channel to pursue and carefully reach out to customers with pictures, comments, short-form content, and location-based network as Facebook, Twitter, Instagram, Pinterest, and Foursquare.

5) E-mail marketing was the retentive method to encourage customers returning for seconds and it suggested sending the evening special e-mail to young moms because they were looking for dinner with kids by way of free offers and special dinner offers for two.

Oppositely, consumers prefer traditional marketing methods from restaurants (see figure 1.6), this was from National Restaurant Association (2012). It studied that customers receiving marketing communication from restaurants were found to be the most receptive. The result was a restaurant coupon inside a booklet as top in ranking with 80 percent. Next, at 73 percent was a brochure or menu sent out by mail, which was similar to advertising in local papers, and 68 percent through an advertisement on television. For digital marketing communication, e-mail was the top rated in the list with 67 percent followed by 61 percent of a specific restaurant's website and daily deal offers via e-mail was 57 percent but social media got just 39 percent and was the least popular among respondents.



Figure 1.6: Consumers Prefer Traditional Marketing Methods from Restaurants



Source: National Restaurant Association. (2012, May). *Consumers prefer traditional marketing methods from restaurants*. Retrieved from <http://www.marketingcharts.com/television/for-consumers-traditional-restaurant-communications-beat-digital-22074/>.

The opportunities of social networking were a channel to connect to customers directly but many wine restaurants could not use the digital marketing efficiently.

Thus, this research aimed to explore what kinds of OMC were suitable and useful for up-selling in wine restaurant businesses in Bangkok.

## 1.2 Objectives of Study

The core objective of this study is to investigate how the digital marketing can help the wine restaurants' revenue growth, where the most potential of wine's sale volumes is, excluded the food menu. Moreover, the specific objectives are;

- 1) to understand customer behavior of wine restaurant businesses in Bangkok,

- 2) to examine which online marketing communication tool that the most influence customer purchase intention,
- 3) to investigate how digital marketing impact on the marketing strategy of wine restaurant businesses in Bangkok.

### 1.3 Scope of Study

This study focuses on digital marketing of wine restaurant businesses in Bangkok as a sample and collects the data and demographic from people who are;

- 1) Managers for investigating marketing strategy especially in digital marketing (online promotion, search engines, mobile marketing, social media, and e-mail marketing) of wine restaurant businesses, and
- 2) Customers of wine restaurant businesses who have experienced in wine restaurant, are over the age of 20 following Alcoholic Beverage Control Act B.E. 2551 of Thailand (Government Gazette, 2008).

### 1.4 Research Questions

- 1) How are entrepreneurs and managers using digital marketing?
- 2) Has digital marketing opportunity been the marketing strategy in wine restaurant businesses?
- 3) Which digital marketing is the most effective for marketing strategy of wine restaurant businesses?

### 1.5 Significance of the Study

The study will present the advantages of the wine restaurant businesses that prefer to promote their outlets with digital marketing strategy for;

- 1) Guidelines for developing the marketing strategy for the wine restaurant business,
- 2) Findings of this study will help to increase brand awareness and customer attention via digital marketing,
- 3) The result of this research can be applied in the restaurants' businesses and marketing plans for adopting digital marketing strategy as a tool, and
- 4) This study is one of the field studies for understanding the digital marketing of wine restaurant business.

### 1.6 Definition of Terms

- |    |                                    |  |
|----|------------------------------------|--|
| a. | Digital Marketing                  | A kind of integrated marketing communication which moves toward interactions on internet such as online promotion, search engines, mobile marketing, social media, and e-mail marketing. (Owen & Humphrey, 2009) |
| b. | Infrastructures                    | Channels are cafés, restaurants, bars, or accommodations. (Michael, 1997)  |
| c. | Integrated Marketing Communication | A strategic marketing process designed for messaging and communication across the channels by customer's receiving or product,   |

- (IMC) service or organization's prospects.  
(Northwestern University, 2017)
- d. Microblog A website service or blog which provides individual's limitation postings. ("Microblog", n.d.)
- e. Wine Bar A bar or small restaurant where wine was the main beverage available ("Wine Bar", n.d.)
- f. Wine Business Wine business is referred to the wine distribution to the others by distributors and brokers who presented wine to the food and beverage services, retails and stores, and customers directly etc. (Thach & Matz, 2008)
- g. Wine (Consumer) Lifestyle A consumer's group which has a lifestyle or activities that are related to wines. (Lockshin & Corsi, 2012)
- h. Wine Industry A part of food industry which was producing the still wines, sparkling wines, and fortified wines. ("Wine Industry", n.d.)
- i. Wine Production The procedure of making wine which has been proceeded and processed by viticulture, harvesting, stemming or crushing, fermentation, draining, pressing, mixing, clarification, aging, and bottling (Wine Production, n.d.)

- j. Wine Tourism Wine tourism or wine-related tourism could be defined as visiting vineyards, wineries, wine festivals, and wine shows to have experiences in tasting and wine knowledge to motivate the visitors' purchasing. (Michael, 1997)
- k. Wine Restaurant which provides food and drinks especially, wines.
- l. Winery Operation Identical to a farm operation which was the farm's production, preparation, and marketing of products. (Agriculture and Markets Law Provision, 1998; Guidance for Definition of Agriculture Operations, 2009)

## CHAPTER 2

### LITERATURE REVIEW

This chapter aims to discuss the literature relevant to study in the marketing mixed with hospitality and tourism services and wine restaurant businesses' marketing strategies; A Technology Acceptance Model is used for developing the online marketing communication as the digital marketing (online promotion, search engines optimization, mobile marketing, social media, and e-mail marketing), purchase intention, brand recommendation, wine consumer segmentation towards lifestyles and wine restaurants to build the conceptual model for answering the research questions as shown in figure 2.1.

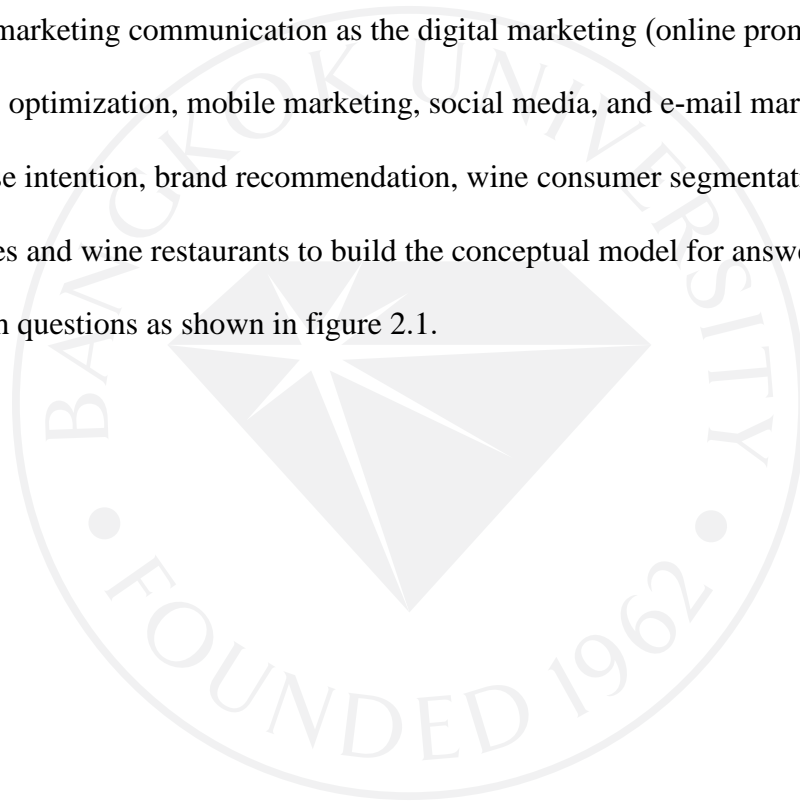


Figure 2.1: Outline of Literature Review



## 2.1 Related Theory, Literature, and Previous Study

### 2.1.1 Service Marketing Mix

Marketing strategies appeared for the competitive advantages that were the pathway of the companies' success to achieve the marketing plan. The development of marketing strategies investigated how to retain the customer's satisfaction by the marketing mix. Various researchers (Jang, 1997; Craven, Merrilees & Walker, 2000) explored the dimensions of marketing strategies that were;

a) Branding strategy referred to Osler (2003) that was the brand image to lead the customer's requirement for the successful brand.

b) Innovation strategy was a process to apply the modern innovation to the method for improving the operation performance (Gilbert, 1994).

c) Channel strategy was defined as the distribution channel or trade channel for the way manufacturers distribute their products in the right channel for their customers' purchasing (Chien, 2008).

d) Low-cost strategy was used in price competition and promotion strategies to seize the market share that affected brand image and market leadership (Walters & Bommer, 1996; Anselmsson, Johansson, Marañon & Persson, 2008).

In addition, there were marketing strategies described by Armstrong and Kotler (2003), that was the traditional marketing mix to be a weapon in the marketing plan for the companies' accomplishment. They studied the characteristics of customers and applied the marketing strategies to the organization's goals.

a) Product could be goods or services that might satisfy the customers' needs or desires in the market (Kotler, Bowen & Makens, 2006).

b) Price referred to the value of product or service, including psychological pricing, price skimming, penetration pricing is a low price for new product or service, cost plus markup, and multiple unit pricings (Gregson, 2008).

c) Place defined as a marketing channel that was the middlemen distributing the products to the customers in the right place, right time, and right amount (Ferrell & Hartline, 2012).



d) Promotion was the marketing activities to inform and convince the customers in the purchasing decision process such as advertising, personal selling, sales promotion, publicity, public relation, and so on (Adebisi, 2006).

In the hospitality industry, they used the marketing strategies to provide their hospitality business achievement with the hospitality marketing mix (figure 12).

Followed by the traditional marketing mix, it was useful in the service industries; therefore, the Handbook of Hospitality Marketing Management (Oh, 2009) defined the hospitality marketing mix in three dimensions;

a) Product-service mix presented the products and services concurrently which intended to satisfy the customers' needs and wants. However, the service was the intangibility, most customers would like to be persuaded in the performance instead of possession.

b) Presentation mix (Kumar, n.d.) referred to the introduction method of product-service mix to the target group at the right marketplace in the right time with six elements such as (a) physical plant was the hotel's property to attract the customers to visit (lobby, chandeliers, pool, bathroom, etc.), (b) location, (c) atmospherics were from the tangible things in the hotel to become intangible for customers that are exciting, with a good feeling of comfort, and the benefits were getting attention, creating the retention, and also buzzing in the market, (d) employees were representative of the quality of service, (e) customers helped the marketers to define the character of hotel, and (f) price was the sales tool of hotel as well as the most visible (not regulated) for convincing the customers in the short time and the most flexible (could be changed anytime).

c) Communication mix was similarly the promotion strategy that meant every kind of communication to convince customers to purchase including advertising, sale promotions, public relations, personal selling, direct mail, etc.

Developing the traditional marketing mix (4Ps), there were product, price, place, and promotion for the marketing tools of short and long-term strategies. Also, the service industry was the improved service marketing by adding three elements from the traditional marketing mix that had people, processes, and physical evidence. Palmer (2012) explained these seven elements in hospitality industry:

a) Product of service industry was both tangible and intangible that could be the service quality, styling, special features, durability, packaging, size, options, warranties, customer services, and brand image.

b) Price was a tool to determine the revenue that depended on the setting price under the controlling of production cost, competitors, customers, and the government regulation and law.

c) Place was the distribution channel for making goods and service in the transfer process that meant it was convenient to access as well.

d) Promotion was a way to communicate about the product's benefits to customers via advertising, personal selling, public relations, sales promotion, sponsorship, and direct marketing.

e) People referred to staff who were important in terms of interactions with customers, especially front-line employees. For example, the restaurant waiters could make or break customers during a restaurant visit.

f) Process was the production and service processing that affected customers by the staff manner. For instance, the speed and friendliness of staff were

important in the process during the busy times for customers that meant the restaurant procedure had to be able to handle every situation for the customer's need.

g) Physical evidence was the guideline of buyers or customers to perceive the intangible services toward pictures and information in the brochure, nature service of staff, clean outlet to reassure the customer purchase decision process, and others.

In addition, Bowie and Buttle (2013) presented eight components for operating in the hospitality businesses:

a) Product or service offered described the design that meets customers' demand to be satisfied at first such as accommodations, outlets, and facilities (business services and leisure activities).

b) Location was the place where the hospitality businesses would be invested in.

c) Price affected the image and it also influenced customer's need and desire by having a special rate for the key accounts and increasing the revenue in the low season with the priced promotion.

d) Distribution referred to the reservation in the hospitality industry. Innovation was the advantage for the timing when making a reservation; moreover, it helped the hospitality firm to retain the customer's relationship.

e) Marketing communication (MARCOM) which was all the way to communicate with people (target group, employees, and stakeholders); had brand/corporate identity, advertising, personal selling, brochure, merchandising, online marketing, publicity, sales promotion, direct marketing, and sponsorship).

f) Physical environment which the hospitality business offered to customers in both external (landscape, lighting, and signage) and internal (decoration and furniture) atmosphere which could influence the customer's perception.

g) Process was the service's delivery to the customers in each firm which designed their own service process under the same standardization as if a franchise.

h) People were those who were concerned in the business. They referred to the customers, labors, and partners along the service production and delivery process.

Bowie and Buttle (2013) identified the elements of service marketing mix that were different from the others in place and promotion. For place, they classified this to be location and distribution and the marketing communication was referred to promotion.

Figure 2.2: Marketing Strategies Theories

Theories of Marketing Strategies			
Generic		Hospitality	
Type I	Type II	Type III	Type IV
<ul style="list-style-type: none"> <li>•Brand</li> <li>•Innovation</li> <li>•Channel</li> <li>•Low-cost</li> </ul> <p>(Jang, 1997; Craven, Merrilees &amp; Walker, 2000)</p>	<ul style="list-style-type: none"> <li>•Product</li> <li>•Price</li> <li>•Place</li> <li>•Promotion</li> </ul> <p>(Armstrong &amp; Kotler, 2003)</p>	<ul style="list-style-type: none"> <li>•Product-Service</li> <li>•Presentation</li> <li>•Communication</li> </ul> <p>(Oh, 2009; Kumar, n.d.)</p>	<ul style="list-style-type: none"> <li>•Product</li> <li>•Place (Location/Distribution)</li> <li>•Price</li> <li>•Promotion (MARCOM)</li> <li>•People</li> <li>•Process</li> <li>•Physical Evidence</li> </ul> <p>(Palmer, 2012; Bowie &amp; Buttle, 2013)</p>

Finally, there were many theories of the marketing strategies that they could be classified in term of generic businesses and hospitality businesses (See figure 2.2). For the generic businesses, there are two types; type I uses four elements for marketing strategies which are (1) brand strategy, (2) innovation strategy, (3) channel strategy, and (4) low-cost strategy and another one (type II) is the marketing mix (4Ps) that consists of product, price, place, and promotion. In the hospitality marketing strategies, there are two types; type III includes product-service mix, presentation mix, and communication or promotion mix and the last one (type IV) is seven elements of marketing mix including product, price, place (location/distribution), promotion (marketing communication), people, process, and physical evidence. Therefore, the hoteliers and marketers were able to study what they were/had and also understand about customer satisfaction and then they were able to implement the businesses with the right weapon.

#### 1) E-Hospitality's Marketing Strategies

The innovation was a marketing tool which reduced the trouble of the connection between businesses and customers; therefore; Internet-based marketing appeared as a business goal. In the example of Al-Hasan, Jwaili, and Thomas (2003), the Internet marketing was gaining the competitive advantage of Libyan small and medium-sized tourist enterprises (SMTEs) that used a hundred percent of information technology (IT) for providing the information, package details, prices, direct-booking, visitor's feedback, and contact between staff and partners. They would be more effective and efficient when they had the Internet marketing policy for enabling greater promotion and communication mix benefits, for instance the low cost of direct e-mail, online marketing effort with a quick response, and so on.

Additionally, hospitality and tourism services used the benefits of information and communication technology (ICT) for operation management known as an e-Hospitality. Sigala (2006) claimed e-Hospitality was applied for hoteliers' marketing strategies using 4P's analysis which included product, place, price, and promotion. First, the product and service of hospitality industry were presented via Internet for the hotel's information that customers would be satisfied with as much as the other packages, for example the package tour with air ticket, car rental, and hotel. It was found out that 80 percent of travelers liked to arrange their trips by themselves that meant the hotel package was not being fully satisfactory. Second, the place of e-Hospitality was the online distribution channel such as their own website, online intermediaries, and tourism suppliers that helped to boost the online sales. Third, price was hotel rates through the website but the high competitiveness was affected by the price strategy that provided the online discount with rate guarantees psychologically influencing the customers and by effective word-of-mouth promotion. Lastly, promotion was more efficient while the Internet users were growing in that it improved the brand strategy, e-customer relationship management (e-CRM), and search engines' marketing strategy.

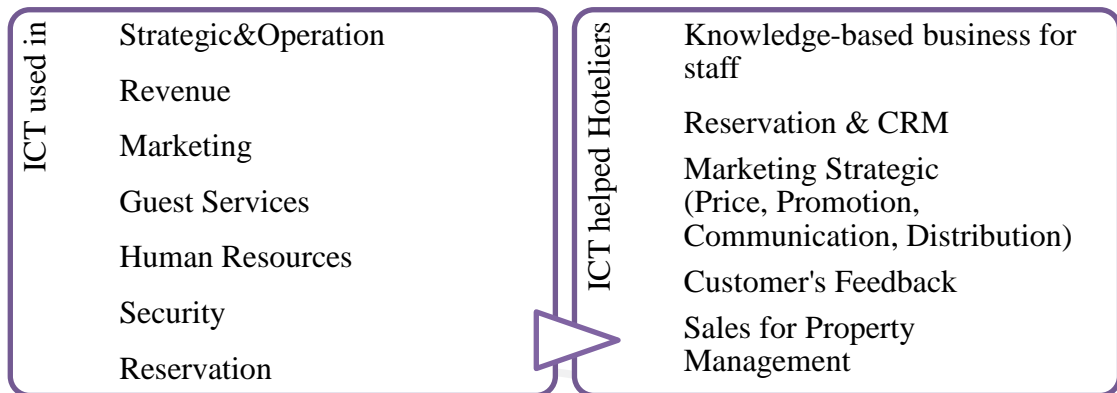
Thus, information and communication technology was implemented in the hotels that used seven clusters; (1) strategic and operation management, (2) revenue management, (3) marketing, (4) guest services, (5) human resources and training, (6) security, and (7) reservation. As a result of Ip, Leung and Law (2011), information and communication technology helped the hoteliers (1) to provide a knowledge-based business for their employees, (2) to help the reservation management and collect the customers' data for retention and relationship, (3) to be marketing strategic by price,

promotion, communication, and distribution, (4) to evaluate the customer's feedback for development, (5) to help the sales for property management but it was found that lack of legislation and laws seriously affected information and communication technology security of customers' data.

In any case, the Internet created the online distribution channel of the hospitality and tourism industry that was recognized by the cultural, demographic, and region. Technology was a tool of the business strategy for operation and competitiveness; however, some tasks still needed human beings to handle personal services. The trend of using the Internet technology as the online distribution channel would create more potential and expansion than the traditional method (Law, Leung, Lo, Leung & Fong, 2015).

Conclusion of e-Hospitality's marketing strategies (figure 2.3) showed how information and communication technology is useful in the organization management especially the marketing strategies. It is based on marketing mix (4Ps) to provide price, promotion, communication, and distribution along with information and communication technology. Although the marketers used the different information and communication technology's benefits in cultural, demographic, and regions' needs to provide the human services, the objective of using information and communication technology in the marketing strategies was for operation and competitiveness as shown in Law et al. (2015).

Figure 2.3: Conclusion of E-Hospitality's Marketing Strategies in Hospitality



Source: Ip, C., Leung, R., & Law, R. (2011). Progress and development of information and communication technologies in hospitality. *International Journal of Contemporary Hospitality Management*, 23(4), 533-551.

## 2) Wine Businesses' Marketing Strategies

There is a limited study on marketing strategies for wine business. Majority of previous studies discussed the price value but they failed to understand marketing strategies for wine business; researchers such as Wansink, Cordua, Blair, Payne and Geiger (2006) investigated the middle price restaurant's wine promotions and found:

- a) A 48 percent increase through wine tasting
- b) Wine sales were increased 12 percent through wine recommendation
- c) A 7.6 percent increase in sales from pairing wine with the food

recommendation

However, the most popular promotion strategy was to use the price-promotion but for wine promotion there was no need to cut the price and get a low profit margin because wine promotion could be achieved by the high profit from promoting mid-price of wine or above.



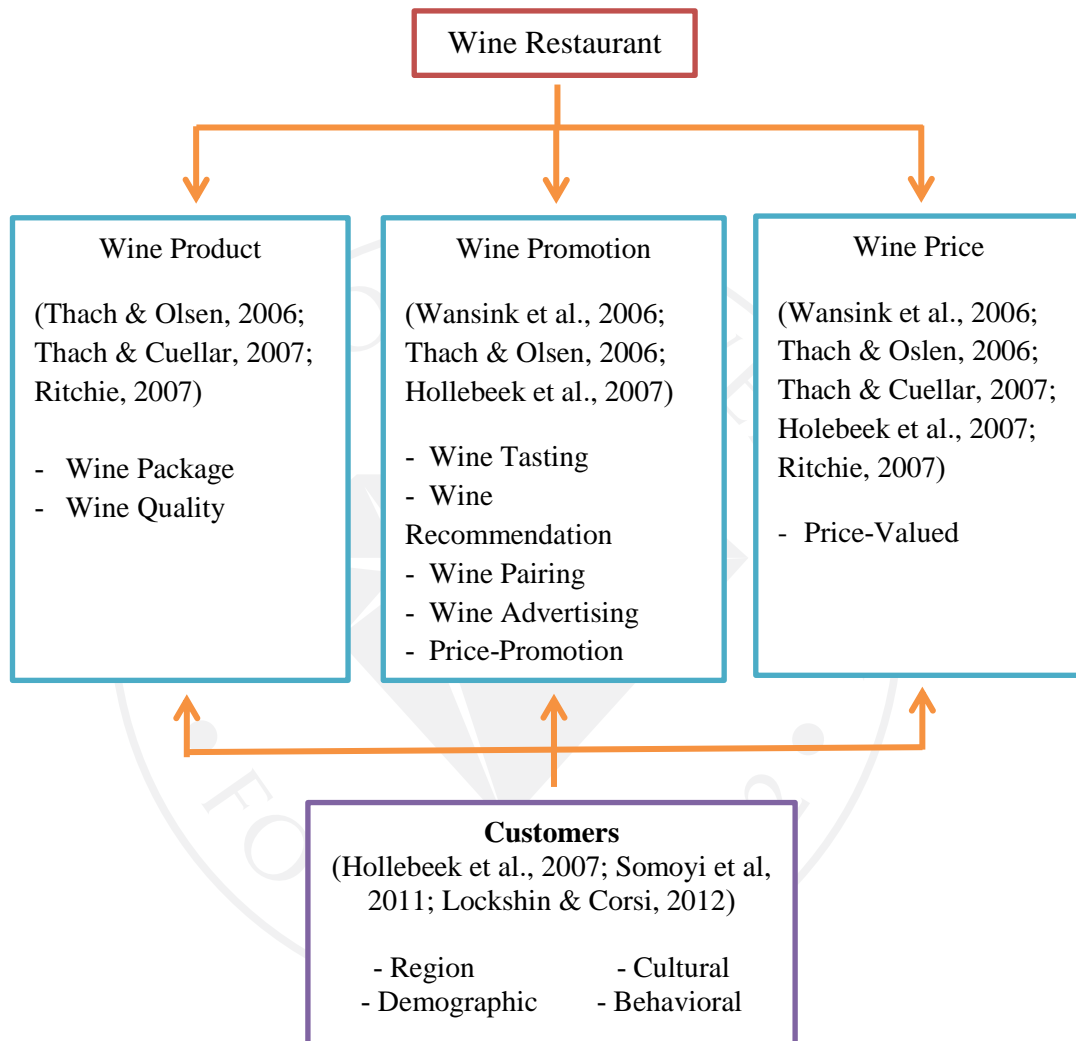
Wine advertising was mostly shown through wine images but greater numbers of millennial wine drinkers were increasing and they perceived the wine image for fun and relaxation while dining or when meeting with friends meaning they selected the wine dining from the events or occasions. Moreover, wine businesses needed to develop the wine packages, prices, and advertising for their customers' desires that they preferred high quality wine with a price that was value (Thach & Olsen, 2006). For instance, Thach and Cuellar (2007), tapas bars in U.S. were growing and it was the Spanish wines opportunities in the U.S. wine market combined with seeking out regional food and wine of new Americans; therefore, Spanish wines had advantages because of quality and value.

In addition, Hollebeek, Jaeger, Brodie and Balemi (2007) explored the region, price, and price discount that impacted upon the wine consumers' attitudes of product and purchase. The opportunities of marketing strategies had to be studied in regard with regional target group for brand activities and equity; however, the wine consumers might willingly pay for high product involvement with a high price. This increased wine consumption by females as a result of targeted wine marketing, who loved the price, packages, point-of-sales information, and any activities for females and this gained the sales volume and purchasing (Ritchie, 2007).

The growth in fine dining restaurants, the reputation, staff, increased visitors and consumption had effected the wine purchasing decision (Lacey, Bruwer & Li, 2009). It meant the staff was making a professional recommendation with knowledge of wine that could be up-selling at the same time. Furthermore, wine marketing was the differentiation of the region and culture. For instance, in China, wine was consumed for health, according to traditional Chinese medicines, that was the

interaction in the marketing strategies' wine branding and positioning (Somogyi, Li, Johnson, Bruwer & Bastian, 2011).

Figure 2.4: Wine Restaurant Marketing Strategies



Nevertheless, Lockshin and Corsi (2012) study focused on consumer behavior for studying wine marketing because the amount of wine consumption was increasing. In addition, wines were differentiated in each segment such as a beverage, some celebrated drinks, a sociality drink, or history and cultural ones. As a result, this research found that online promotion was effective only for old customers.

Literature Review of wine restaurant marketing explains (shown in figure 2.4) how to market wine businesses at the present under the marketing mix such as product, promotion, and price (Wansink et al., 2006; Thach & Olsen, 2006; Thach & Cuellar, 2007; Hollebeek et al., 2007). The goal of wine promotion was to increase sales volumes and purchase which also depended on each brand and positioning of the wine business (Lacey et al., 2007; Somogyi et al., 2011) and customer segmentation as region, cultural, demographic, and behavior (Ritchie, 2007; Lockshin & Corsi, 2012). It could analyze how marketers could mark up the customer perception and customer retention by marketing strategies.

The summary of marketing mix was related to marketing strategies in e-hospitality and wine businesses. Marketing mix could achieve the revenues from the promotion strategy and marketing communication was a potential tool in online communication. Furthermore, the marketing mix's literature reviews claimed the mix was used for gaining sales volume and revenues, and creating the brand position and image too.

### 2.1.2 Technology Acceptance Model (TAM)

Many researchers suggested the technology acceptance model (TAM) to examine the effective and efficient innovation and technology. According to Davis's technology acceptance model (1985), there were four variables;

- a) Perceived usefulness; users perceive the system that is helping job or task performance effectively,
- b) Perceived ease of use; people believe that system is easy to use,

- c) Attitude toward using; individual's attitude that depends on their behavior, and
- d) Actual system use.

The finding discovered that it was shown in figure 2.5. Perceive usefulness had a relationship with attitude and use. Perceived ease of use had affected perceived usefulness and attitude to use.

Figure 2.5: Technology Acceptance Model



Source: Davis, Jr., F. D. (1985). *A technology acceptance model for empirically testing new end-user information systems: Theory and results*. Doctoral dissertation, Massachusetts Institute of Technology, Massachusetts.

Moreover, Lederer, Maupin, Sena and Zhuang (2000) found the perceived usefulness and perceived ease of use affected the attitude and intention toward the world wide web. The key element of this study was that information website should be useful and easy to use for operational, managerial, and strategic decision making. Similarly, the study of Li and Zhang (2002) used Technology Acceptance Model to examine online purchasing customer. As a result, personal characteristics, vendor/service/product characteristics, and website quality influenced attitudes towards online shopping by perceived usefulness, perceived ease of use, and

perceived enjoyment [referred as the enjoyable perception of users (Teo & Noyes, 2011) that impacted the online purchasing intention, behavior and consumer satisfaction. The vendor/service/product characteristics and website quality also affected the customer satisfaction directly.

Additionally, Lee, Kozar and Larsen (2003) found that Technology Acceptance Model was used to investigate the four categories of information systems such as communication (e-mail, fax, dial-up system, cellular, etc.), general purpose (windows, microcomputer, e-commerce, workstation, and other computer facilities), office (word processor, spreadsheets, presentation software, database program, and groupware), and specially business (computerized model, case tools, expert support systems, and others). Technology Acceptance Model explored the two major variables that were perceived usefulness and perceived ease of use. Both of them had the positive significance of relationship and they also had the stronger relationship with behavioral intention [willingness to use (Lin and Lu, 2000).] and use behavior.

The technology adoption toward Technology Acceptance Model appeared in a variety of business firms that found the appropriated variables to investigate their customer behavior intention. For instance, the understanding of online purchasing (Van der Heijden, Verhagen & Creemers, 2003) was also explored by the Technology Acceptance Model which had six variables such as (1) trust in store, (2) perceived risk (as a person believes the adoption of system that will be the negative outcome according to Lee (2009), (3) perceived ease of use, (4) perceived usefulness, (5) attitude, and (6) online purchase intention. It found the significance of perceived usefulness and perceived ease of use influenced on the attitude toward online purchasing.

Identically, Technology Acceptance Model of online banking (T. Pikkarainen, Pikkarainen, Karjaluoto & Pahnla, 2004) investigated the six variables (perceived useful, perceived ease of use, perceived enjoyment, information on online banking, security and privacy, and quality of Internet connection) affecting online banking use but the security and privacy found weak relationship of consumer acceptance. Related to a literature review of Perea y Monsuwé, Dellaert and De Ruyter (2004) studied the basis of Technology Acceptance Model's (TAM) that was the popular framework of researchers for examining effective online shopping in the United States and Europe. The usefulness, ease of use, and enjoyment affected the customer's attitude and purchase intention toward online shopping by external factors such as consumer traits, situational factors, product characteristics, previous online shopping experiences, and online shopping trust.

At the present, mobile devices are popular in the marketing; therefore, there are many studies of Technology Acceptance Model via mobile commerce. For example, the study of information system and information technology via mobile commerce (Wu & Wang, 2005) explored the perceived usefulness and perceived ease of use effect on the behavior intention of the customer. Actual use that mobile commerce development and application carried out the communication channel and it provided the transaction and increased profit and revenue. Anyway, it sought the mobile privacy was weak that effected to use.

#### 1) Technology Acceptance Model for Hospitality Industry

Moreover, mobile technology was expanding in hospitality and tourism industry. For instance, the mobile technology's traveler acceptance model found the technology experience and trip experience that got the positive of perceived

usefulness and perceived ease of use. It could explain the mobile technology impact on travelers for searching their trips and the function of mobile application was important for the mobile users. Also, both usefulness and ease to use influenced the users' attitude to use mobile technology (Kim, Park & Morrison, 2008). Likewise, Mobile marketing communication (Karjaluoto, Lehto, Leppäniemi & Jayawardhena, 2008) was examined by technology acceptance model that found perceived usefulness, perceived ease of use, and perceived trust affect the attitude toward advertising to receiving the messages.

In any case, the perceived enjoyment in tourism had three kinds of perceived enjoyments: identification, internationalization, and compliance (or social) from sharing the tourism experiences via social media was investigated by Kang and Schuett (2013). Goals of perceived enjoyments are internationalization for travelers from various country and personalization of their preferences. Perceived enjoyment had a positive influence on the use of social media via travel planning, social media's experience, and actual travel experience sharing.

Hence, Technology Acceptance Model was the acceptance theory to study the efficient and effective information system and technology system in both communication and distribution channels in the marketing. Many researchers stated how it was useful and flexible in various business firms (table 2.1).

Table 2.1: Technology Acceptance Model

Authors	Davis (1986)	Lederer et al. (2000)	Li and Zhang (2002)	Lee et al. (2003)	Van der Heijden et al. (2003)	Pikkarainen et al. (2004)	Perea y Monsuwé et al. (2004)	Wu and Wang (2005)	Kim et al. (2008)	Karjaluoto et al. (2008)	Kang and Schuett (2013)
1. Perceived usefulness	√	√	√	√	√	√	√	√	√	√	
2. Perceived ease of use	√	√	√	√	√	√	√	√	√	√	
3. Perceived enjoyment			√			√	√				√
4. Behavior intention		√	√	√	√		√	√	√		
5. Use Behavior	√	√	√	√				√			√
6. Attitude	√				√		√		√	√	
7. Customer			√				√				
8. Product			√				√				
9. Information						√					
10. Trust					√		√			√	
11. Internet connection						√					
12. Experience							√				√
13. Security						√					
14. Situation factors							√				
15. Risk					√						



## 2) Integrated Marketing Communication (IMC)

In 1991, Caywood, Schultz and Wang (1991) claimed the integrated marketing communication was a concept of marketing communication planning to send the message along the communication channel such as advertising, sales promotion, public relation and others.

According to Peltier, Schibrowsky and Schultz (2003), the objectives and themes of marketing had controlled the interactive communication approach of traditional integrated marketing communication. For specific objectives, it always used the specific information to achieve the goal therefore traditional integrated marketing communication was created for the value of communication campaign which it contained the development of customer relationship management to be individualization messages. Moreover, the interactive integrated marketing communication strategy could be implemented by the integrated marketing communication plan that was;

a) Every communication should fit with the customer's attitudes and behavior that it could be 'receptive' in the environment impact but it had to feel 'comfortable' for the target choice's mood.

b) Every communication could be shared with the customer but the marketers could also learn from the customer.

A study of Peltier et al. (2003), showed that marketers use integrated marketing communication to collect customers' data to create and develop the product and service following the specific customers' need in accuracy and completeness.

Additionally, the marketing communication tool was used for the promotion of the marketing mix, it included the communication procedures such as traditional mass

media advertising (TV, magazines, etc.), direct response and interactive advertising (direct mail, telephone solicitation, online advertising, etc.), place advertising (billboards, posters, transit ads, etc.), store signage and point-of-purchase advertising (external store signs, in-store shelf signs, shopping card ads, etc.), sale promotions (trade shows, cooperative advertising, samples, coupon, premiums, refunds, promotional games, bonus packs, price-off deals, etc.), event marketing and sponsorships, public relations and publicity, and presentation of personal selling (Shimp, 2010).

Furthermore, Shimp (2010) identified five elements of integrated marketing communication which would be accomplished in the promotion strategy to commit the customers that were;

- a) Beginning with (a) the customer was the core essential of MARCOM that must be consumer-centric and (b) opportunities reduced the mass media advertising's cost which the innovation and technology were developing to place the messages toward Internet advertising.
- b) Used any form to communicate with target audience by using any communication outlets as a touch point and contact. If it was effective, MARCOM could be a tool of engagement.
- c) Spoke with a single voice in the multiple messages' channels that meant the integrated marketing communication must present the same message to the audiences for striving them with getting the brand image and customer action.
- d) Built relationship when integrated marketing communication was accomplishment

e) Affected behavior was the most marketing communicators' wants that referred to move people to action or the customer response from integrated marketing communication.

When the marketers knew the customer database, they could create the interactive integrated marketing communication approach from the both of traditional and electronic media to communicate with their specific target (Peltier et al., 2003). The innovation impacted the integrated marketing communication to develop the offline media to be online communication such as;

a) E-mail and URL were benefits for the permission target group to employ the newsletter or information source so that the design of e-mail and URL had provided the friendly function with all messages to the specific group.

b) Broadcast and print media should be designed as a fashion especially in magazine and television shows that the marketers had to look for where their customers would get the information in a short period however; the URL just was a place for the specific target to receive the information by them.

c) Computer telephone integration (CTI) allowed the callers to send the messages to the receivers directly and the key of this process was collecting the customers' responses in both inbound and outbound calls that the marketers would use these customers to develop the messages for the specific target.

d) Interactivity was the keyword of the interactive integrated marketing communication from the advantages of the new media to provide the two-way communication program that made the interactive integrated marketing communication to be more effective by the customers' responses. The conversation

between company and customer would developing the product and service from those data.

Hence, integrated marketing communication was promotion mix's tool that it would be of benefit in short and long term especially; the technology which was furnished in the twenty century that integrated marketing communication got the positive opportunities of various communication messages and functions, advertising costs' reducing, easier to make customer relations (Kitchen & Burgmann, 2010).

In conclusion, integrated marketing communication was marketing communication concept that it sent the messages to the audiences or receivers toward the promotion mix such as advertising, sales promotion, public relation and others (Caywood et al., 1991; Shimp, 2010). The effectiveness of integrated marketing communication was the interactive among the customers, how they reacted to the brand during the integrated marketing communication procedure therefore the marketers had to understand the customers. Peltier et al. (2003) and Shimp (2010) said that the marketers got the customers insight and need from the communication in order to develop product, service, and promotion for the right customers.

Development of innovation and technology urged the marketers to adapt the Internet-based system for effective and efficient MARCOM tools. For instance, Peltier et al. (2003) explained the interactive integrated marketing communication by using the traditional and new media such as e-mail marketing for sending messages to the specific customers, broadcast and print need to develop from the trend of customer behavior but the Internet helped to provide the communication channel for their customers to visit by themselves, CTI was the key tool of integrated marketing communication to collect the customer database, and the new media could be the

interactive integrated marketing communication because it was a two-way communication that the marketers would know what and how the customer response was as well. Likewise, Shimp (2010) argued that integrated marketing communication was a tool of promotion mix by understanding the customer-centric and prospects of Internet for customer engagement by the various communication channels with a single message to build the customer relationship. The accomplishment of marketing communicators was seeing the how customer behavior was affected. Thus, the advantages of integrated marketing communication for promotion in the short and long term was that it was a useful means of communication with the technology supports, saving the cost of advertising, and creating a customer relationship (Kitchen & Burgmann, 2010).

### 3) Online Marketing Communication of Hospitality Firms

Internet has become marketing tools for wine business such as online wine shopping (Lynch & Ariely, 2000) and has got the higher competition on price comparison, quality information and distribution. Searching for cost was easier to compare among lower price products that affected the increased price sensitivity when manufacturers would like to distribute to one or two retails and the retails liked to have two third of the unique wines and one third was common wines for avoiding the price competitiveness.

There were many researchers who studied hospitality and tourism industry's information and communication technology that was essential for marketing strategies such as Swedish museums of Lagrosen (2003) which included four categories that had (1) the minimal who preferred the facility activities of information, (2) the aspirers who were interested in the information and photos that were add-valued when they

visited, (3) the virtual leaders who liked the exhibitions and objects information as the subject information, and (4) the informers referred to as the shopping information that preferred the great deal of information. Thus, the findings presented three strategies of service marketing and delivery; namely, the avoidance strategy (Internet activities), the content strategy (interesting contents), and the technology strategy (high technology for information). Specially, the museums' activities needed the information, education, and entertainment.

Also, hotels in Hong Kong used information technology (IT) system for administration and operational functions but they did not provide IT in the long-term business strategies that influenced the higher service quality of customer's expectation with high-tech application (Law & Jogaratnam, 2005). Furthermore, IT was a tool of tourism firms for information. For example, the electronic service quality's evaluation of Australia winery websites (Davidson & Cooper, 2005) found that winery managers and website developers had not known about customers' dissatisfactions on website. It is important for the sale volumes via Internet and the researchers suggested that websites were the tool of business efficiency.

According to the development of the traditional business model of the hospitality industry (Kandampully, 2006), the external factors change the customer lifestyles. A new business model is based on customers that could be kept customers from the competitiveness of other firms in the market by the innovation advantages. Danish advertising agencies' online marketing communication (Bach Jensen, 2008) included online advertising, relationship communication, interactive communication, and public relations. It would be the potential online marketing communication in the future but mobile communication was not foreseen. Moreover, small-medium hotels

in Athens got the advantage of the Internet distribution channel for communication, reservation, reduction the cost, promotion, and building hotels images. Conversely, the Internet could be the source of trouble for hotels as price competition, brand image, the differentiation product, the standardization and commoditization, hotel chain-property relation for the international market, search engine optimization (if it's a lower rank site, expending higher distribution costs for upper rank on site), and high investment for SMEs (Buhalis & Kaldis, 2008).

In the digital age, the food and beverage marketing (Montgomery & Chester, 2009) had always developed following the generation's behavior so digital marketing is referred to as ubiquitous connection (unlimited connection in time and place), personalization (customization and personalization via their experiences), peer-to-peer networking (buzz marketing), engagement (brand loyalty), immersion (interactive, application, and game), and content creation (comment, blog, social network, or video). Related to development of integrated marketing communication (Mangold & Faulds, 2009) used social media to be the path of promotion mix that had provided the out-of-control content of information and period of time. Thus, the marketers needed to understand their customers for using the social media as a tool of promotion strategies.

In addition, Vizergy hotels' Internet service marketing classified five areas to analyze how to increase the number of customers by search engines, paid search marketing, website, hosting and maintenance (related to revenues, behavior information to be the loyalty), and e-CRM and e-mail marketing. As a result, it found a 12.50 percent increase in the visitors' numbers within a year (2006-2007), it could

achieve a higher position in the top 10 in 2007 from the top 30 placements of 2006, and it also received an increase of 43 percent in revenue from 2006 (Das, 2010).

The effective marketing tool of the customer relationship was the online channel that Kang (2011) examined how different was the relationship of the hotel industry marketing, restaurant industry marketing, and the demographics (age and gender) in the online benefits as functional, social, psychological, hedonic (environmental), and monetary (special offers) parameters. The three of benefits (functional, environment, and social-psychological) factors influenced the customer trust via hotel brand and the community participation had affected the functional benefits by gender. Also, the physical environment and social-psychological factors impacted the consumer trust and commitment toward the restaurant brand.

Lockshin and Corsi (2012) found the distribution channels of wine marketing were expanding towards the Internet; however, consumers were trusting the old and large brands and most promotion would be for old customers only.

Hence, hospitality firms use Internet marketing, especially online marketing communication which is the new marketing tool for this era with innovation technology development. The review of online marketing communication literature in hospitality industry showed the impacts of Internet marketing on hotel business in different ways. First, the most successful online marketing communication goal is to search information for destinations, special deals, hotels, restaurants, attractions, and wine business (Lagrosen, 2003; Kang, 2011). Second, it is used for administration and operation function such as a high technology application for customers' services via website to increase the sale volumes (Law & Jogaratnam, 2005; Davidson & Cooper, 2005; Kang, 2011). Last, it's for marketing benefits with advertising, customer



relationship management, public relation, promotion, brand strategy, buzz marketing, and so on that destroyed the boundary of time services via Internet while the revenue was also growing (Bach Jensen, 2008; Buhalis & Kaldis, 2008; Montgomery & Chester, 2009; Mangold & Faulds, 2009; Das, 2010; Kang, 2011; Lockshin & Corsi, 2012). Although online marketing communication is the most essential kind of business efficiency; it also has the challenges at the price war toward the information searching (Lynch & Ariely, 2000) and the customer lifestyle is the external factor to choose which Internet marketing tools are going to influence customers at that time (Kandampully, 2006; Mangold & Faulds, 2009; Kang, 2011). Therefore, this research has chosen five elements of the popular online marketing communication tools as shown in chapter one (Restaurant Partner Program, 2015). They are (1) online promotion, (2) search engines optimizations, (3) mobile marketing, (4) social media, and (5) e-mail marketing for reviews.

### 3.1) Online Promotion

Most of online promotions or online deals were the responsibility of intermediated websites which promoted the special vouchers or offers with the best deals to their members.

Online promotion (Chatterjee & McGinnis, 2010) claimed that there are three types of online promotion which were fair price, free shipping and discounts. As a finding, customers were mostly interested in the free shipping more than sales promotion that had the condition of promotion period. However, sales promotion was effective during advertising time.

### 3.1.1) Online Promotion in Hospitality

For the restaurant business, the daily deals via online operator websites such as Groupon and LivingSocial were the most successful of 40 percent of new customers; however, it would decrease old customers' values by size, volume, and revenue. Surprisingly, 35 percent of those new customers were back to restaurants without any special offers. Hence, the restaurants were increasing high revenues from the online deals (Wu & Dholakia, 2012).

Identically, the role of online intermediaries as Expedia and Travelocity had more impact on the hotel's promotion strategy with the flash deals that are daily deals to be promoted to the customers in the short period with discounts. It found 42 percent of those who bought flash deals but 46 percent of them were not the intention of that promotion because they felt the discounts impact on reducing the brand integrity. The highest discount rate was 45-50 percent off. The hoteliers are satisfied that online deals lead their new customers and high sales volumes; however, they had to pay 40 percent commission to the online intermediaries (Piccoli, 2012).

When the restaurants were successful in food quality, the marketing strategies become a tool to build the customer visits and returns by the online group buying as Groupon (Y. Chen & Chen, 2014). It found that the online group buying was attracted by the younger customers with high knowledge and income of married females.

Thus, the online promotion was referred to as the sales promotion that was sold by the operator websites such as Openrice, Groupon, LivingSocial, Expedia, Travelocity, and others. It was a marketing tool to increase the sales volume and revenues of hospitality businesses for attracting new customers to try with the special

offers and they also expected to get those new customers to be loyal customers for the online promotion (Wu & Dholakia, 2012; Piccoli, 2012; Y. Chen & Chen, 2014).

### 3.2) Search Engines Optimization (SEO)

Search engine optimization was one of the popular online marketing communication by which customers could search information and find advertisements during an Internet search. Hoteliers and entrepreneurs would like to create their own webpages for customers to seek information and they would be promoted on search engines as Google, MSN, Yahoo, amongst others, that would be shown from the user's own search words.

#### 3.2.1) Search Engines in Hospitality

For hotel's homepage, it provided the information that visitors searched for hotel's news, food and beverage outlets and menu, location and room information including room rates. Mostly, customers searched for the hotel from tourism-related websites and some were looking for the hotel from search engines such as Google, MSN, and Yahoo. Surprisingly, they used the words of hotel, city, hotel's name, region, and activities or events for searching the hotel's website via search engines (Schegg, Steiner, Gherissi-Labben & Murphy, 2005).

Also, Pan, Litvin, and O'Donnell (2007) investigated how customers used search engines for hospitality to type the popular keywords such as city, specific hotel, hotel, and hotel brand. Therefore, the hospitality marketers emphasized the potential keyword for search engine and the best linkage suggestion was the importance of the customer's motivation.

Moreover, the search engines optimization was performing well in the hospitality industry, especially hotels that emphasized the hotel name and location for

searching and it should be in first to tenth of the result page; however, the hotel had to bid to get the best placement for the hotel's trademark such as advertising and sponsors' links the customers were using. Over one-quarter of hotels' use of search engine optimization indicated smaller number of hotels to be successful in the pay-per-click advertising and the hotels just needed the hotel trademarks for customers' searches (O'Connor, 2009).

In this way, search engine is one of the effective marketing and promotion tools that have an impact on the customers' attitude and behavior. During the travelling plan, the travelers search the information by themselves; therefore, the language on the sites was important for the tourists' perception in both the positive and negative (Xiang, 2010). Based on Spais study (2010), the findings confirmed the search engine optimization activity system that consisted of subject (increasing visibility), tool (keyword, page identification, website, and on/off-page optimization), object (search engine ranking), goal (increasing searching ranking for goal's campaign), and result (increasing the company's website, the total number of inbound links, and visibility) were successful in boosting the sales for the marketing campaign.

Hence, the corroboration of the hospitality and tourism industry was gaining stronger competitiveness in the marketing destination via search engines. For example, Bing.com had provided a decision engine by searching in the specific functions of travelers. However, the popularity of social media and mobile applications was reducing the search engines users, the search engines were still helping the travelers to find the information and connected tourism-related businesses and DMO (Pan, Xiang, Law & Fesenmaier, 2011). According to the travelers' plans for seeking information about the destination via search engines of Xiang and Pan

(2011) explored how the tourists queried. They were separated into two groups. First, the nature of travel queries found three words that were 'get around' for a specific destination during their trips, 'search economy' referred to as the size of tourism industry, and 'language of tourism'. Second, the keys of search engine marketing for destination were four queries such as 'first impression' with the persuasive messages in the short period, 'retool' related to the accommodation advertising for increasing ranking of website, 'touristic' defined the types of destination including the transportation, map, and attractions, and 'name of destination' for the metropolitan cities.

The analysis of Swiss Tourism (ST) board was about online communication and promotion that studied five segments. There were (1) display advertisement, (2) content operation, (3) search engine optimization, (4) search engine marketing, and (5) customer relationship and social networking. In this regard, MySwitzerland.com was an excellent website of brand awareness; however, it depended on the online communication's budget for achieving the activities, number of visitors, and expectation's image of destination. Also, the currency rate function was the supportive technology for travelers' using that and was the success of the Swiss DMO online communication (Inversini, Brühlhart & Cantoni, 2011).

In any case, comparisons of online marketing in destination and accommodation firms were different in the budget as accommodation had more expenditure than destination firms. In the modernized organizations, they focused on the online marketing strategy that found the larger outsource of search engine optimization and pay-per-click advertising. In terms of accommodation, tourists preferred to use the social media with pay-per-call, Twitter, and pay-per-click to be

the outsource functions but the destination firms were usually using the general functions as pay-per-click, link building, and search engines (Verma & McGill, 2011).

In addition, the small guesthouses of Romania had small budget of online promotion which was related to the positive correlation between online promotion's budget and the percent of visitors even; they would like to use the online communication as the potential tool for connecting their target group. The most efficient online marketing tools were the search engines and websites. Unluckily, they did not find the relationship between online promotion tools and the online customers' visiting percentage (Moiescu, 2015).

Finally, search engine optimization was the favourite online marketing tool for the information searching of customers and promotion in hospitality firms; however, the customers did not like to use their own hotel's website for finding information. Moreover, the hotel, city, hotel's name, region, and activity were the preferable keywords of customer's searching (Schegg et al., 2005; Pan et al., 2007). Identically, search engine optimization was the marketing competitiveness in hospitality firms by the search engine optimization ranking that was affected by pay-per-click advertising of search engines (Spias, 2010). Therefore, the budget of online marketing in hotels was higher than that of the tourism firms in pay-per-click with social media via search engines (Verma & McGill, 2011). Whereas the information was the most important factor for the travelers, hospitality organization needed to cooperate with tourism industry for adoption of the search engines and websites with the preferable customers' functions such as language and currency rate (Pan et al., 2011; Xiang & Pan, 2011; Inversini et al., 2011). On the contrary, search engine optimization and

websites were the efficient online marketing communication but it got a small budget for promoting itself and it did not find the linkage between the effectiveness of online marketing tools and the number of webpage visitors (Moisescu & Gica, 2015).

### 3.3) Mobile Marketing

Innovation of technology changed direct marketing the Internet marketing or e-marketing and it would be turned to mobile marketing or m-marketing that the marketers would communicate with their customers successfully on mobile devices (Mort & Drennan, 2002). Mobile marketing as SMS (short message service), MMS (multimedia message service), and e-mail (Heinonen & Strandvik, 2003) were investigated in consumer responsiveness that was separated into three groups such as disturbance, indifferent, and acceptance. Most of them were interesting in the marketing campaigns as well as the distribution channel; however, the consumer responsiveness got the lower on the mobile marketing.

Furthermore, the number of mobile devices (Barnes & Scornavacca, 2004) will increasing in the future through the wireless marketing strategies that would be the essential successful procedure of marketing for sending the information to the users, especially the next generation will accept the mobile marketing effectively in their privacy by standardization of wireless advertising with price strategies. Normally, mobile marketing was vast via short message service (Dickinger, Haghirian, Murphy & Scharl, 2004) that carried the messages and media factors as customer attention, customer behavior, and advertising costs. The most successful of short message service marketing had provided the images especially in Asia and Europe.

Mobile marketing was a communication tool towards short message service that was mostly used in telecommunications and electronics industries. The success of mobile marketing was due to advertising via message and media that impacted customer attention, intention, and behavior (Scharl, Dickinger & Murphy, 2005). On the one hand, Turkish consumers were low in mobile commercial attitudes; therefore, they did not regard online shopping for mobiles as appropriate since they thought it would not protect their privacy. Also, they were of the opinion that payments online were not a proper method of purchasing mobiles. On the other hand, mobile users were positive in the advertisement, special offers, entertainment, place-based mobile services, Internet, and banking via mobile devices (Barutçu, 2007).

According to Danish advertising agencies online marketing communication (Bach Jensen, 2008) used online advertising, relationship communication, interactive communication, public relations that would be the potential online marketing communication in the future but mobile communication was not considered. Another research on mobile marketing communication (Karjaluoto, Lehto, Leppäniemi & Jayawardhena, 2008) examined short message service and e-mail of opt-in users. Managers expected the mobile channel to be getting more visits and attract them to be active. As a result, it found the attitude towards advertising, perceived usefulness, group influence, and perceived trust to support the receiving messages intention so that it would be effective in the right customers. Although information should be clear in special offers as discounts, fee, or drink prices that would be gained via the electronic word-of-mouth. The group influence affected the visit intention especially in terms of events with friends or social gatherings. Advertising attitude was strongly influenced by the perceived usefulness related to the intention to receive message



and visit. In addition, females were enjoying the mobile marketing communication campaigns more than males.

### 3.3.1) Mobile Marketing in Hospitality

In any case, ambient intelligent technologies (Collins, 2010) was the interactive communication tool for the hotels and restaurants that needed to understand the customers' received information through mobile devices. The application had recognized three elements that were the users, information, and functions. Similarly, the 45 popular cases of mobile marketing communication (Mirbagheri & Hejazinia, 2010), they selected the mobile marketing communication tool (telephone call, bluetooth file broadcast, mobile TV, video, application and game, WAP site, short message service, multiple message service) from the firm's objectives and information for the users that influenced which mobile channel would be appropriate such as personal selling, word-of-mouth, interactive, direct marketing, public relations and publicity, events and experience, sales promotion, and advertisement. In addition to Bouhlel, Mzoughi, Hadiji and Slimane (2011) case study of the communication tool on mobile advertising was growing that benefited the marketers for using the new product announcement and price promotion with the right customers in the right time. Moreover, brand personality was the key element of brand trust (belief), attachment (psychology relation), and commitment (loyalty) for the customer perception.

Furthermore, the result of hotel mobile application was a positive relationship between students and brand loyalty by increasing brand awareness, customer engagement, and brand commitment (Kim, 2011). Also, the next consumers of the digital media environmental were children and teens who used the digital devices via

mobile phone for messaging, social networks, games, and online videos. Fast food and snack industry focused on advertising for the target group as teens and children (Montgomery, Chester, Grier & Dorfman, 2012).

Thus, mobile marketing got the huge hole for the hospitality and tourism marketing opportunities for interactive communication with their customers by message and media via short message service, multiple message service, and e-mail (Mort & Drennan, 2002; Heinonen & Strandvik, 2003; Dickinger, Haghirian, Murphy, & Scharl, 2004). Therefore, the main objective of mobile marketing was carrying the information to the mobiles' users. Most researchers were interested in the effectiveness of mobile marketing in customer perception as attitudes, attention, intention, and behavior (Scharl et al., 2005; Barutçu, 2007; Karjaluoto et al., 2008) that were positively reflected in the mobile marketing communication. It could be the personal selling, word-of-mouth, interactive communication, direct marketing, public relations and publicity, events and experience, sales promotion, customer relations, and advertisement towards mobile devices all of which were sending the usefulness of information and ease of use for wireless devices (Mirbagheri & Hejazinia, 2010). The potential of information via mobile depended on users, information, and function (Collins, 2010). The other benefit of mobile marketing was brand strategy such as brand trust, attachment, commitment, loyalty, and awareness (Bouhleb et al., 2011; Kim, 2011). In addition, Bach Jensen (2008) studies the online marketing communication of Danish advertising agencies that found online advertising, relationship communication, interactive communication, public relations to be the potential online marketing communication tool in the future excluding the mobile communication.

### 3.4) Social Media

The number of social media users was rapidly increasing every year therefore social media was the one of the online marketing communication tool for promotion strategy. For example, a case of Cramim restaurant's voucher promotion on Facebook (Gil-or, 2010) had twelve members at the start. Then, they released the coupon on Facebook that turned to 80 members on their page in the first month. A friend page became a fan page through invitations from friends, and conscious friends when they saw the Cramim's logo on their friends' pages. Also, the customer perceptions of the hotels were reflected to the business authorities to learn how to communicate with their customers via social networking sites. They contained information, sharing, trust and interactive, usefulness, and usage (Atadil, Berezina, Yilmaz & Çobanoğlu, 2010).

#### 3.4.1) Social Media in Hospitality

Moreover, social media was tourism and hospitality marketing for developing the electronic word-of-mouth (e-WOM). The power of the third-party recommendation had influenced the customers' purchasing decision and social media could reduce the barriers of demographic backgrounds (Mavoothu, 2010). Also, social media marketing was the free tool for advertising that many hotels liked to use. This channel was employed to promote their images and to get the benefits of returns if it worked effectively (Russell, 2010).

As an effective instrument, social media was an opportunity for the hotel revenue management with respect to the business, marketing, and branding strategies. For inbound communication of social media, it helped to push the price promotion in short and learning the customer's behavior segmentation and the competitive as a long-term policy. Outbound communication was the distribution channel in short-

term. For long-term benefits, they were building the brand trust, brand's value (price rate), and customers' retentions (Noone, McGuire & Rohlf, 2011). According to the hospitality marketing research during 2000 to 2009, it was explored by the marketers' studies in the customer insight such as emotional, relationships, and perceptions that effected the use of social media as a customer relationship of marketing strategies (Yoo, Lee & Bai, 2011).

The usefulness of information toward social media as Facebook was the importance of hospitality industry that it also depended on their customer behavior to identify how to send the effectiveness of information for the customers by using the impression management tactics (Terrell & Kwok, 2011).

Facebook's brand profiles were utilized for online advertising, public relations, sales promotion, and relationship communication (Saransomrurtai, 2011). The development of marketing communication via electronic word-of-mouth (Williams, Crittenden, Keo & McCarty, 2012) was caused by using a social media of the generation C. Most of them used the social media as spectators and their contents were a basic sentence for sharing with photo. Some of them liked to post the product or service reviews or promotions and location events. Therefore, the opportunity of social media channel was the key tool of the entrepreneurship marketing strategy that was the benefit of electronic word-of-mouth, connecting via social networks, build a brand images, and e-reputation (Nakara, Benmoussa & Jaouen, 2012).

The study of Saransomrurtai (2011) found that online social media was less popular than TV commercials and prints. Social media advertisements of public relations featured photos, videos, and special events even coupons of sales promotion were found. Online relationships were found in polls, discussions, and applications

therefore brand profiles' Facebook pages were mostly used for public relations and relationships. Moreover, it found out that brands' products were more eager to post the photos on their pages and the service industry preferred to promote their profiles on Facebook. However, most countries used online marketing communication via the four dimensions (online advertising, public relations, sales promotion, and relationship communication) in different countries and trends. Especially, language gap (Singh, Lehnert & Bostick, 2012) was found in the social media users who were Europeans, Americas, Brazilians, Russians, Indians, and Chinese in both of business and personal pages. Also, they needed a specific platform in each country because of the different cultures and psychological characteristics.

In other words, social media was a branding tool in the United States and United Kingdom compared with Egypt because of politics. The hoteliers used social media for communicating with their customers through feedback, customer service, marketing activities, and customer experiences. Especially, Facebook and Twitter were the potential distribution channel to a million of customers by a few clicks (Nassar, 2012). According to Pan and Crofts (2012), hospitality and tourism business had the opportunities of social media as a two-way communication between customers. They could exchange their opinions with their families, friends, and neighbors during a purchase decision process. It would be more challenging to be the e-WOM with the large scales in a short time.

In 2013, Rosario, Rodríguez and Pérez (2013) investigated marketing communication of the hotel chains that was web 2.0 and social media were the opportunity for interaction with their customers. A website was the place for promoting the goods and services, customer reservation, and customers' evaluation

and feedback; however, web 2.0 made lower efforts. Conversely, the social media was accepted in the hotel sector, 52 percent of hotel chains had the social networking account for promotion mix. Most of them were the oldest and the largest hotels which used the social media to retain their images. It may be pointed out that social networking was useful in conversations since customers' ideas were regarded as important.

Related to the popularity growth of social media as Facebook users, they preferred to share their experiences and opinions via pictures, contents, and locations with friends and others. It was the most influential factor of customer's purchase decision. Moreover, customers used the Internet for basic information; the hospitality used the social networking to communicate for customer relationship in long-term interactions (Chitu & Albu, 2013). In addition to 'like and comment' on restaurants' Facebook of Kwok and Yu (2013) found that customers liked and commented on the status and photo post more likely than the link and videos. They could be classified into two mentions that were for sales and marketing and conservation messages. However, the Facebook users usually liked and shared as a conservation. Mostly, the restaurants also asked the customers to give a feedback on a menu's photo for increasing the sale volume.

Yoo and Bai (2013) found the customer loyalty marketing of hospitality businesses that focused on the customers' emotion from customer's experience in thinking and reaction and cognitive of purchasing. Customer loyalty and customer relationship was developed by the innovation of communication with the customers toward social media while the Internet was building the brand loyalty for the next generation who needed the effective information via technology. Likewise, customer-

centric of Starbucks found their customers' knowledge of Starbucks emerging towards the social media as Twitter, Facebook, Foursquare, and MyStarbucksIdea that were used for providing the interaction of the interesting contents between Starbucks and customers (Chua & Banerjee, 2013).

Identically, the hoteliers used the social media and online travel agents for sales promotion that the social media was the importance of booking via hotel website, hotel-own website management, and room capacity but the online travel agents as booking.com focused on the popular online channels, sales management, and hotel characteristics. However, there were the differences of the effective marketing by a linkage between social media and online travel agents in the sales volumes that it's similar whereas the online travel agents was more popular than hotel's social media. It would be developed to be a real-time booking, social media and got the advantage of communication that the hoteliers could communicate with their own customers, and human skills' needs of online travel agents related to demand-driven (hotel's characteristic) but the social media supported the hotel occupancy rate (Inversini & Masiero, 2014).

Additionally, the popularity of hospitality and tourism strategy was the social media that was the communication benefits with the customers and employees effectively and quickly. It got the advantages of promotion and brand strategies in the globalization marketing. Even, the social media allowed the customers' opinions on post, they were both of positive and negative that could be buzz marketing in shortly via the social networking (Yazdanifard & Yee, 2014). Apart from that, the effectiveness of social media marketing in hotel industry of Leung, Bai, and Stahura (2015) found the customer experience affected attitudes towards social media site or

designs that influenced the attitude towards hotel brand. Then, the hotel brand had impacted the reservation intention and electronic word-of-mouth that was different in the brand cognition to be negative with the hotel brand because the brand cognition had affected the reservation intention. Social media marketing was an advertising that emphasized promoting the hotel along the customer satisfaction via enjoyment of using social media.

Based on social media's literature reviews, most of them discussed the social media that was more influential on the online marketing communication because of the increase social media users. Therefore, the social media created the opportunities of two-way communication in the hospitality industry. The advantages of online marketing communication toward social media were marketing, business, and brand strategy (Noone, McGuire & Rohlfs, 2011). First, social media got the marketing's benefits that were promotion, communication between customer and staff, product and service information, electronic word-of-mouth, customer relationship, customer service, marketing activities, and public relations (Gil-or, 2010; Atadil et al., 2010; Mavoothu, 2010; Noone et al., 2011; Yoo et al., 2011; Saransomrurtai, 2011; Nakara et al., 2012; Nassar, 2012; Pan & Crotts, 2012; Rosario et al., 2013; Chitu & Albu, 2013; Inversini & Masiero, 2014; Yazdanifard & Yee, 2014). Second, business's benefit was revenue management that the social media was the free advertising tool for promoting the images with the valued returns from sales revenues if it was effective (Russell, 2010; Inversini & Masiero, 2014) and it also got the information management tactics for customer (Terrell & Kwok, 2011). Last, brand strategies' benefits were made from sharing photos and locations, feedback from customers' experiences, and recommendation of third party that affected the brand images, brand



loyalty, brand cognitions, brand trust, brand-valued via buzz marketing, e-reputation, and e-WOM and influenced the purchasing decision (Atadil et al., 2010; Noone et al., 2011; Nakara et al., 2012; Nassar, 2012; Pan & Crotts, 2012; Kwok & Yu, 2013; Yazdanifard & Yee, 2014; Leung et al., 2015). However, social media needed to be aware in the language gap that each customer was different in perceived behavior so that they had to understand each culture (Singh et al., 2012).

### 3.5) E-mail Marketing

E-mail marketing developed from the direct mail to be e-mail by the innovation technology. It was useful in the marketing strategy such as product and service information, marketing activities, promotion, and customer relationship however it was not successful in the customer's responsiveness. For example, Heinonen and Strandvik (2002) explored the marketing communication in digital channels that e-mail marketing was examined in their research. The findings showed that adult age of 41 – 75 was the most negative of responses with 78 percentages and age of 21 – 40 got 73 percent. However, the young age of 13 -20 got the highest positive response of customer's responsiveness with only 17 percent; the negative response was 54 percentages.

#### 3.5.1) E-mail Marketing in Hospitality

E-mail marketing was the way of promotion strategy for customer retention. According to a study of Thi Hong Chau Nguyen, Murphy and Olaru (2003) about Australian hotels using e-mail, large hotels were more likely to use the website's customer services and e-mails responding than the smaller hotels however the younger hotels were better than the older hotels in online contacts. Likewise, e-mail marketing was increasing for advertising therefore the advertisers and marketers had

to understand the customer segmentation, especially gender. As a result of Phillip and Suri (2004) study, it was found that females were more likely to use promotional e-mails for product information with the linkage to the information source than males. Moreover, females preferred the coupon through e-mail and they liked to forward e-mails to their friends, that is, e-WOM.

According to US interactive marketing forecast during 2011 to 2016 (VanBoskirk, Overby & Takvorin, 2011), e-mail marketing appeared on social media, blogs, and mobile programs that were launching the e-newsletters, marketing campaigns, and interactive communication to the customers and it got the advantage of customer relationship management as well. The advantages of e-mail advertising (Jamalzadeh, Behravan & Masoudi, 2012) were reducing the cost and increasing the revenues consisting of the information, entertainment, and privacy. The relationship between e-mail advertising and customers' attitude was positive and the entertainment and information were more positive in the customer's attitude whereas, the privacy got the negative aspect of the customers' attitude. This finding found that e-mail advertising was a tool for the communication mix.

For the review of e-mail marketing's literature, most of researchers agreed that the e-mail was a tool of marketing communication. It provides advantages for hospitality industry in term of marketing strategy such as customer relations, customer services, interactive communication, advertising, product information, marketing campaign, and e-WOM. Also, e-mail could create the enjoyment for the receivers but privacy affected the customer's attitudes. However, males and adult groups were not successful in e-mail marketing. For a large organization, e-mail marketing reduces the cost and gains the revenue but it is not effective. (Heinonen & Strandvik, 2002; Thi

Hong Chau Nguyen et al., 2003; Phillip & Suri, 2006; VanBoskirk, 2011; Jamalzadeh et al., 2012).

Based on the table 2.2, the benefits of online marketing communication in hospitality firms from five tools are the following: (1) online promotion, (2) search engines, (3) mobile marketing, (4) social media, and (5) e-mail marketing. All of them were the most useful information, promotion, customer relationship and expenditure. Expenditure disappeared in mobile marketing, that is, the expenditure of online promotion and search engines were in the promotion cost.

Surprisingly, the interesting literature reviews sought the online marketing communication of social media and e-mail marketing was free and reducing the cost of marketing budget while search engines was higher cost for being the top of ranking, pay-for-click, pay-for-call, and so on. Following by advertising and marketing activities/campaigns, they found in search engines, mobile marketing, social media, and e-mail marketing but they weren't found in online promotion.

Online promotion was one of the promotion strategies that helped to increase the sales volume in the price competition. At the same time, price reduction impacts and declines company brand image. Truly, the technology provided the function system and application for information, organization, and relationship that were the most effectiveness marketing strategic with the online marketing communication tools in the unlimited innovation development especially, the wireless devices which had provided to use all five online marketing communication tools at the present.

Table 2.2: Online Marketing Communication of Hospitality Firms

Details	Online Promotion	Search Engines	Mobile Marketing	Social Media	E-mail Marketing
1. Information	√	√	√	√	√
2. Advertising		√	√	√	√
3. Promotion	√	√	√	√	√
4. Customer Relationship	√	√	√	√	√
5. Price	√	√	√		
6. Brand Strategy		√	√	√	
7. Marketing Activities/Campaigns		√	√	√	√
8. Privacy			√		√
9. Public Relation			√	√	
10. Word-of-Mouth			√	√	√
11. Customer Services				√	√
12. Communication			√	√	√
13. Personal Selling			√		
14. Direct Marketing			√		
15. Entertainment					√
16. Sharing				√	
17. Feedback/Customer Experience				√	
18. Third Party Recommendation				√	
19. Expenditure (Cost, Pay-for-Click, etc.)	√	√	√	√*	√*

\* Free expenditure

In conclusion, The Technology Acceptance Model was the traditional method of testing the effectiveness and efficiency of the innovation and technology.

Moreover, this research is studying the five tools of online marketing communication

that are the most potential effectiveness indicator of wine restaurant's marketing for getting the higher revenues and sales volumes.

### 2.1.3 Purchase Intention for Hospitality

Purchase intention was the customer's intention to making decision for purchasing the product (Shah, Aziz, Jaffari, Waris, Ejaz, Fatima & Sherazi, 2012).

Internet marketing has the opportunities of hospitality business to promote and sell their products and services. They are increasing the customer's purchase intention as well. Many researchers claimed that the Internet influence customer purchase intention. For example, the study of Law and Chung (2003) found that the most effective Hong Kong hotels' websites were the luxurious hotels that the customers liked to find and purchase on time, accurate, relevant, and the specific hotel information as map, room rate, room available, and online responses.

Additionally, the restaurant industry was also selected to research what the restaurant's customer purchasing was like. Halim and Hamed (2005), studied customer purchase intention at traditional restaurant and fast food restaurant in Malaysia; they found that the Malaysians' lifestyles were changing therefore, they used customer attitude, satisfaction, and loyalty to investigate the difference between traditional restaurants and fast food restaurants. As a result, it was found that customer satisfaction was the highest position significant at the traditional restaurant and the fast food restaurant got the customer loyalty that was the most potential significance.

The innovation and technology's benefits were in a way that the winery website (Nowak & Newton, 2008) had the opportunities to promote for the new target

group as millennials who trusted in the perception and wine quality on website for the first and repeat visit. Wine tasting room was the most effective part of brand equity and purchasing that affected the customer experience. Similarly, Han, Back and Barrett (2009) examined that emotions like excitement and comfort and switching barriers as annoyance and romance influenced the restaurant customers' satisfaction to get back again as a revisit intention. It was found that comfort was the highest positive significant emotion. Also, annoyance had some influence.

However, there were other factors that influenced the customer purchase. As the research of Ryu and Han (2010) indicated, their customers' satisfaction of quick-casual restaurant was influence the quality of food, service, and environment with the moderated price that affected the behavioral intention too.

Jani and Han (2011) investigated six factors affecting the customer's behavioral intention of full service restaurant that were (1) service encounter performance (customer's experience when the customer interacted with employees and environment), (2) perceived price, (3) affect (emotion, moods, and attitudes), (4) customer satisfaction, (5) relationship quality in trust, (6) commitment of relationship quality. The findings showed that service encounter performance affected perceived price but perceived price did not influence the customer satisfaction. Also, customer satisfaction affected the trust of relationship quality and expected commitment. In addition, commitment had effected the behavioral intention. Full service restaurants needed to implement their restaurants in service encounter performance for providing the service along with the customers' expectation, perceived price should be reasonable if compared to other restaurants, and the restaurateurs must create the positive effect on their customers' experience during

eating at the restaurant. Also, the relationship quality encompassed trust and commitment to the restaurant but the restaurateur provided services for the customers' behavioral intention.

Hospitality and tourism business had the opportunities of social media that was the two-way communication between customers that they could exchange their opinions with each other and with their families, friends, and neighbors to be in a purchase decision process. It would be more challenging to be the e-WOM with the large scales in a short time (Pan & Crotts, 2012). The study of Kamtarin (2012), it confirmed that consumer behavioral intention in online purchase was affected by trust, perceived values, and electronic word of mouth. Likewise, Nasermoadeli, Ling and Maghnati (2013) explored the relationship between customer experience (sensory, emotional and social) and purchasing intention. A positive relationship was observed among such emotions, social experience and purchase intention.

Literature reviews of purchase intention indicated that technology and innovation had influenced customer's purchasing intention in these day. Hotels used e-commerce for product/service information, price rate, and sales (Law & Chung, 2003). Restaurant's customer purchase intention was different in different types of restaurants, for instance traditional restaurant visitors like to go there and have their meals without considering the restaurant brand name but the brand loyalty customer would decide to have a meal at fast food restaurant because of the brand itself (Halim & Hamed, 2005). However, the restaurant's customers also thought of quality of food, service, affect, and environment with the valued-price to make the customer satisfaction; restaurants needed to be avoid annoyance in the restaurant because it was the most effective barrier to repurchase intention (Han, et al., 2009; Ryu & Han, 2010;

Jan & Han, 2011; Nasermodeli et al., 2013). Moreover, the winery used the Internet to promote the new target by leading them to have an experience for brand awareness and sales (Nowak & Newton, 2008). Also, the Internet was successful in the marketing therefore eWOM appeared in the purchase intention because it was the influence of customer's purchasing decisions from families, friends, and neighbours (Pan & Crofts, 2012; Kamtarin, 2012).

#### 2.1.4 Brand Recommendation for Hospitality

Brand recommendation refers to a brand to recommend to the others (Rosen & Olshavsky, 1987). Brand recommendation can have a positive or negative impact on customer's perception. Barrows, Lattuca and Bosselman (1989) found that recommendations of friends, reputation of restaurants, menu offerings, price, advertising, discount coupons, and reviews affected the restaurant customer's decision for the first time. Also, most respondents accepted to seek the restaurant information from reviews so that the positive reviews of the restaurant was the importance of their higher profile that impacted selling.

Moreover, East, Hammond, Lomax and Robinson (2005) investigated the brand recommendation that was the effect of word-of-mouth (WOM) for communication and it had more impact than advertising because it had affected purchase decision. As a finding, the customers preferred to seek recommendations but they did not like to give advice to others therefore the recommendation was a promotion with advising of brand or provider toward the referral that was a part of marketing communication.



Olaru, Purchase and Peterson (2008) explored that the customer value was positively related to re-purchase intention and recommendation to others and the re-purchase intention had a relationship with recommendation that was from the customer satisfaction of their past experiences in word of willingness and value.

Similarly, brand recommendation of customers' willingness attracted the greater online visitors that it was an opportunity of brand information via search engines. In addition, online brand community as a web page would be a chance for retaining customers. When they joined the restaurant's membership, they would prefer to recommend a brand to the others (Madupu & Cooley, 2010). Additionally, recommendation was positively related to the personalized decision on purchase that Kowatsch and Maass (2010) predicted the product information by recommendation service that would be more influential on the customer satisfaction in the future shopping.

Online recommendation was studied by Fagerstrom and Ghinaea (2011) that motivated the price at the point of online purchase. Price was the potential element of online marketing activities. Moreover, price rate was the relevance of the frequency of online purchase with the stronger online recommendation to the customers. It meant the negative recommendation mostly influenced the receivers by the word of mouth. Thus, recommended intention was the linkage between the customer recommendation and purchase behavior manifested as customer loyalty. Setiowati and Putri (2012) found out that customer loyalty affected recommendation and reputation and most large companies got the benefits of recommendation to build their image with the positive recommendation.

Thus, brand recommendation shared customers' advices with others after they had the experience with brand or provider. Mostly, the customer preferred to seek the brand information for the reviews or recommendation before purchase decision but they did not like to give their advices to others. Therefore, the recommendation affected the customer purchase decision toward word of mouth (WOM) with the customer satisfaction's experience and it was more effective than advertising (East et al., 2005; Olaru et al., 2008). Identically, the benefit of positive recommendation was customer loyalty, especially large companies that used the positive advantage for building their images and high profiles via marketing communication (Barrows et al., 1989; East et al., 2005; Setiowati & Putri, 2012). Further, the stronger recommendation in online community influenced price rate of online purchase and it also was a chance of online community to be a tool of marketing activities for customer retention (Kowatsch & Maass, 2010; Madupu & Cooley, 2010; Fagerstrom & Ghinaea, 2011).

#### 2.1.5 Wine Consumer Lifestyles

In wine industry, customer segmentation is used for two main reason:

a) Marketing research for analyzing the customer's need in the specific group and

b) Identifying the budgets of marketing campaign in each segment

(Zikmund, 1999). Thus, market segmentation was useful for the effective marketing and the increasing revenues from sales efforts.

There were many literatures that studied wine customer segmentation. First, Zikmund (1999) classified wine customers into four classic marketing segmentations: such as;

- a) Geographic segmentation was classified by where the customers live.

The study of Stancu and Cvijanovic (2015) results showed that a greater number of wine consumption was noticed in Switzerland and France where you could find the highest wine production. While they were traveling in others countries, they were mostly having wines in tourist destinations where are Buddhist, Muslim and Hindu countries. Thus, it was greater than the country's wine consumers.

- b) Demographic segmentation identified by age, gender, social status, income, education level, etc. Wolf, Carpenter and Qenani-Petrela (2005) studied California's wine consumers based on the age segment that was in the wine industry's marketing strategies. Generation Y consumers wanted a priced-value wine when generation X looked after the famous brand and quality to justify higher expenditure of wine. Nevertheless, Baby Boomers also expended more money for wine than other groups and generation Y had the good perception of new world wine that was the high-quality wine. Therefore, generation Y offered the opportunity of wine industry growth. Millennial generation had wine as a premium beverage with a meal for relaxation and special events with family and friends (Thach & Oslen, 2006). Atkin, Nowak and Garcia (2007) said that women wine consumption had a different perception in new products in the firm and they would like to make a purchasing decision based on price, package and channel. Also, the generation described the characteristics of each wine drinker. Bruwer, Saliba and Miller (2011) found the Millennial bought wine from restaurants and bars more than the older consumers

however, they had less money if compared with the baby boomers and gen X because they learnt from their families.

c) Psychographic segmentations described customer's lifestyle and personality. Spawton (1991) and Hall and Winchester (2000) classified the psychographic segmentations in four clusters of wine lifestyles (see figure 2.6) that were;

1) Connoisseurs were a comfortable life as the accomplishment and some knew well as a wine traditionalist (Geraghty & Torres, 2009) who preferred to have the traditional wine quality (classic bottles, grape variety, classification, vintage, region and wine style) in a dinner at home,

2) Aspirational drinkers had a glass of wine for image with peace, friendship, and exciting,

3) Beverage wine consumers enjoyed the mindfulness and found the true relationship or risk averse, and

4) New wine drinkers were the younger drinkers to try a wine for a good time or enjoyment-oriented.

Second, Australian wine market (Johnson & Bruwer, 2003) identified the consumers in five segments: a) conservative drinker was the traditional wine consumer with knowledge, b) image-oriented drinker was the person who was looking for societies and knowledge-seeking, c) basic drinkers had wine such a beverage, d) experimental drinkers had high knowledge of wine, and e) enjoyment-oriented drinker for social. Third, Thach and Olsen (2005) studied United States wine consumers' lifestyle themes from the qualitative research for finding when and why wine customers had wine. The result was a five-cluster wine-related lifestyle theme

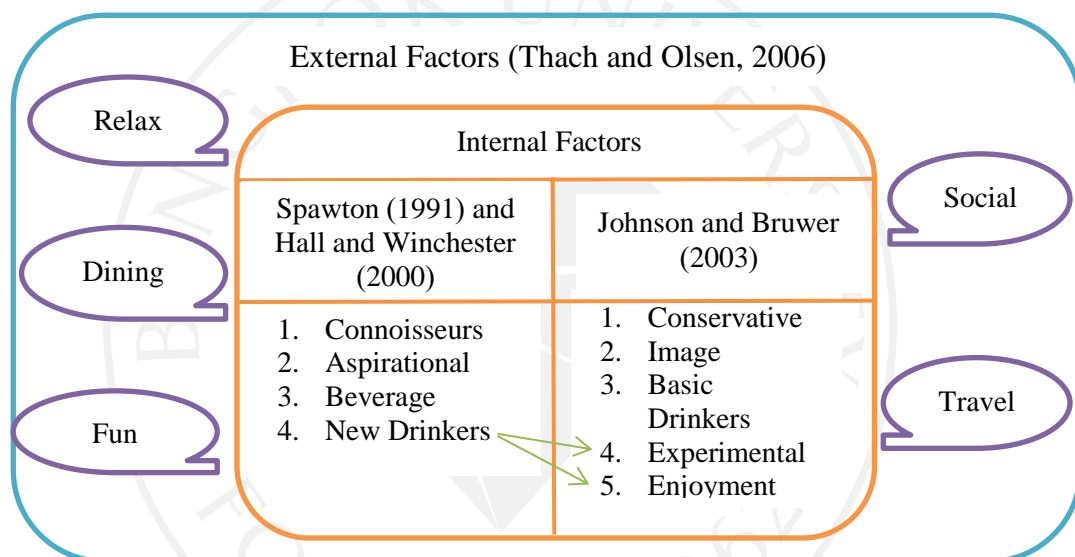
such as a) relaxed lifestyle, b) dining ambience, c) fun and entertainment, d) social aspiration, and e) travel lifestyle.

Nowadays, Bruwer, Saliba and Miller (2011) found that female wine consumption was increasing by large numbers in the core wine markets (the United Kingdom, the United States, Australia, etc.) because wine was a symbol of lifestyle. Likewise, wine drinking purpose in China was for social communication (59%), health (28.50%), social status (5%), lifestyle (2.50%) and 5 percent of others such as enjoyment, tasting, wine pairing with food, and celebration or events.

Last, the psychographic reviews of wine consumer lifestyle recognized the impact of wine consumers to be two factors: internal factor (personalization) and external (physical environment) factor. In regard with internal factors, Spawton (1991) and Hall and Winchester (2000) investigated wine consumers by using the psychographics analysis that included four groups; (1) connoisseurs or wine traditionalists who preferred the high quality of traditional wines, (2) aspirational drinkers were person(s) who liked to have wine for images and societies, (3) beverage drinkers referred as favourite of drinks, and (4) new wine drinkers were such the new coming for having wine by accidents with fun and entertainment. After that Australian wine market (Johnson & Bruwer, 2003) were difference of wine customers calls in specific names such as (1) connoisseurs were instead of conservative drinkers, (2) aspirational drinkers were called as image-oriented drinkers, (3) beverage drinkers were identified by two segments that were basic drinker and experimental drinkers who had wine knowledge, and (4) new wine drinkers were enjoyment-oriented drinkers for social purposes. For external factors, Thach and Olsen (2006) recognized

the themes that were following the lifecycle of wine consumers. It found five themes to know when and why to have wine that influenced wine consumers such as (1) relaxed lifestyle, (2) dining ambience, (3) fun and entertainment, (4) social aspiration, and (5) travel lifestyle (see as figure 2.6).

Figure 2.6: Classification of Wine Consumer Lifestyle by Internal and External Factors.



d) Behavioural segmentation was based on benefits, occasions, usage rate, purchasing, and so on. For example, Chinese wine consumption was famous in 1990s when sweet wine of Li Peng (a former Chinese premier) was made from lemonade (Regan, 2000; Guinard, 2005) therefore, Chic Chinese men and women preferred to meet at bars for a red wine topped with lemonade (Regan, 2000). The behavior was more influential on wine purchasing for different reasons and motivations (Thomas & Pickering, 2003) stated that Chinese wine consumers preferred wine purchase decision in terms of price or brand more than selection of

grape variety and wine style (Balestrini & Gamble, 2006). As Bruwer, Li, Jia, Taylor and Li (2011) investigated Chinese young adults who were new wine drinkers in the globalization age. They needed more wine knowledge but they were most likely to drink wine at home (60.10 percent) and in hotels as their second choice. Also, 59.20 percent drank wine for the social relationship, followed by health (28.50 percent), social status (5 percent), and lifestyle (2.30 percent). Most of them want to drink wine in the future (96.60 percent).

Hence, wine consumers (Zinkmund, 1999) were identified by (1) geographic, (2) demographic, (3) psychographic segmentation to investigate the wine consumer lifestyles by internal and external impacts (Spawton, 1991; Hall & Winchester, 2000; Johnson & Bruwer, 2003; Thach & Olsen, 2006), and (4) behavioural segmentation that they would be used for marketing strategies in the wine industry. According to Schoenwald (2001), the traditional segmentation was geographic, demographic, and behavioural, which was the information necessary to understand the customers. On the contrary, the marketers were looking for the customers' emotions as psychographic factors which gave the customer insight from lifestyle, attitudes, self-concept which were valuable in decision making procedure.

#### 2.1.6 Wine Restaurants' Customers

A field study conducted in this research explored the customer lifestyle and investigated online marketing communication tools for increasing the sale volumes and revenues in wine restaurants.

Many researchers (Bruwer, Li & Reid, 2001; Johnson & Bruwer, 2003) found that wine consumers usually drank in social gatherings on weekends and with or

without food. Also, customers might select the special restaurant by means of comparison and emotions that made them satisfied (Rosenbaum, 2006).

The most influential of full-serviced restaurants' customer satisfaction was the responsiveness or service quality that was the knowledge of servers who were in charge of the food recommendation and followed by price and food quality but physical design was not significant in the customer satisfaction (Saad Andaleeb & Conway, 2006). Conversely, Ritchie (2007) sought that wine was a symbol of the urban society especially in the United Kingdom where wine appeared in the public settings (restaurants, bars, parties and gift items). As a result, females preferred to buy wine from the restaurants for private situations but males liked to use wine to make a business relationship. Therefore, the restaurant's design, decoration, and ambience were the essential attraction for increasing the customer's satisfaction (Han & Ryu, 2009).

In addition, wine customer lifecycle was movable from older consumers to young adults as Millennials. Bruwer, Li, Jia, Taylor and Li (2011) examined wine consumers in gender and age that explored less number of females' wine consumption than males but females recompensed to buy the high price of wine. The younger wine consumption as the generation Y drank and spent for wine less than the older wine drinkers nevertheless, they learnt the wine knowledge from the spouses or partners to buy wine from the restaurants and bars more than the elders who preferred the waiters' recommendation in the restaurants.

According to restaurant customers' analysis of Olsen and Newton (2011), it was wine drinkers and non-wine drinkers that were differentiated in the customers' satisfaction of restaurant so that Olsen and Newton (2011) investigated three types of

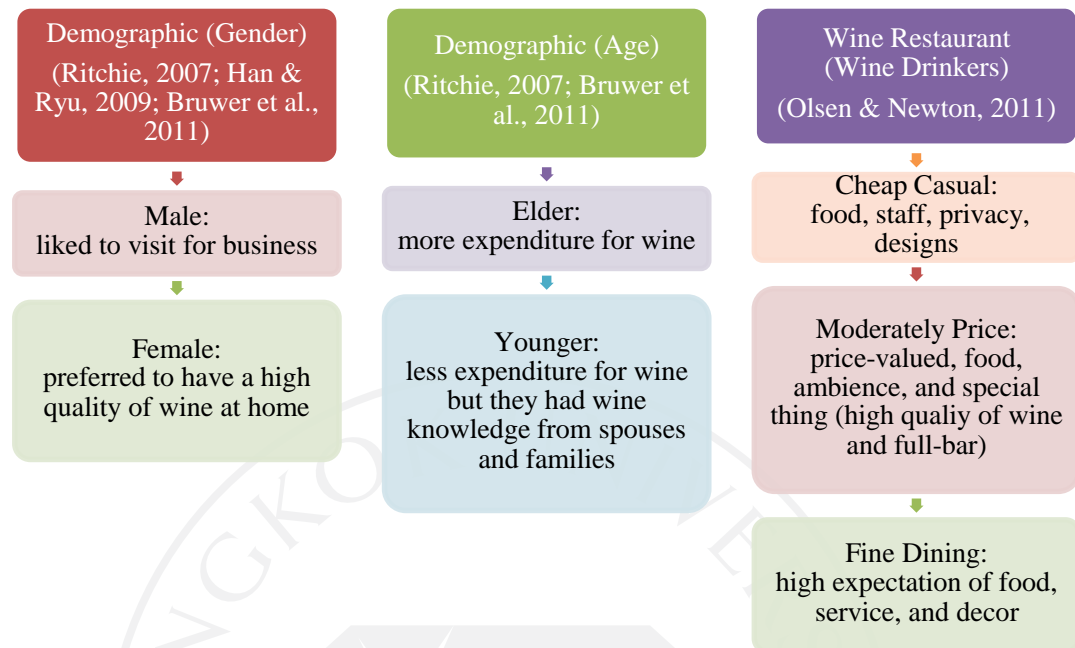


restaurants for seeking the customer's satisfaction in each type of restaurant. First, cheap casual restaurant was more likely food segment than wine and non-wine drinkers were likely the physical environment, basic services, and place where should be in the social buzz. Wine drinker ran across the food presentation, professional staff, privacy, and modern interior design. Second, moderately priced restaurants presented the valued price in both of wine drinkers that they focused on nice food presentation and enjoyment the soft music with the elegant decoration but wine drinkers were more preferable in the special thing while they were paying in the higher price such as better wine's quality and variety with a full bar. Last, all customers of fine dining selected the special event so that they had the higher expectation while they were there. For the wine drinkers, they believed in the unusual and nice food, professional services, and the luxurious décor while non-wine drinkers were still looking for the non-alcohol beverages for reducing the expenditure.

Thus, wine restaurants' customers were differently satisfied compared with wine consumers and the types of wine restaurants. Exactly, wine was a signal of the society lifestyle that specified a place where their expectations could be satisfied. (Bruwer et al., 2001; Johnson & Bruwer, 2003; Ritchie, 2007). At the present, wine restaurant's customers had changed to drink for emotional reasons. Moreover, technology was developing in a way that customers could search the price for comparison before they decided (Rosenbaum, 2006). Additionally, the demographic information was used to explore wine customer's behavior. Females preferred to buy wine to have at home and they were satisfied with the high price of wine but males would be in restaurants for business. There were many researchers who selected the restaurant's types for searching what the customers' satisfaction was like while they

were dining at the restaurant. Although the generation Y spent smaller expenditure than elders, they would be the next main customers because they got wine knowledge from their spouses and families (Ritchie, 2007; Han & Ryu, 2009; Bruwer et al., 2011). The researchers wanted to know what kinds of wine restaurant's consumers expected while they were dining. For example, Olsen and Newton (2011) identified the wine restaurants' customers to be three clusters of wine drinkers that were (1) cheap casual restaurants focused on the food presentation, professional staff, privacy, and modern interior design, (2) moderately priced restaurants emphasized the valued price of food and enjoyment with music and design but wine drinkers were more interested in the special thing such as better wine's quality and variety with a full bar, and (3) fine dining was the highest customer's expectation of nice food, professional services, and the luxurious décor. Therefore, the physical environments of wine restaurants convinced the customers to visit by design, decoration, and ambience (Han & Ryu, 2009). Surprisingly, Saad Andaleed and Conway (2006) did not accept the physical design that was a path of customer's satisfaction however, the food recommendation of staff was the most successful factor of customer's satisfaction and price and food quality were following to lead the customers' needs at the full-service restaurant (see figure 2.7).

Figure 2.7: Wine Restaurants' Customers



## 2.2 Hypotheses

- 1) Differences in terms of wine customer's demographic information have different lifestyles and behaviors.
  - a. Females are more likely to drink wine than males.
  - b. Customers who have high salary, prefer to visit wine restaurant.
- 2) Consumers' decision of wine restaurant business is positively influenced by service marketing (7Ps)
- 3) Digital marketing has a positive influence on consumers' decision of wine restaurant business.
- 4) Each of digital marketing tool has positively influenced on marketing strategies for wine restaurant business.

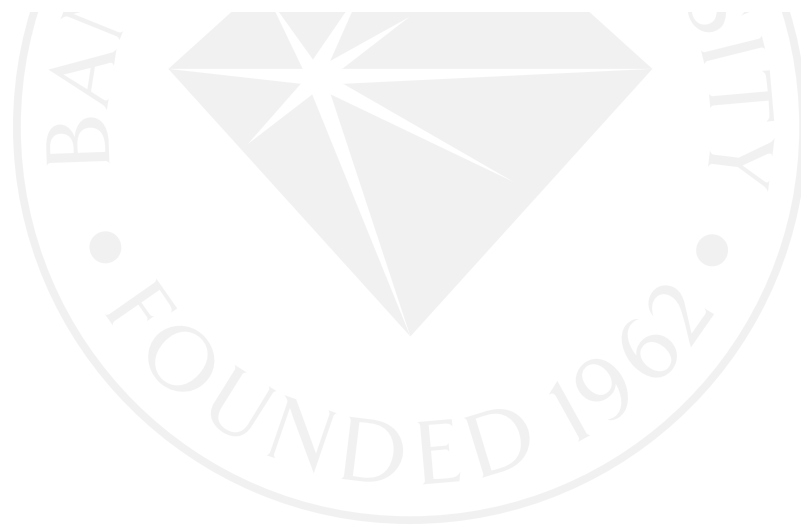
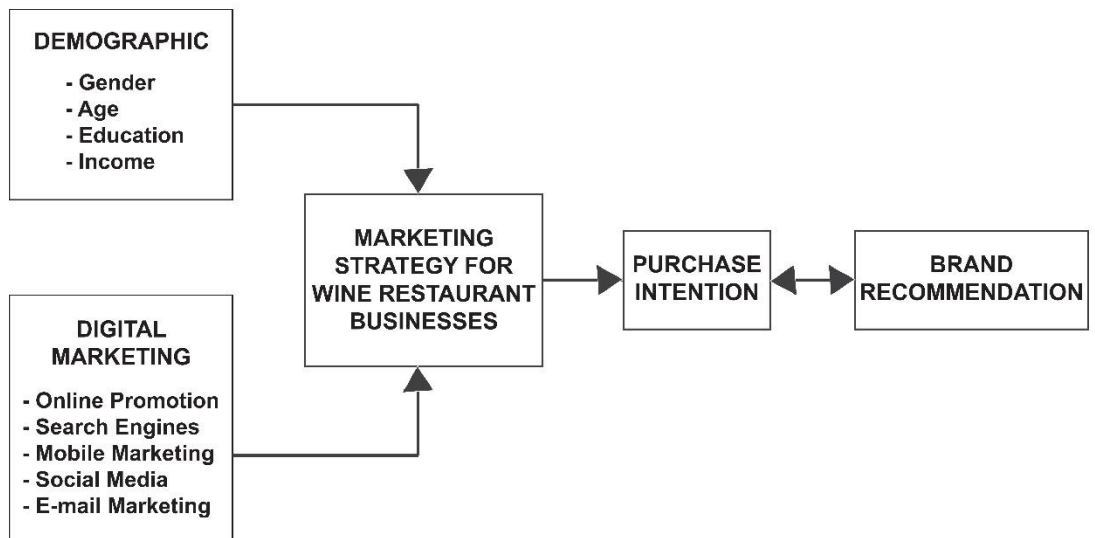
5) Customer's purchase intention has positively relationship with brand recommendation.

### 2.3 Conceptual Model

This conceptual model (figure 2.8) was developed for this research with the theory, literature, and previous studies that consisted of marketing segmentation toward demographic (gender, age, education, income, and lifestyle), service marketing mix (7Ps), digital marketing (online promotion, search engines, mobile marketing, social media, and e-mail marketing), purchase intention, and brand recommendation to investigate the hypotheses of this research in the effectiveness of wine restaurant business's marketing strategies toward five tools of digital marketing.

In summary, this chapter studied the literature reviews and theories supporting support this research. The innovation and technology are developing the hospitality marketing, especially wine restaurant businesses that get the advantages of Internet marketing for service marketing mix (7Ps) via the various digital marketing tools that are grabbing the customers directly, increasing the sales volumes and revenues, developing product and service by the consumers' conversation, retaining the customers to be loyal, and others. Then, theory of Technology Acceptance Model is adopted to investigate the digital marketing of wine restaurant businesses for sending the messages to the customers effectively and efficiently to purchase along with the recommendation that is the success of marketing communication. Therefore, this research purposes are analyzing the service marketing mix (7Ps) and the effectiveness of digital marketing in wine restaurant business for increasing the number of wine restaurant customers.

Figure 2.8: Conceptual Model



## CHAPTER 3

### METHODOLOGY

The purpose of this chapter explains how to use mixed methods research. This study aims to how to explore and clarify the conceptual model and hypotheses for results. Previously, study of the literature review helps to develop the questionnaire to answer research questions. The conceptual model and four hypotheses will be developed for examining and exploring the factors influencing on customer's decision toward digital marketing of wine restaurant business.

This chapter has six sections (figure 3.1). It starts with research design that is the mixed methods research. It consists of both qualitative and quantitative research that the qualitative approach of this study uses a semi-structured interview and quantitative research uses questionnaire. Then, the population and sample selection of this research have been discussed. After that, questionnaire has been developed and analyzed the research instrument by market segmentation with demographic and wine consumer lifestyles, service marketing mix (7Ps), digital marketing, purchase intention and brand recommendation. The tools were tested, we will be tested these tools for reliability by using Cronbach alpha and the data collection procedure was used to investigate the population of qualitative and quantitative, variables and data analysis of each factor in summary.

Figure 3.1: Outline of Mixed Methods Research

3.1 Research Design (Mixed Methods Research)	<ul style="list-style-type: none"> <li>• Qualitative Research (Semi-Structured Interview)</li> <li>• Quantitative Research (Questionnaire)</li> </ul>
3.2 Population and Sample Selection	<ul style="list-style-type: none"> <li>• Managers of Wine Restaurants in Bangkok</li> <li>• Wine Restaurant Customers in Bangkok</li> </ul>
3.3 Research Instrument	<ul style="list-style-type: none"> <li>• Questionnaire (Demographic, Marketing Mix, Digital Marketing, Purchase Intention, and Brand Recommendation)</li> </ul>
3.4 Instrument Pretest	<ul style="list-style-type: none"> <li>• Cronbach Alpha</li> </ul>
3.5 Data Collection Procedure	<ul style="list-style-type: none"> <li>• Qualitative Data Collecting</li> <li>• Quantitative Data Collecting</li> </ul>
3.6 Summary of Demographic Data	<ul style="list-style-type: none"> <li>• Qualitative (Content Analysis)</li> <li>• Quantitative (t-Test, Chi-square, Single and Multiple Regression)</li> </ul>
3.7 Research Project Timeline	

### 3.1 Research Design (Mixed Methods Research)

According to Creswell (2013), the research designs can be classified as three approaches. They were qualitative research, quantitative research, and mixed methods research. The qualitative research is based on knowledge of constructivist perspective or participatory perspective which used case study of inquiry strategies for interviewing data. For this study, a semi-structured interview will be used to collect the data. Clifford, French and Valentine (2010) defined semi-structured interview as the collecting of data from a verbal interchange which an interviewer asked another person for gathering information from experience and feeling. Quantitative research was collecting data from experiment or survey for developing knowledge with the

post-positivist claims such as variables, hypotheses, questions, and others. Then, mixed method was an approach of researchers selecting for numeric (survey) and text (interview) collecting data in base of knowledge to best understand the problems. Hence, this research uses concurrent procedures of mixed methods to converse the qualitative and quantitative data for integrating the information in the interpretation of overall results.

- 1) Semi-structured interview collects from the managers of wine restaurants with interview for asking their opinions about marketing strategies especially, online marketing communication that are used to promote the restaurant.
- 2) Quantitative research questionnaire with the customers who have experienced in the wine restaurant in terms of their demographic, lifestyles, marketing mix, online marketing communication, purchase intention and brand recommendation.

### 3.2 Population and Sample Selection

According to the Excise Department of Thailand, it founded in February 17, BE 2474 for responsibilities of Excise tax collection. The Excise tax is collected from goods and services which are considered to bear the tax at the higher rate such as:

- 1) Liquors are included steeped liquors (beer, wine and sparkling wine made from grapes, local steeped liquor, and others), distilled liquors (white spirits, blended spirits, special blended spirits, and premium spirits as brandy and whisky), and ethanol used in industry, medical or scientific purpose, and petrol to be used as fuel.
- 2) Motorcycle



- 3) Processed marble granite\*
- 4) Tobacco
- 5) Playing card
- 6) Battery
- 7) Petrol and petroleum product
- 8) Beverages are mineral water, soda, soft drinks, fruit juices, and vegetable juices
- 9) Ozone depleting substance
- 10) Horse racecourse
- 11) Electric appliances are air-conditioning, electrical lamps, and electrical chandeliers
- 12) Golf course
- 13) Glass and glassware are made from crystal
- 14) Telecommunication business such as land line telephone service and mobile phone
- 15) Automobiles are passenger cars, public transport vehicles, and pick-up trucks
- 16) Night club and discotheque
- 17) Yacht and boat used for leisure purpose
- 18) Massage Parlour
- 19) Lottery\*
- 20) Perfume and cosmetics
- 21) Carpet and other covering material

\*Processed marble granite and lottery are exempted tax.

Liquor Act BE 2493 (1950) has prescribed the registered liquor sale that is charge of Excise Department and it is classified to be seven types:

- 1) Type I is for selling all liquor ten liters or more at once
- 2) Type II is for selling local liquors ten liters or more at once
- 3) Type III is for selling all liquor less than ten liters at once
- 4) Type IV is for selling local liquors less than ten liters at once
- 5) Type V is for selling all liquor less than ten liters for drinking at once in where is a temporary place for selling within ten days
- 6) Type VI is for selling local liquors less than ten liters for drinking at once in where is a temporary place for selling within ten days
- 7) Type VII is for selling all liquor less than ten liters for drinking at once in where is an association or a club.

Therefore, Excise Department is responsible for the registered restaurants where sell liquors as well. Excise Department in Thailand has a great structure to distribute the excise tax collection in ten areas. This research studied in Bangkok area where is a responsible of Regional Excise Office 10. Bangkok area is classified into five clusters following table 3.1 and it also has Bangkok's map to classify area's responsibility.

Table 3.1: Area Excise Bangkok 1-5 of Regional Excise Office 10

Area Excise Bangkok	No. of Districts	Districts
Area Excise Bangkok 1 (AEBKK1)	15	Thawi Watthana, Taling Chan, Nong Khaem, Bang Khae, Phasi Charoen, Bang Bon, Bang Khun Thian, Chom Thong, Rat Burana, Thung Khru, Bang Phlat, Bangkok Noi, Bangkok Yai, Khlong San, and Thon Buri
Area Excise Bangkok 2 (AEBKK2)	8	Phra Nakhon, Pom Prap Sattru Phai, Samphanthawong, Pathum Wan, Bang Kho Laem, Bang Rak, Yan Nawa, and Sathon
Area Excise Bangkok 3 (AEBKK 3)	9	Bang Sue, Dusit, Phaya Thai, Huai Khwang, Watthana, Khlong Toei, Phra Khanong, Ratchathewi, and Din Daeng
Area Excise Bangkok 4 (AEBKK 4)	7	Bang Na, Suan Luang, Lat Phrao, Wang Thonglang, Bang Kapi, Chatuchak, and Prawet
Area Excise Bangkok 5 (AEBKK 5)	11	Don Mueang, Sai Mai, Bang Khen, Bueng Kum, Khan Na Yao, Saphan Sung, Khlong Sam Wa, Min Buri, Lat Krabang, Nong Chok, and Lak Si

Source: Regional Excise Office 10. (2015). *The excise department*. Retrieved from

[https://www.excise.go.th/region10/TAX\\_STAT/TAX\\_STAT/index.htm](https://www.excise.go.th/region10/TAX_STAT/TAX_STAT/index.htm).

Table 3.2: Registered Liquor Sales of Type III in the Fiscal Year of 2014 (October 2013 to September 2014)

Area Excise Bangkok (AEBKK)	Registered liquor sales in type III (2014)												
	Oct. 2013	Nov. 2013	Dec. 2013	Jan. 2014	Feb. 2014	Mar. 2014	Apr. 2014	May. 2014	Jul. 2014	Jun. 2014	Aug. 2014	Sept. 2014	Total
AEBKK 1	514	547	787	314	75	68	32	45	43	39	34	33	2,531
AEBKK 2	351	607	950	115	126	231	42	47	61	54	32	39	2,655
AEBKK 3	631	1,181	1,311	233	157	151	83	69	76	75	64	89	4,120
AEBKK 4	248	538	791	554	114	85	62	46	69	64	42	89	2,702
AEBKK 5	422	509	590	237	140	99	52	52	89	57	41	41	2,329
Total	2,166	3,382	4,429	1,453	612	634	271	259	338	289	213	291	14,337

Source: Regional Excise Office 10. (2015). *The excise department*. Retrieved from [https://www.excise.go.th/region10/TAX\\_STAT/TAX\\_STAT/index.htm](https://www.excise.go.th/region10/TAX_STAT/TAX_STAT/index.htm).

Table 3.3: Registered Liquor Sales of Type III in the Fiscal Year of 2015 (October 2014 to June 2015)

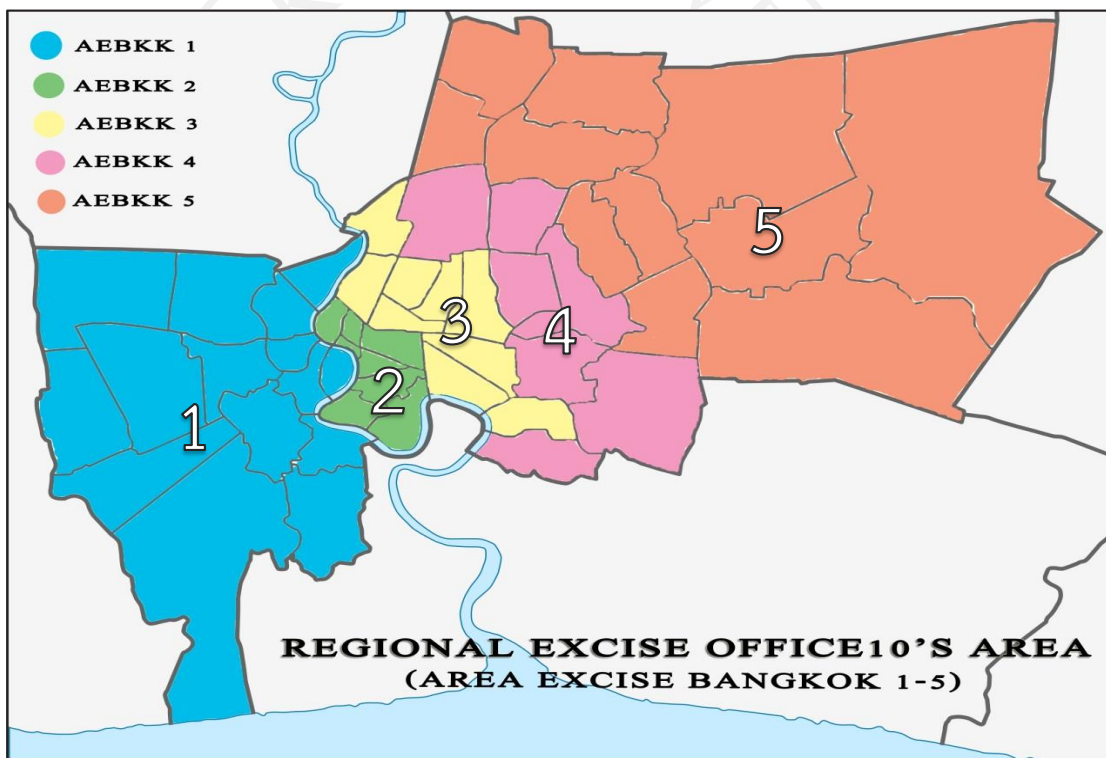
Area Excise Bangkok (AEBKK)	Registered liquor sales in type III (2015)										
	Oct. 2014	Nov. 2014	Dec. 2014	Jan. 2015	Feb. 2015	Mar. 2015	Apr. 2015	May. 2015	Jul. 2015	Jun. 2015	Total
AEBKK 1	444	7	928	342	107	72	35	29	40	25	2,029
AEBKK 2	623	1	903	251	58	80	50	37	59	33	2,095
AEBKK 3	559	3	1,902	613	143	130	75	66	110	87	3,688
AEBKK 4	331	1	1,230	301	109	106	53	51	86	73	2,341
AEBKK 5	590	5	633	327	273	163	67	69	72	61	2,260
Total	2,547	17	5,596	1,834	690	551	280	252	367	279	12,413

Source: Regional Excise Office 10. (2015). *The excise department*. Retrieved from [https://www.excise.go.th/region10/TAX\\_STAT/TAX\\_STAT/index.htm](https://www.excise.go.th/region10/TAX_STAT/TAX_STAT/index.htm).

This research is studying in Bangkok area where is responsible by Regional Excise Office 10. It collects the registered liquor sales in type III that is for a place to

sell imported liquors and local liquors less than ten liters at once of sale. According to the registered liquor sales fee collection report of Regional Excise Office 10 in the fiscal year of 2014 during October 2013 – September 2014, it reported the collection of registered liquor sales that had 14,337 liquor sales licenses of type III (see as table 3.2). It presented the numbers of registered liquor sales in type III during October 2014 – June 2015 that got 12,413 liquor sales licenses of type III (see as table 3.3).

Figure 3.2: Regional Excise Office 10's Area (Area Excise Bangkok 1-5)



Comparison of the registered liquor sales of type III between the fiscal year of 2014 and 2015, it found the most registered liquor sales is an area excise Bangkok 3 where are Bang Sue, Dusit, Phaya Thai, Huai Khwang, Vadhana, Khlong Toei, Phra Khanong, Ratchathewi, and Din Daeng. Another four areas are around more than

2,000 liquor sales licenses of type III. Even though, the western casual dining's market share and consumer's alcoholic expenditure are increasing every year, the number of registered liquor sales of type III are decreasing. If compared with first eight month of each fiscal year in 2014 and 2015 (October – June), the number of registered liquor sales are 1,420 licenses in different with 13,833 licenses of the eight months of fiscal year 2014 and 12,413 licenses of the eight months of the fiscal year 2015.

For the interview sample selection, the researcher selected the center area of Bangkok. According to Area Excise Bangkok, Area Excise Bangkok 3 is the most numbers of restaurant so that a researcher decided to interview three managers from 3 wine restaurants in Area Excise Bangkok 3 and a manager from 2 wine restaurants of a famous restaurant company in Area Excise Bangkok 2 where is near Area Excise Bangkok 3 and it's located in the heart of Bangkok.

Purposive sampling is defined as selection units such as individuals, groups of individuals, and institutions for answering the research questions with specific purposes (Teddlie & Yu, 2007).

According to Erdfelder, Faul and Buchner (1996) claimed G\*Power that was designed to compute the statistic power analyses for the statistical tests in social and behavior research. It was an advantage of the effect size measures from a numerical characteristic of population to describe the alternative hypotheses.

Thus, the population is 91,200 people in each year and G\*Power was used to find the sample size of this study. It is 252 that is the largest number of a one-way ANOVA with computing the effect size from G\*Power. As if compared with the sample size of independence-samples t-test and linear multiple regressions, they got

128 and 103 in order. However, this research will be collected the sample size as 265 people. A researcher collected the questionnaire in wine restaurants where are located in Area Excise Bangkok 3 and Area Excise Bangkok 2.

### 3.3 Research Instrument

This research uses two research designs, they are (a) interview question for the owner and manager and (b) questionnaire for wine restaurant customers that have two parts;

1) Marketing segmentation is collected by demographic and wine consumer lifestyles that are the personalized information of respondents.

1.1) Demographic is designed for collecting in gender, age, education and income.

2) Wine restaurant marketing strategic has four parts that are measured using a 5-point Likert type scale ranging from 1 (strongly disagree) to 5 (strongly agree).

2.1) Service Marketing mix (7Ps) is designed for keeping the customer's perception of wine restaurant while they have been there for dining that asks for product, price, place, promotion, people, process, and physical evidence.

2.2) Digital marketing is collected for investigating the effectiveness of wine restaurant's internet marketing via online promotion, search engines, mobile marketing, social media, and e-mail marketing to the receivers as the wine restaurant customers.

3) Purchase intention is designed to ask customers how they decide to visit the restaurant toward the five of digital marketing.

4) Brand Recommendation is collected for exploring the impact of internet marketing that is influencing on the customers' recommendations in both of their before and after experiences.

### 3.4 Instrument Pretest

According to Creswell and Miller (2000), they defined the mixed methodology that was the validity procedure to assist the researchers for searching the multiple information sources to classify the categories in the study. Moreover, Golafshani (2003) claimed the validity, reliability, and mixed methodology were a part of qualitative research that could be adapted to be the multiple ways of truths. Therefore, this research uses the validity and reliability for questionnaire confidential in mixed methods research.

#### 1) Validity

Wainer and Braun (1988) defined the validity of quantitative research as construct validity that researchers studied in cause or affect between construct (the initial concept, notion, question or hypothesis) and data validating investigation by using the application of test. Also, Joppe (2000) referred the validity to be a measure for looking the truly results by asking the questions and looking for the answers as similar as the others' researchers.

In this case, this research uses validity of the questionnaire to validate the information relating the objectives, questions, and hypotheses of research by using the index of concordance (IOC) with five advisory persons. They will evaluate the questions in the survey to analyze the appreciated questions that they have given IOC with numbers followed as;



- a) If a question is appropriated along with objectives, it will be one (1).
- b) If a question is not appropriated along with objective, it will be minus one (-1).
- c) If a question is undecided with objective, it will be zero (0).

After five advisory persons do, their scores will analyze in this formula.

$$\text{Index of Concordance} = \frac{\text{Total Scores of Advisory Persons}}{\text{Numbers of Advisory Persons}}$$

The result of this formula will be identified as;

- a) If IOC is more than 0.50 or equally that means that question will be appropriated for questionnaire.
- b) If IOC is less than 0.50 that mean that question won't be appropriated and it has to adjust for appropriately question.

Finally, the researcher sent the questionnaire to advisory persons to analyze.

The IOC result is 0.84 that means the questions are valid. Thus, questions are appropriated for questionnaire.

## 2) Reliability

Joppe (2000) claimed the reliability influencing the consistence results that it was the research instrument to accurate the representative of the total population of research. Therefore, this research uses Cronbach's Alpha of Statistical Package to analyze the reliability of questionnaire in Likert type scale part.

The questionnaire will be tested with 40 consumers who have experienced in wine restaurants for pre-testing the reliability with Cronbach's Alpha. A researcher found that Cronbuch's Alpha of this questionnaire was 0.962 and corrected item-total correlation of each factor were marketing mix such as product (0.624 – 0.690), price

(0.291 – 0.494), place (0.396 – 0.618), promotion (0.718 – 0.381), people (0.631 – 0.785), process (0.726 – 0.766) and physical evidence (0.476 – 0.731), online marketing communication such as online promotion (0.502 – 0.584), search engines (0.240 – 0.625), mobile marketing (0.253 – 0.709), social media (0.464 – 0.653), E-mail marketing (0.280 – 0.580), purchase intention (0.462 – 0.636) and brand recommendation (0.597 – 0.689) (see a result in appendix).

In addition, Helvacı (2010) identified the mean of respondent selection's a five-point Likert type scale that were 4.20-5.00 (Strongly Agree), 3.40-4.19 (Agree), 2.60-3.39 (Partially Agree), 1.80-2.59 (Disagree), 1.00-1.79 (Strongly Disagree). While this research is looking for the customer opinion of wine restaurant's marketing mix (7Ps), online marketing communication, purchase intention, and brand recommendation, the questionnaire is identified a five-point Likert type scale in the individual opinion that shown as in the table 3.4.

Table 3.4: Description of Five Point Likert Type Scale

Number	Five-point Likert type scale	Description
5	4.20 – 5.00	Strongly Agree
4	3.40 – 4.19	Agree
3	2.60 – 3.39	Neither Agree Nor Disagree
2	1.80 – 2.59	Disagree
1	1.00 – 1.79	Strongly Disagree

### 3.5 Data Collection Procedure

The data collection of this research is identified by primary data and secondary data.

1) Primary data is collecting from the questionnaires with the wine restaurant businesses in demographic, wine consumer lifestyles, service marketing mix, digital marketing, purchase intention, and brand recommendation data.

Moreover, the interview of participant as owner, manager or who are concerned in wine restaurant business's marketing is been collecting by visual record.

2) Secondary data is the literature reviews, previous studies, and theoretical studies to collect in the previous chapter for support the research.

### 3.6 Summary of Demographic Data

The data analysis of this research has two segments in qualitative and quantitative research that there are;

1) Qualitative research with semi-structured interview uses the content analysis to be to analyze text data following the objectives (Hsieh & Shannon, 2005). This part will be elaborating the situation of wine restaurant in terms of marketing strategy and digital marketing from interview of 4 managers and who are concerned in wine restaurant business.

2) Quantitative research is analyzed by descriptive statistic and hypothesis testing from 265 questionnaires.

#### 2.1) Descriptive statistic

Descriptive statistic was referred as the summarization and description of information by graphs, charts, and tables, and the calculation of various descriptive

measures such as mean, median, mode, frequency, quartiles, sum, standard deviation, minimum/maximum, and range (Weiss, 1999; Isotalo, 2001). Therefore, descriptive statistic is used for summary and description of demographic, wine consumer lifestyles, service marketing mix (7Ps), digital marketing, purchase intention, and brand recommendation.

## 2.2) Hypothesis testing

According to Davis and Mukamal (2006), they were given the definition of hypothesis testing that it was a process of investigators evaluation by formulating their hypothesis of the sample to impact the population in which framework determined from data to refine as a result. The hypotheses of this research are determined by appropriated methods.

### 2.2.1) Independence-samples t-Test

Independence-sample t-test was determine the mean value of two different groups on the target variable that was describing information of two groups as sample size, mean, standard deviation, and the standard error of the mean (DeCoster & Claypool, 2004). This test was used to determine the hypothesis of this study that was; females are more likely drink wine than males.

### 2.2.2) Analysis of variance (ANOVA)

A one way ANOVA was used to determine the relationship between a catalogue of independent variable and dependent variable which independent variable composes the different groups of factor finding the p-values and F statistic from ANOVA with a square of t statistic (DeCoster & Claypool, 2004) that suited for; customers who have high salary, prefer to visit wine restaurant.

### 2.2.3) Multiple regressions

Multiple regressions referred to the effect of two or more independent variables on a single dependent variable (DeCoster & Claypool, 2004) that was used to examine in these;

- a) Consumers' decision of wine restaurant business is positively influenced by service marketing (7Ps)
- b) Digital marketing has a positive influence on consumers' decision of wine restaurant business.
- c) Each of digital marketing tool has positively influenced on marketing strategies for wine restaurants business
- d) Brand recommendation of wine restaurant business is positively influenced by service marketing mix
- e) Brand recommendation of wine restaurant is positively influenced by digital marketing tools

### 2.2.4) Pearson Correlation

Pearson correlation measures the strength of the linear relationship between two continuous variable (DeCoster & Claypool, 2004) which was used for correlation testing of customer's purchase intention has positively relative with customer's recommendation.

### 3.7 Research Project Timeline

Research project timeline has provided a research's timing for controlling a researcher to plan and do the research within the prescribed time. There are six (6) quarters to do following the objective in each.

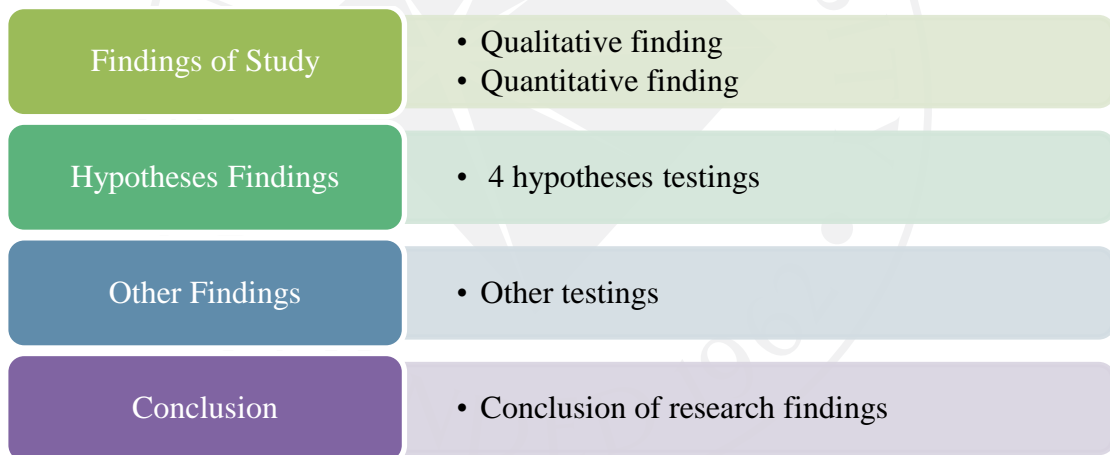
Quarter 1 (Jun. – Jul. 2015)	This quarter was looking for the interesting article, objectives of study, and trend of restaurant's online marketing communication in Chapter 1 as Introduction.
Quarter 2 (Aug. – Sept. 2015)	According to chapter 1, it started to the literature reviews to support a research to create the hypotheses and conceptual model
Quarter 3 (Oct. 2015)	After reviewed, the methodology of this research is mixed methods research that consist of semi-structured interview and question to collect the data. Then, the first approval had provided for the thesis proposal defense on January 25, 2016.
Quarter 4 (Feb. 2016 – Jul. 2017)	When pass approval, the interview data was collected on February 2016 – July 2017 at wine restaurants. Then, quantities data was collected on May – June 2017 and all data were analyzed.
Quarter 5 (Jul 2017)	After getting the results, they will be discussed in the chapter and answering the objectives, questions, and hypotheses of research
Quarter 6 (Nov. 2017)	When five chapters complete, the research will be in the second approval form for thesis final defense on November 2017.

## CHAPTER 4

### FINDINGS

In this chapter, the findings of the study are presented by mixed method research. The data are collected through interviews with managers who are responsible for wine restaurant business marketing strategies and a questionnaire answered by their customers. The aim was to specify the most effective online marketing communication for developing the marketing strategy for wine restaurant business.

Figure 4.1: Overview of Research Findings



#### 4.1 Findings of study

The findings of this study are collected from semi-structured interviews with entrepreneurs and managers and a questionnaire answered by the customers.

##### 4.1.1 Qualitative finding

These data are collected by semi-structured interviews which ask about the marketing strategy from entrepreneurs and managers. The interviewees are from

notable restaurants in Bangkok which are located in the Area Excise Bangkok 2 (AEBKK 2) and Area Excise Bangkok 3 (AEBKK 3). There are two wine restaurants of Hyde and Seek company in area excise Bangkok 2 with Hyde and Seek Gastro Bar and Hyde and Seek Peek-a-boo and three wine restaurants in area excise Bangkok 3 such as Di Vino, Bottoms Up and Wine Republic from 5 areas of Bangkok. They gave their opinions about wine restaurant business at the present time, they stated that they must change based on the trends of customers' lifestyle and technology; however; each wine restaurant presents different concepts to their customers for visits and it is shown in the interviewees' demographic information, table 4.1.

Table 4.1: Interviewees' Demographic Information

Initials	Wine Restaurant	Gender	Position
W1	Di Vino	Male	Marketing Manager
W2	Bottoms Up	Male	Marketing Director
W3	Wine Republic	Male	General Manager
W4	Hyde and Seek	Male	Managing Director

Through the interview, the researcher received interviewee's ideas about the wine restaurant business; the findings are classified by themes as seen in figure 4.2.



Figure 4.2: Interviewing Finding



#### Theme 1 Wine restaurant concept

Based on the interviews, wine restaurant concepts can be identified by different factors but they are the same concept of food and wine where they are provided for their own customers. Through the interview the concept of restaurant is explained by wine restaurant identification and customers.

#### Theme 1.1 Wine restaurant's identification

The identification of 'wine restaurant' is a place where wine and food are provided and staff or wine sommelier are available to recommend wine for customers.

Mentioning wine restaurant, W2 (personal communication, July 28, 2016) described that

“Wine restaurant is the concept of food and beverage which are for wine drinkers. Wine restaurant staffs have wine knowledge to recommend or present wine in accordance with their customers’ needs.”

W1 (personal communication, July 28, 2016) also said that

“I think wine restaurant is includes wine bar and restaurant where food and wine are the main revenue beverage in the restaurant. Exactly, wine restaurant is completely provided food and wine.”

Furthermore, W4 (personal communication, July 20, 2017) stated that:

“If wine restaurant means to provide food and wine for customers, it’s correct but it is not for us because we focus on food as much as on beverages in our restaurants. we have wines, cocktails and beers for customer selection. Therefore, we also have wine menu for the middle to high quality of wine for our customers. This is the condition which has provided us with the high sales volumes equally in both of food and beverages.”

Moreover, wine restaurant’s identity is a lifestyle concept that represented the customers’ lifestyles. The design interior and exterior of wine restaurant are unique and suitable for their own customers. W1 (personal communication, July 28, 2016) claimed that

“It is Italian restaurant which has provided Italian wine. It is suitable for Thai people’s lifestyles since they enjoy going out and drinking wine.”

As W2 (personal communication, July 28, 2016) described their restaurant as:

“It is 'Fresh Fashion Eatery' concept that is fresh food/activities/food & beverage for a perfect meal. Also, it's a place for Thai nightlife with music bands that include

60% of beverage and 40% of food sales. Moreover, we are also the importer and distributor of wine.”

Conversely, W3 (personal communication, August 19, 2016) stated that their restaurant has changed following the economic situation effects and customers’ demands that

“We have selected the wine quality for our customers but it's concerned about the economic situation. For example, we were creating for wine drinkers as a wine bar that they could order wine by glass but we had changed to be a wine restaurant for our customers’ demands.”

In addition, W4 (personal communication, July 20, 2017) explained more about their wine restaurant concept that

“We want to be different from others which ‘fun dining’ like their restaurant name as Hyde and Seek. Hyde and seek comes from ‘hide and seek’ game because their first restaurant is located behind a black wall in the small side-street of Sukhumvit road where is difficult to see from the outside. Another one is in the location where it is easy to find out so they are given a name of ‘peek-a-boo’. Moreover, the interior design is supposed to attract customers to visit such as ‘peek-a-boo’ has been designed from a tree house and they also created their table and seat like a swing.”

Thus, the identification of wine restaurant is such a place for dining that has varieties of wines recommended of wine sommelier. Most restaurants have their own concept of design to make differences and present to their customers who have their own lifestyle for niche market especially wine drinkers; however, it depends on economic and customer’s demand at that time.

### Theme 1.2 Wine restaurant customers are international group

As we know, the origin of wine is from western countries where the western people usually have wine with food. Wine drinking started from students aboard who studied and lived in the western countries and they brought the tradition of wine drinking into Asia; therefore, wine is a product in the international market. Through interviews, the researcher found that most customer target groups of wine restaurants are international customers or a tourist. W1 (personal communication, July 28, 2016) claimed that

“Mostly, they are foreigners especially European and Japanese customers. For Thai customers, they had studied and lived aboard and they have good knowledge of wine. Hence, that’s why these Thai customers prefer to have wine with food.”

Additionally, W3 (personal communication, August 19, 2016) also supported that international customers are their target group but W3 disclosed about the customers salary income that

“Wine customers are wide range today. Their customers are middle to upper middle classes and 70% of them are international customers.”

Nevertheless, some wine restaurants have Thai customers as their target group and they prefer eating out for dinner and nightlife as W2 (personal communication, July 28, 2016) pointed out:

“There are separated into 60% of Thai customers and 40% of International customers. Most of them come for leisure at the weekday. They are around 200 - 300 customers per day and 500 customers at the weekend. Normally, they prefer to have dinner in the evening and drink at night time after 8 PM.”

W4 (personal communication, July 20, 2017) claimed about different customers of each restaurant that

“Hyde and Seek Gastro Bar is located in a hidden place where it is best for a person who doesn’t like busy area as a shopping malls. Most of their customers in Hyde and Seek Gastro Bar are international business groups who work and live in Phloen Chit, Chidlom and Nana and Thai celebrities who want to escape the paparazzi. On the contrary, Hyde and Seek Peek-a-boo is located in the office building of a shopping mall where it receives a lot of Thai shopper and officers. Hence, this branch has attracted more Thai customers than international customers and Hyde and Seek Peek-a-boo customers are younger than those of Hyde and Seek Gastro bar.”

As a result, it was found that wine restaurant is a one of international business group for a specific group as niche market which mostly like wine drinking, knowledge, nightlife lifestyle and most of them also have high salary to spend in wine restaurants.

Hence, wine restaurant concept is a place for having food with wine in a place which is popular in the international business groups. Most of them are a niche market group with a high income who love wine with having a wine knowledge and prefer their own lifestyle as a nightlife.

## Theme 2 Managing digital marketing in wine restaurant

The interview of managing digital marketing in wine restaurant gets three main points which are the growth of online marketing, an increase in mobile usage and online viral marketing impact on wine restaurant business.

### Theme 2.1 Online marketing growth

Internet is connecting everything around the world and it is such a great tool to make the marketing innovation today. Moreover, it's always developing and expanding. Every business uses the Internet to do a marketing and online marketing communication is equipped for launching new business or product in the hybrid market so that many businesses have changed to promote offline marketing communication to be online marketing communication; however, they also use offline marketing communication for a specific group. It's referred to W1 (personal communication, July 28, 2016) that

“It was not good feedback from offline marketing in 2015. Then, it has changed to use online marketing on twitters, e-mail with newsletters, and TripAdvisor in this year 2016.”

Also, W2 (personal communication, July 28, 2016) explained about offline and online marketing communication that are equally important for marketing strategies following target group that

“We used them as 50-50 percent. It can't select which one is the best because both of them have the benefits in each different way and different target group.”

Additionally, W3 (personal communication, August 19, 2016) totally agreed with W1 (personal communication, July 28, 2016) and W2 (personal communication, July 28, 2016) that

“We use online 70%-80%. Today, online marketing is the main marketing strategy that is most effective in a mass market.”

Moreover, W2 (personal communication, July 28, 2016) discussed how to use each online marketing communication in different target group that

“Online marketing communication is most useful for brand awareness especially social media such as YouTube, Facebook, Instagram, and Line are most influential on our customers but each social media will use them in a different way of advertising and promotion. It has to use the right social media to get the most effective responses. For example, we use Facebook and Instagram to promote ourselves as a public relation and Line is used for hard selling as advertising.”

Furthermore, W1 (personal communication, July 28, 2016) explained how online marketing is useful today:

“Search engines are going well with TripAdvisor for getting the new customers who mostly are international tourists. Conversely, e-mail does not work. It is still using for sending the newsletters to the old customers. Exactly, we also use Twitters for giving our restaurant information to our old customers and posters are pretty good when customers visit that they likely see our promotion posters.”

For W3 (personal communication, August 19, 2016) agreed with both of them in online marketing communication which is effective in each target group as he said that

“A few years ago, we accepted SMS advertising that was the potential way to give information to our customers but smart phone is always developed, which makes us send the information and other promotion by e-mail. The e-mail marketing is not successful in teenagers who prefer to search and share the information via social media ... Online marketing through Facebook, Instagram, and Line is good for viral marketing in mass market and we do advertise on game online and YouTube for brand awareness as well.”

Nonetheless, W4 (personal communication, July 20, 2017) argued to use digital marketing for their advertisement:

“We had ever used e-Newsletters for giving information and promotion to our customers but they stopped it because it interrupts our customers therefore we changed to use Facebook for restaurant information and promotion.”

As a result of the interview about online marketing communication, it found that online marketing communication usage is increasing and it also influenced the effectiveness of marketing strategies regarding the way to advertise and promote their restaurant to reach the right people. Mostly, they use e-mail for giving the restaurant information but it has got less positive responses, social media for advertising and promoting in mass market, and search engines is used to give information and customers' reviews to convince new customers' visits. In addition, social media can be classified based on the objectives to use such media as Facebook and Instagram for public relations but Line and YouTube for advertising. This topic made the researcher understand the online marketing communication tools of user perception as the answer to this question: what is the difference between social media and mobile marketing via mobile application?

#### Theme 2.2 An increase in mobile usage

Previously, we talked about integrated marketing communication that is an essential tool of marketing strategies. Today, there are offline and online marketing communication to be equipped for wine restaurant marketing. It was found that wine restaurant agreed with online marketing communication which affects marketing plans such as search engines, social media, and mobile marketing. Most of them claimed that mobile marketing was a key element of online marketing communication in the future. It's supported by W1 (personal communication, July 28, 2016) that



“It is a very essential element of business marketing in the future because it is easy to connect restaurants and customers through smartphones which are very useful and help people search information easily.”

In addition, W3 (personal communication, August 19, 2016) also agreed on the fact that technology and innovation have helped their customers to receive information easily by e-mail as he said that

“Technology has changed smartphones to help us send our information and promotion to our customers easily by e-mail. However, e-mail marketing is not successful for teenagers who prefer to ‘like and share’ on social media so this is a reason why we are interested in mobile application for our future customers.”

Even if online marketing is useful for giving information, it is not very effective in the mass market at this time. Mobile marketing will be a key tool for marketing strategy in the future. Thus, many wine restaurants are observing their customer behavior, what is going on in technology and innovation which is customer preference. W2 (personal communication, July 28, 2016) referred to technology and innovation of user behavior that

“We are looking for what people like and play these days and most of them like to do activities as a trend of fashion that it is called an online marketing trend. It is going faster so our restaurant marketing strategy is developing and using online marketing trends to be the selling point via technology and innovation in marketing strategies.”

High competitiveness of mobile market has made smartphone to be all-in-one as cellphone, camera, and netbook; therefore, technology and innovation are developed for using friendly application via mobile. Many businesses are trying to use mobile

marketing to be a part of marketing strategy as W1 (personal communication, July 28, 2016) told that

“Mobile marketing is very interesting and I will develop our restaurant's mobile application for customers but it is a costly investment. It may be pointed out that mobile marketing privately and directly sends the messages to the customers because everyone has a smartphone ... We are planning to create our wine restaurant application via mobile devices. It is the benefit for our international customers who are travelling and are our target group.”

Also, W2 (personal communication, July 28, 2016) also supported mobile marketing that is marketing trend but he commented another idea of marketing about social media that

“Social media is interesting because everyone has smartphone which connects to the internet. Moreover, social media created the mobile application that is user friendly. It is most useful for mass market. By the way, online promotion, search engines, mobile marketing, and e-mail marketing are used for specific groups.”

Furthermore, W3 (personal communication, August 19, 2016) focuses on mobile marketing and social media on mobile device and he pointed out that

“As the technology and innovation are developing and everyone uses the Internet via smart phone that means mobile marketing is the key marketing tool for increasing the new customers and connecting the regular customers to return again and again. We are spreading out promotions on social media by using mobiles applications to connect our restaurant and customers for getting the new customers in the mass market.”

Likewise, W4 (personal communication, July 20, 2017) also confirms that mobile marketing and social media is a trend of marketing these days:

“Nowadays, we use only digital marketing like Facebook, Instagram, Line, TripAdvisor, online marketing because all of them have applications on smartphone that it’s easy to communicate with customers and the cost of advertising is cheaper than offline marketing. Each online marketing tool is intended for different target group such as Facebook and Instagram for regular customers and new customers, Line for specific groups like loyal members, TripAdvisor for tourist and online promotion is for price promotion but we do not use it for a while because it affects our brand image and all promotions were in the limited time to use such as it uses in 14.00 - 16.00 PM.”

Consequently, online marketing is being developed by technology and innovation such as search engines, e-mail marketing, social media, and mobile marketing that they are used in different target groups. For instance, search engines are a way of giving information and customer’s review for international tourists and new customers, e-mail marketing is sent to the regular customers for updated restaurant information, social media is the most popular channel of wine restaurant marketing love to promote in mass market, and mobile marketing is the most interesting mobile application. It is easy to use and expand as a momentum via e-WOM at the moment and future therefore it is kept an eye on how wine restaurant does online marketing via mobile device. Most wine restaurants agreed that mobile marketing was interesting for doing marketing these days and they had to use their own application via smartphone because online marketing would be on mobile in the future.

### Theme 2.3 Online viral marketing influences brand recommendation

Every company uses marketing strategies for advertising and promoting its company and products. The most common marketing objective is brand loyalty that makes the company to live longer in the market via viral marketing which affects customer's recommendation.

Likewise, W1 (personal communication, July 28, 2016) explained the effectiveness of search engines:

“It got 40% of feedback from TripAdvisor review that led the tourist to visit and it's also a way to receive the customer feedback about the quality of food and wine and promotion that customers want in the high quality and big discount.”

However, customer review will motivate new customers to visit the restaurant, W2 (personal communication, July 28, 2016) had a different opinion about the online marketing advertising via picture of a wine bottle:

“As we know about Thai Liquor Act stating that the advertisement and promotions by controlling time and pictures such as wine bottle should be try-in, blur, or show only the logo. A picture of wine bottle will be more attractive especially online marketing. We usually get very good feedback when a promotion picture shows a wine bottle.”

Moreover, W2 (personal communication, July 28, 2016) commented the online marketing effective is not successful in mass market:

“Online marketing feedback is good for promoting us the new customers in a mass market that gets only 3 - 5 % success.”

It's related to W3 (personal communication, August 19, 2016) in online marketing that is useful for brand recommendation and brand awareness in mass market

but it's not successful as he said to support his opinion in online marketing expansion that

“We use online to do a viral marketing in a mass market via Facebook, Instagram, and Line ... Online marketing toward Facebook, Instagram, and Line is good for viral marketing in mass market and we do advertise on game online and YouTube for brand awareness as well... It's not good feedback at this time.”

Additionally, W4 (personal communication, July 20, 2017) also claimed about online viral marketing that

“We get many feedback from online viral marketing via Facebook and Instagram from our customers photos which are posted with tag their friends and share for their friends in those posts to visit. We have to do better in our quality of food, drinks and nice area for taking a photo.”

Thus, the objective of online marketing strategies is brand loyalty, brand recommendation via viral marketing. Viral marketing is produced by customer review towards search engines, nice wine bottle picture on advertising and promotion banner via social media. However, online marketing is for mass market; it's not successful as much as offline marketing communication because online marketing communication is useful for brand awareness via viral marketing that is analyzed by the number of likes and shares to recommend their customers' friends.

Accordingly, online marketing management of wine restaurant is increasing by using advertising and promoting to reach their customers. For example, search engines and e-mails are suitable for giving information, Facebook and Instagram are the best for public relations and online chat (Line) and YouTube are used for advertising. Most wine restaurants use the application programs that are enabled to use mobile device

because it's easy to send the information to the customers. The benefit of online marketing communication is viral marketing that influences brand recommendation and brand awareness easily in the mass market.

### Theme 3 Offline marketing strategies for wine restaurant

Offline marketing is also working for promoting, location is the key for wine restaurant business success, special events with price strategies to make the customer say 'WOW' on promotion and the most effective of offline marketing is magazine which reaches their specific customers as wine drinkers.

#### Theme 3.1 Location is the key for business success

When we talked about the marketing strategies, it's always being in service marketing mix with product, price, place, promotion, people, physical evidences, and process. All of them are important but the interviewees agreed that place is the most important of wine restaurants where they are located in the great community at night. As W1 (personal communication, July 28, 2016) informed about their strengths that

“Our wine restaurant is located in the nice community where it is easy to get in and out and its suitable for Thai customers who like to change place at night. For example, they had dinner at Thai restaurant before they moved to drink here for wines.”

Also, W3 (personal communication, August 19, 2016) thought of location that was the most important in the wine restaurant marketing; moreover, he said on wine restaurant marketing strategies which is included staff services, physical evidence with parking area, and brand recommendation via viral marketing as he told that

“First, it is location that we are located in business and nightlife area. Second, our services are excellent in both of wine sommeliers and servers. Third, we have a private parking that is very important if restaurant is in Thong lor. Last, we do a viral marketing that is a real effort these days.”

Contrary to W2 (personal communication, July 28, 2016), he noticed in the branding and varieties of customers that are influencing from varieties of products as he said that

“We are the reputation of our brand and also have the varieties of customers because we have many kinds of food & beverages.”

W4 (personal communication, July 20, 2017) supported the location of restaurant:

“Our location is the key successful element to create our concept and sell point of our restaurants that are in different areas but it makes customers remember our Hyde and Seek in many types of customers.”

Hence, service marketing strategies are also the key elements of successful wine restaurant such as varieties of products, staff services, parking area, branding through word-of-mouth or viral marketing, and especially a place that will get advantage if it is located in the nightlife community.

### Theme 3.2 The effectiveness of special events with WOW promotions

Promotion is a key marketing strategy to increase customers and return visits. Referring to interviews, it found that special events of marketing activities were the best promotion to get new customers and customers' returns. W2 (personal communication, July 28, 2016) revealed that

“If it was in five years ago, we had 2 small events (such as happy hour, happy birthday discount, and others), a big event and a concert every month (it’s got a big sponsor from a dealer or a festival event). They were most successful ... Nowadays, we have catering services to promote in the big events for creating brand awareness. For example, we had co-operated with food and beverage for their staffs at a motor show in Bangkok that we got the positive feedbacks with our brand.”

Special events are presented such as exhibitions and conferences that are the new way to promote restaurants to new customers and W3 (personal communication, August 19, 2016) also explained more about the marketing activities in wine restaurants following the customers’ demographic information:

“We focus on the international customers because they are our target group so that we make the promotion for attracting them by things like birthday discount or festival promotion. For local customers, we use service impression for making them return again. We are renovating and trying to have more options for our customers such as a live band, seafood dishes, and Thai foods for international customers.”

Consequently, special events with a promotion is the main element to attract customers but if wine restaurants want to get more successful in the high competitiveness, they need to use the price strategy for creating special sales promotion in special events but the quality of food and wine has to be high to get customers satisfaction. Supporting W3 (personal communication, August 19, 2016), he mentioned:

“Price war strategy is always effective to control the high quality product selection to promote for WOW promotion. WOW promotion is making the customers feel wow when they see them. Most promotions are created for advertising new dish, new wine, and new interior design. Live band concert is an activity that is more



attractive. We had wine buffet to get the higher selling but it was a potential because we had to choose the varieties of wines with high quality in cheap price rates that were difficult to manage the imported wine price with 1000% of tax.”

When we talked about the wine activities or events in wine restaurant, it thought that wine activities made increasing customers returns as W2 (personal communication, July 28, 2016) told that

“The regular sales promotions with 1 get 1 and wine tasting or wine matching with foods that are also popular.”

In addition, W3 (personal communication, August 19, 2016) also agreed with W2 (personal communication, July 28, 2016) about promotion for return visit that

“Marketing activities make them return again with new promotion, rebranding, new menu, marketing events, and special wine.”

W4 (personal communication, July 20, 2017) also confirmed about the effectiveness of even’s promotion that

“We have co-operated with wine distributors to promote their new product in our restaurants. Most promotion is a price discount with quality of wine to make the customers feel its value and order.”

Thereby, most successful of marketing activities is special events with WOW promotion that make the customer feel valuable; therefore, wine restaurant’s promotion is effective in price strategy with high customers satisfactions so that the quality of food and wine are selected for those events. The benefits of special events with WOW promotion have 1) to promote their wine restaurant for new customers as brand awareness, 2) to increase the sales volumes, and 3) to make higher customers’ satisfactions for return visits.

Theme 3.3 Promoting via magazine is for specific groups

Marketing communication is a part of wine restaurant marketing to communicate with their customers. Wine restaurants are still using offline marketing communication to give their information for customers such as magazine and posters even through, the receivers are specific groups. As W3 stated;

“Offline marketing communication is for specific groups... We promote our restaurant in magazines, especially free magazines, but it's for specific groups who love reading.”

Moreover, W2 mentioned the impact of offline marketing communication via WOM or viral marketing that

“Offline marketing communication’s feedbacks are from our specific customers who are interested in our restaurant. These customers help us to get the increasing sales volumes and they are more effective for brand recommendation via viral marketing.”

In any case of W1, he claimed about the negative feedback of magazines promotions that

“Di Vino had promoted their restaurant in magazines but it was not good feedbacks in 2015.”

Conversely, W4 disagreed to promote in magazines;

“We did promote in magazine but we never paid for advertising because most of magazines promote our restaurants as a favor for free. We focus on online marketing that is more effective and saves cost if it compared with offline marketing.”

Through interviews, it found that wine restaurants are still using magazines to promote themselves in specific groups and it’s affected the customers to recommend the

restaurant to others via viral marketing which is appropriate for increasing sales volumes; however, it is not effective in every restaurant.

Hence, wine restaurants are still using the offline marketing strategies. Location is the key success of wine restaurants. Moreover, effective marketing activities are special events with price discount to make their customers feel 'WOW', to make them decide to buy the wine. They also use magazines to reach specific groups who love food and wine. The specific groups will do the best viral marketing of wine restaurant to recommend what they get from the restaurant to the others.

In the conclusion part of the interviews, three themes were found to describe what wine restaurants are and do for good marketing. They are classified into two parts: wine restaurant concepts and marketing strategies (see in figure 4.3).

For wine restaurant concepts, wine restaurant is a place for having wine and food with lifestyle concept. Most of them has designed their restaurant for representing their customer's character and lifestyle. International business customers are target groups of wine restaurants. Wine is a special drink for special events around the world especially western people and it's the favorite drink of specific group which usually have wine with food. Thai wine drinkers love to drink wine because they have wine experience abroad therefore they have wine knowledge and good salary as well.

For wine restaurant marketing strategies, we found that wine restaurants use offline and online marketing. Most effective of offline marketing strategies are used in wine restaurant that are; 1) location in nightlife community is the most essential element of wine restaurant marketing strategy. It is a place or location; however, there are other factors to support wine restaurant in marketing such as product, staff, facility

as parking, and branding marketing. 2) special event with WOW promotion is the most successful of wine restaurant marketing activities. It needs to make their customers to shout ‘wow’ when they see a big discount with top wine quality. The objectives of this marketing activity are brand awareness, increased sales volumes, and customer’s return and 3) promoting through magazines is a popular offline marketing communication tool of wine restaurants for promoting their restaurants but it is successful in wine drinkers because promoting by magazines is an equipment of regular customers to recommend their friends to visit by viral marketing.

Figure 4.3: Wine Restaurant Marketing Strategies from Interviewing



While the Internet is influencing on wine business marketing, wine restaurant businesses are also using the opportunity to advertise and promote through Internet. There are 1) the increasing online marketing has affected wine restaurant marketing strategies as a tool of promotion. Each online marketing tool is used for each objective,

search engines and e-mail are used for giving information and social media is classified following specific objectives such as Facebook and Instagram do as public relation and Line and YouTube are used for advertising. 2) mobile momentum is the expansion of mobile users that are rapidly increasing every year. It affects online marketing communication to look for the way to communicate with their customers directly through smartphone. Furthermore, wine restaurants are focusing on mobile marketing which is the best channel to connect their customers by promoting on social media application and creating their own application via mobile device and 3) online marketing success is word-of-mouth from viral marketing. It's a brand recommendation from their customers that they posted their experiences on search engines and like & share from wine restaurant advertisement and promotion pictures through social media. This way is a benefit of wine restaurant's brand awareness from online viral marketing.

At all events, wine restaurants use both of offline and online marketing communication in different proposals and different target groups. Even if offline marketing communication tools are still useful for some customer groups, online marketing communication tools are most effective in the mass market especially social media and mobile marketing which are also keeping on the trend of online marketing communication tool in the future.

#### 4.1.2 Quantitative finding

Questionnaires are collected from 265 wine restaurant customers who have experience dining in wine restaurants in Bangkok. Data is analyzed by descriptive statistics, independent-sample t-test, correlation and regression.

### 1) Demographic data

Demographic data is examined by descriptive statistics to summarize the data such as Mean, Median, Mode, Frequency, Quartiles, Sum, Standard deviation, Minimum/Maximum, and Range.

The demographic data is collected from 265 people of the population. Female participants make 59.60% of the sample size and male participants 40.40%, with 4 groups of age that are 30-39 years (35.10%), 20-29 years (34.70%), 40-49 years (23.40%) and 50-59 years (6.80%). They have 4 educational levels which are undergraduate level (66.80%), postgraduate level (23.40%), high school level (8.70%) and below high school level (1.10%). Their income is around 30,001-40,000 Baht (25.70%), 10,000-20,000 (21.90%), 20,001-30,000 (16.60%), 50,001-60,000 (9.40%), 40,001-50,000 (8.70%), over 80,000 (7.90%), less than 10,000 (4.50%), and 60,001-70,000 gets 2.60% as same as 70,001-80,000. They are likely to visit a wine restaurant once a month (24.90%), a few times a year (19.20%), at least once a year (13.60%), a few a month (13.20%), the first time (10.90%), once a week (8.70%), a few times a week (6.00%), and everyday (3.40%). Mostly, they think that a wine restaurant is for friends to get together (33.60%), parties and special events (21.10%), relaxing (13.60%), wine drinking and business (9.10% for each), having a great meal with special person (5.70%), social image (3.40%), family gathering (3.00%), making a new relationship (1.10%) and others as they prefer every occasion (0.40%). Moreover, they are likely to prefer online marketing communication (MARCOM) with 90.90% via Facebook (47.50%), Instagram (11.70%), e-mail (9.80%), blogs (8.30%), line (7.20%), restaurant's website (5.30%), search engines (3.80%), online deal websites and YouTube (2.30% for each), and SMS or MMS towards mobile (1.90%). They mostly

love to use smartphone (78.20%) for searching the promotion via internet but some of them like to search the promotion through computer (see more in table 4.2).

Table 4.2: Summary of Demographic Data by Number and Percentage

Factors	Variable	Number	Percentage
Gender	Male	107	40.40
	Female	158	59.60
Age	1) 20-29	92	34.70
	2) 30-39	93	35.10
	3) 40-49	62	23.40
	4) 50-59	18	6.80
Education	1) Below high school	3	1.10
	2) High School	23	8.70
	3) Undergraduate	177	66.80
	4) Postgraduate	62	23.40
Income	1) Less than 10,000	12	4.50
	2) 10,000-20,000	58	21.90
	3) 20,001-30,000	44	16.60
	4) 30,001-40,000	68	25.70

(Continued)

Table 4.2 (Continued): Summary of Demographic Data by Number and Percentage

Factors	Variable	Number	Percentage
	5) 40,001-50,000	23	8.70
	6) 50,001-60,000	25	9.40
	7) 60,001-70,000	7	2.60
	8) 70,001-80,000	7	2.60
	9) Over 80,000	21	7.90
Visit	1) Daily	9	3.40
	2) A few times a week	16	6.00
	3) Once a week	23	8.70
	4) A few times a month	35	13.20
	5) Once a month	66	24.90
	6) A few times a year	51	19.20
	7) At least once a year	36	13.60
	8) It's the first time	29	10.90
Wine Restaurant	1) Friends to get together	86	33.60
	2) Parties or special events	56	21.10
	3) Friends to get together	24	33.60
	4) Wine drinkers	24	9.10
	5) Business	24	9.10

(Continued)



Table 4.2 (Continued): Summary of Demographic Data by Number and Percentage

Factors	Variable	Number	Percentage
	6) Have a great meal with special person	15	5.70
	7) Social image	9	3.40
	8) Family gathering	8	3.00
	9) Make a new relationship	3	1.10
	10) Others	1	0.40
MARCOM	1) Online	241	90.90
	2) Offline	24	10.10
Online Marketing	1) Facebook	126	47.50
	2) Instagram	31	11.70
	3) E-mail	26	9.80
	4) Blogs	22	8.30
	5) Line	19	7.20
	6) Restaurant's website	14	5.30
	7) Search engines	10	3.80
	8) Online deal websites	6	2.30
	9) YouTube	6	2.30
	10) Mobile (SMS,MMS)	5	1.90
Device	1) Smartphone	209	78.90

(Continued)

Table 4.2 (Continued): Summary of Demographic Data by Number and Percentage

Factors	Variable	Number	Percentage
	2) Computer	56	21.10
	Total	265	100.00

## 2) Customers opinions in wine restaurant

These data are from the customers' opinions about wine restaurant business in marketing, online marketing communication, purchase intention, and brand recommendation following a five point of Likert type scale;

1.00 – 1.79	Strongly disagree
1.80 – 2.59	Disagree
2.60 – 3.39	Neither agree nor disagree
3.40 – 4.19	Agree
4.20 – 5.00	Strongly agree

### 2.1) Service marketing (7Ps)

The questionnaire is designed for asking the customers opinions about wine restaurant marketing following product, price, place, promotion, people, process and physical evidence.

### 2.1.1) Product of wine restaurant

The findings of table 4.3 show that wine customers agree with wine restaurant's product that wine restaurant has provided a variety of wines (3.871) followed by wine matching (3.751) that wine restaurant staff recommends wine match with food. Additionally, a wine restaurant has a good taste of food (3.736) and a great quality of wine (3.717).

Table 4.3: Wine Restaurant Customers' Opinion about Product

Product	Mean	Std. Deviation	Skewness	Kurtosis	Minimum	Maximum
Variety of wines	3.7811	0.79607	0.050	-0.554	1.00	5.00
Wine matching	3.7509	0.80142	-0.142	-0.266	1.00	5.00
Taste of food	3.7358	0.77730	0.010	-0.325	1.00	5.00
Quality of wine	3.7170	0.78763	-0.203	0.140	1.00	5.00

S.E. of sk = 0.150, S.E. of ku = 0.298

### 2.1.2) Price of wine restaurant

As this table shows customers agree in price of wine restaurant which the wine restaurant has a promotion price (4.034) followed by the restaurant providing a different of price range (3.850). Moreover, wine restaurants can recommend the best wine to the customer because they are willing to pay extra money (3.751) and it has the appropriate prices (3.585).

Table 4.4: Wine Restaurant Customers' Opinion about Price

Price	Mean	Std. Deviation	Skewness	Kurtosis	Minimum	Maximum
Promotion price	4.0340	0.95880	-0.536	-0.640	1.00	5.00
Price range	3.8491	0.83476	-0.064	-0.905	2.00	5.00
Extra pay for best	3.7509	0.91196	-0.392	-0.190	1.00	5.00
Appropriated	3.5849	0.81264	0.128	-0.139	1.00	5.00

S.E. of sk = 0.150, S.E. of ku = 0.298

### 2.1.3) Place of wine restaurant

Based on the findings of table 4.5, customers agree on the place of wine restaurant where it has the suitable service hour (3.785) followed by it is located a place where is easy to get in (3.777). In addition, the booking process of wine restaurant is easy (3.732) and most of customers neither agree and nor disagree wine restaurant, where is near workplace area (3.306).

Table 4.5: Wine Restaurant Customers' Opinion about Place

Place	Mean	Std. Deviation	Skewness	Kurtosis	Minimum	Maximum
Service hours	3.7849	0.80890	0.022	-0.797	2.00	5.00
Easy to get in	3.7774	0.88306	-0.014	-0.977	2.00	5.00
Book easily	3.7321	0.86159	-0.241	-0.067	1.00	5.00
Near workplace	3.3057	1.10138	-0.166	-0.553	1.00	5.00

S.E. of sk = 0.150, S.E. of ku = 0.298

## 2.1.4) Promotion of wine restaurant

Table 4.6: Wine Restaurant Customers' Opinion about Promotion

Promotion	Mean	Std. Deviation	Skewness	Kurtosis	Minimum	Maximum
Promoting on SM	3.6038	1.07906	-0.544	-0.059	1.00	5.00
Live bands	3.5887	1.06985	-0.410	-0.278	1.00	5.00
Receive online	3.5472	0.99936	-0.303	-0.070	1.00	5.00
Special events	3.5094	1.00421	-0.275	-0.142	1.00	5.00

S.E. of sk = 0.150, S.E. of ku = 0.298

Based on the findings, customers agreed with promotion of wine restaurant which enhances a new promotion on social media (3.604) followed by restaurant has a live concert to attract the customer's visit (3.589). Additionally, wine restaurant promotes and sends information on online marketing more than offline marketing (3.547) and restaurant provides special events such as wine tasting, wine matching, wine buffet (3.510).

## 2.1.5) People in wine restaurant

Table 4.7 shows that customers agree the people of wine restaurant that staff are helpful in every request (3.793) followed by staff can recommend food and beverage to the customers (3.766). Moreover, the staff have professional service skill (3.728) and they take equal care of all guests (3.683).

Table 4.7: Wine Restaurant Customers' Opinion about People

People	Mean	Std. Deviation	Skewness	Kurtosis	Minimum	Maximum
Helpful	3.7925	0.82477	0.035	-0.887	2.00	5.00
Recommend F&B	3.7660	0.80598	-0.075	-0.176	1.00	5.00
Service skill	3.7283	0.80819	-0.290	0.331	1.00	5.00
Equally service	3.6830	0.86026	-0.166	-0.612	2.00	5.00

S.E. of sk = 0.150, S.E. of ku = 0.298

#### 2.1.6) Process in wine restaurant

Based on the findings, customers agree with the process of wine restaurant which their service is easy and smooth (3.736) followed by a restaurant serves food and beverage quickly (3.687). Furthermore, wine restaurant arranges a short queue for seating (3.683) and wine restaurant staff presents wine menu before food ordering (3.559).

Table 4.8: Wine Restaurant Customers' Opinion about Process

Process	Mean	Std. Deviation	Skewness	Kurtosis	Minimum	Maximum
Easy and smooth	3.7358	0.82918	0.005	-0.547	1.00	5.00
Served quickly	3.6868	0.79536	0.167	-0.712	2.00	5.00
Queues for seating	3.6830	0.81968	0.146	-0.552	1.00	5.00
Present wine menu	3.5585	0.91151	-0.250	-0.067	1.00	5.00

S.E. of sk = 0.150, S.E. of ku = 0.298

### 2.1.7) Physical evidence in wine restaurant

Table 4.9 shows that customers agree the physical evidence of wine restaurant which a relaxing atmosphere that make them feel free to have a dining (3.894) followed by restaurant has a modern design decoration (3.883). In addition, wine restaurant has a variety of seating zones for customer's choosing (3.706) and it has a sufficient area for parking (3.672).

Table 4.9: Wine Restaurant Customers' Opinion about Physical Evidence

Physical Evidence	Mean	Std. Deviation	Skewness	Kurtosis	Minimum	Maximum
Atmosphere is relaxing	3.8943	0.78103	-0.005	-0.942	2.00	5.00
Modern design	3.8830	0.80569	-0.222	-0.362	1.00	5.00
Variety of zone	3.7057	0.88129	-0.157	-0.399	1.00	5.00
Parking	3.6717	0.94636	-0.274	-0.226	1.00	5.00

S.E. of sk = 0.150, S.E. of ku = 0.298

### 2.1.8) Service marketing in wine restaurant

Table 4.10 is the conclusion of service marketing mix (7Ps) of wine restaurant. It presents customers agree with wine restaurant marketing strategies that wine restaurant focus on price which should promote the promotional price to the customers (3.805) followed by physical evidence is relaxing atmosphere (3.789), product provides a variety of wines (3.747), people or staff are helpful in every request (3.743), process

is easy and smooth service (3.666), place has the suitable service hour (3.650), and promotion has to promote a new promotion via social media (3.562).

Table 4.10: Wine Restaurant Customers' Opinion about Service Marketing

Service Marketing	Mean	Std. Deviation	Skewness	Kurtosis	Minimum	Maximum
Price	3.8047	0.65952	-0.137	-0.632	2.00	5.00
Physical evidence	3.7887	0.67537	0.073	-0.777	2.25	5.00
Product	3.7462	0.65024	0.067	-0.442	1.75	5.00
People	3.7425	0.72066	0.039	-0.791	2.00	5.00
Process	3.6660	0.72253	0.171	-0.673	2.00	5.00
Place	3.6500	0.71204	0.170	-0.734	2.00	5.00
Promotion	3.5623	0.79319	-0.142	-0.305	1.50	5.00

S.E. of sk = 0.150, S.E. of ku = 0.298

## 2.2) Online marketing communication tools

It is collected from wine restaurant customers opinion about five online marketing communication tools such as online promotion, search engines, mobile marketing, social media, and e-mail marketing.

### 2.2.1) Online promotion

Table 4.11 shows customers agree that online special deals attract them to wine restaurant (3.4981) followed by online deals is more attractive than special event promotions such as Father's Day, New Year and others (3.426) and online deals are always on intermediate websites such as Eatigo, Wegota, Metro deal, Projamm,



Wongnai, Painaidii and so on (3.411) but customers neither agree nor disagree that wine restaurant offers online deals every month (3.238).

Table 4.11: Wine Restaurant Customers' Opinion about Online Promotion

Online Promotion	Mean	Std. Deviation	Skewness	Kurtosis	Minimum	Maximum
Online special deals are attractive	3.4981	0.92164	-0.009	-0.309	1.00	5.00
Online deals are more attractive than special event promotions	3.4264	0.94712	-0.164	0.067	1.00	5.00
Special deals are always put on intermediate websites	3.4113	0.93777	0.010	0.064	1.00	5.00
Wine restaurant offers online deals every month	3.2377	0.94151	0.057	-0.012	1.00	5.00

S.E. of sk = 0.150, S.E. of ku = 0.298

### 2.2.2) Search engines

Table 4.12 indicates that customers agree that wine restaurant's name is easily found on search engines (3.615) followed by wine restaurant website is in top 10 ranking on search engine pages (3.600). Then, wine restaurant's name is found on the first page of search engine results (3.494) and the restaurant's website is found from search engines (3.419).

Table 4.12: Wine Restaurant Customers' Opinion about Search Engines

Search engines	Mean	Std. Deviation	Skewness	Kurtosis	Minimum	Maximum
Easily found on SEO	3.6151	0.91440	-0.210	-0.212	1.00	5.00
Top 10 ranking on SEO	3.6000	0.89949	-0.224	-0.123	1.00	5.00
On the first page of result	3.4943	0.85334	-0.001	-0.086	1.00	5.00
Search restaurant website from SEO	3.4189	1.00473	-0.284	-0.180	1.00	5.00

S.E. of sk = 0.150, S.E. of ku = 0.298

### 2.2.3) Mobile marketing

This table shows that customers agree that wine restaurant should send the restaurant's new promotions via Line message application (3.479) followed by restaurant should provide Line application to add be a friend after customers visit for receiving the restaurant's information in the future (3.418). However, customers neither agree nor disagree that wine restaurant's mobile website is user friendly (3.355) and they always receive promotions via SMS or MMS (2.849).

Table 4.13: Wine Restaurant Customers' Opinion about Mobile Marketing

Mobile marketing	Mean	Std. Deviation	Skewness	Kurtosis	Minimum	Maximum
Convenient to receive promotion via Line	3.4792	0.92141	-0.070	-0.057	1.00	5.00
Add friend in line	3.4189	0.97021	-0.246	0.183	1.00	5.00
Mobile website is user friendly	3.3547	0.95873	-0.217	-0.046	1.00	5.00
Always receive promotion via SMS/MMS	2.8491	1.08705	0.036	-0.485	1.00	5.00

S.E. of sk = 0.150, S.E. of ku = 0.298

#### 2.2.4) Social media

Table 4.14 shows that customers agree social media is the best channel for a restaurant's information and promotion (3.808) followed by customers are always interested in the promotion via social media advertising (3.660). In addition, customers often use Facebook for a restaurant's information and promotion (3.581) and customers search the promotion and customers' reviews via social media before they visit this restaurant (3.547).

Table 4.14: Wine Restaurant Customers' Opinion about Social Media

Social Media	Mean	Std. Deviation	Skewness	Kurtosis	Minimum	Maximum
Best channel for information and promotion	3.8075	0.82385	-0.121	-0.484	1.00	5.00
Always interested in the promotion via social media advertising	3.6604	0.99131	-0.546	0.102	1.00	5.00
Often use Facebook to search information and promotion	3.5811	0.98570	-0.491	0.111	1.00	5.00
Search promotions and reviews via social media	3.5472	0.98408	-0.385	0.049	1.00	5.00

S.E. of sk = 0.150, S.E. of ku = 0.298

#### 2.2.5) E-mail marketing

Table 4.15 shows customers neither agree nor disagree that wine restaurant's e-mail about promotions have useful information (3.336) followed by customers can easily click the link from the wine restaurant's e-mail to the website (3.325). Then, restaurant's hot deals can be also easily forwarded by e-mail (3.283) and wine restaurants often send promotions via e-mail (3.102).

Table 4.15: Wine Restaurant Customers' Opinion about E-mail Marketing

E-mail Marketing	Mean	Std. Deviation	Skewness	Kurtosis	Minimum	Maximum
Useful information	3.3358	1.05009	-0.271	-0.156	1.00	5.00
Easily click link from e-mail to website	3.3245	1.03369	-0.310	-0.003	1.00	5.00
Easily forward by e-mail	3.2830	0.99957	-0.409	0.186	1.00	5.00
Often send promote via e-mail	3.1019	0.98905	-0.253	0.007	1.00	5.00

S.E. of sk = 0.150, S.E. of ku = 0.298

#### 2.2.6) Online marketing communication tools

Table 4.16: Wine Restaurant Customers' Opinion about Online Marketing

#### Communication

Online MARCOM	Mean	Std. Deviation	Skewness	Kurtosis	Minimum	Maximum
Social media	3.6491	0.81269	-0.205	-0.299	1.00	5.00
Search engines	3.5321	0.76433	-0.016	-0.343	1.00	5.00
Online promotion	3.3934	0.79636	0.152	0.070	1.25	5.00
Mobile marketing	3.2755	0.81013	0.103	0.075	1.00	5.00
Email marketing	3.2613	0.89842	-0.337	0.359	1.00	5.00

S.E. of sk = 0.150, S.E. of ku = 0.298

Table 4.16 shows that a five-tool online marketing communication for wine restaurant that customers agree that wine restaurant promote on social media (3.649) and search engines (3.532). Customer neither agree nor disagree that wine restaurant uses online promotion (3.393), mobile marketing (3.276), and e-mail marketing (3.261) to promoting and sending the information for customers.

### 2.3) Purchase intention

Table 4.17: Wine Restaurant Customers' Opinion about Purchase Intention

Purchase intention	Mean	Std. Deviation	Skewness	Kurtosis	Minimum	Maximum
They will definitely return	3.6151	0.82742	0.012	-0.188	1.00	5.00
Consider restaurant to be first choice	3.5208	0.86194	-0.154	0.386	1.00	5.00
Purchase intention	3.4991	0.75425	0.164	0.017	1.00	5.00
Return to restaurant soon	3.4528	0.82034	0.152	-0.071	1.00	5.00
Visit restaurant frequently	3.4075	0.90450	0.000	0.031	1.00	5.00

S.E. of sk = 0.150, S.E. of ku = 0.298

Based on the findings, it shows that customers agree with purchase intention to wine restaurant's visit (3.499). The customers agree that they know what they will get from this restaurant so they will definitely return to the restaurant (3.615) followed by they consider wine restaurant to be their first choice for having a meal with wine

(3.521), they will return to this restaurant soon (3.453) and they will visit this restaurant frequently (3.4075).

#### 2.4) Brand recommendation

Table 4.18: Wine Restaurant Customers' Opinion about Brand Recommendation

Brand recommendation	Mean	Std. Deviation	Skewness	Kurtosis	Minimum	Maximum
Recommend to friend	3.6792	0.85665	-0.169	-0.078	1.00	5.00
Encourage friend to have meal in this restaurant	3.6377	0.81003	0.064	-0.155	1.00	5.00
Brand recommendation	3.6151	0.77298	-0.015	0.151	1.00	5.00
Say positively thing to others	3.5849	0.85798	-0.067	0.233	1.00	5.00
Recommend this restaurant over others	3.5585	0.87763	-0.095	0.109	1.00	5.00

S.E. of sk = 0.150, S.E. of ku = 0.298

Table 4.18 shows that customers agree with brand recommendation (3.615) which they would recommend this wine restaurant to a friend (3.679) followed by they would encourage friends to have a meal in this wine restaurant (3.638), they would say positive things about this wine restaurant to other people (3.585), and they will recommend this wine restaurant over the other restaurants (3.559).

## 4.2 Hypotheses Finding

Hypotheses testing is an act to reject or accept the research hypotheses by using on statistician to analyze the data. This research has 4 hypotheses following these;

Hypothesis 1 Differences in terms of wine customer's demographic

(H1) information have different lifestyles and behaviors.

H1.1 Females are more likely to drink wine than males

H1.2 Customers, who have high salary, prefer to visit wine restaurant.

Hypothesis 2 Consumers' decision of wine restaurant business is positively

(H2) influenced by service marketing (7Ps)

Hypothesis 3 Digital marketing has a positive influence on consumers'

(H3) decision of wine restaurant business

Hypothesis 4 Each of digital marketing tool has positively influenced on

(H4) marketing strategies for wine restaurant business

H4.1 Online promotion has positively influenced on marketing strategies for wine restaurant business

H4.2 Search engines has positively influenced on marketing strategies for wine restaurant business

H4.3 Mobile marketing has positively influenced on marketing strategies for wine restaurant business

H4.4 Social media has positively influenced on marketing strategies for wine restaurant business



H4.5 E-mail marketing has positively influenced on marketing strategies for wine restaurant business

Hypothesis 5 Customer's purchase intention has positively relationship with  
(H5) brand recommendation

4.2.1 Hypothesis 1 (H1) Differences in terms of wine customer's demographic information have different lifestyles and behaviors.

1) Females are more likely to drink wine than males

The results show the customers prefer to visit wine restaurants once a month (24.90%) that found females (28.50%) are more likely than males (19.60%) followed by they like to visit wine restaurant a few times a year (19.20%) that males (21.50%) are more likely than females (17.70%), and they love to visit wine restaurant at least once a year (13.60%) that female (13.90%) are more likely than male (13.10%).

2) Customers who have high salary, prefer to visit wine restaurant.

Table 4.20 shows that customer's income has affected visit wine restaurant that found most of respondents like to visit once a month (24.90%) which 42.90% of 70,001-80,000 baht love to visit wine restaurant followed by customer salary of 30,001-40,000 Baht (38.20%) and 10,000-20,000 Baht (29.30%) prefer to visit once a month. Moreover, 19.20% of respondents prefer to visit wine restaurants a few times a year which customer's income of 50,001-60,000 Baht mostly prefer to visit a few times a year (36.00%) followed by salary of 60,001-70,000 Baht like to visit as same as salary of 70,001-80,000 Baht (28.60%). Then 13.60% of respondents love to visit at least once a year which customer's salary of less than 10,000 Baht mostly prefer to visit (33.30%)

followed by salary of 60,001-70,000 Baht (28.60%) more love to visit wine restaurant than salary of 40,001-50,000 Baht (21.70%).

Table 4.19: Number and Percentage of Gender and Visit Frequency

Visit Frequency * Gender Crosstabulation			Gender		Total
			Male	Female	
Visit Frequency	Daily	Count	5	4	9
		% within Gender	4.70%	2.50%	3.40%
	A few times a week	Count	5	11	16
		% within Gender	4.70%	7.00%	6.00%
	Once a week	Count	8	15	23
		% within Gender	7.50%	9.50%	8.70%
	A few times a month	Count	20	15	35
		% within Gender	18.70%	9.50%	13.20%
	Once a month	Count	21	45	66
		% within Gender	19.60%	28.50%	24.90%
	A few times a year	Count	23	28	51
		% within Gender	21.50%	17.70%	19.20%
	At least once a year	Count	14	22	36
		% within Gender	13.10%	13.90%	13.60%
	It's the first time	Count	11	18	29
		% within Gender	10.30%	11.40%	10.90%
	Total	Count	107	158	265
		% within Gender	100.0%	100.0%	100.0%

Table 4.20: Comparison of Visit and Income of Restaurant Customers

			Visit								Total
			Daily	A few times a week	Once a week	A few times/month	Once a month	A few times a year	At least once/year	It's the first time	
Income	Less than 10,000	Count	0	0	1	2	1	1	4	3	12
		% within Income	0.0	0.0	8.3	16.7	8.3	8.3	33.3	25.0	100.0
	10,000-20,000	Count	7	3	7	5	17	7	5	7	58
		% within Income	12.1	5.2	12.1	8.6	29.3	12.1	8.6	12.1	100.0
	20,001-30,000	Count	1	5	4	9	6	10	6	3	44
		% within Income	2.3	11.4	9.1	20.5	13.6	22.7	13.6	6.8	100.0
	30,001-40,000	Count	1	2	4	9	26	11	7	8	68
		% within Income	1.5	2.9	5.9	13.2	38.2	16.2	10.3	11.8	100.0
	40,001-50,000	Count	0	3	0	4	5	4	5	2	23
		% within Income	0.0	13.0	0.0	17.4	21.7	17.4	21.7	8.7	100.0
	50,001-60,000	Count	0	1	3	3	3	9	4	2	25
		% within Income	0.0	4.0	12.0	12.0	12.0	36.0	16.0	8.0	100.0
	60,001-70,000	Count	0	0	0	1	1	2	2	1	7
		% within Income	0.0	0.0	0.0	14.3	14.3	28.6	28.6	14.3	100.0
	70,001-80,000	Count	0	0	0	0	3	2	0	2	7
		% within Income	0.0	0.0	0.0	0.0	42.9	28.6	0.0	28.6	100.0
	Over 80,000	Count	0	2	4	2	4	5	3	1	21
		% within Income	0.0	9.5	19.0	9.5	19.0	23.8	14.3	4.8	100.0
	Total	Count	9	16	23	35	66	51	36	29	265
		% within Income	3.4	6.0	8.7	13.2	24.9	19.2	13.6	10.9	100.0

4.2.2 Hypothesis 2 (H2) Consumers' decision of wine restaurant business is positively influenced by service marketing (7Ps)

Table 4.21: Analysis of Service Marketing Mix Influence on Purchase Intention

	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	0.264	0.239		1.106	0.270		
Price	0.277	0.087	0.242	3.198	0.002	0.386	2.594
Promotion	0.173	0.059	0.182	2.953	0.003	0.580	1.723
Physical evidence	0.160	0.088	0.143	1.809	0.072	0.353	2.837
Place	0.098	0.073	0.092	1.342	0.181	0.468	2.137
Product	0.086	0.089	0.074	0.974	0.331	0.379	2.636
Process	0.041	0.094	0.039	0.434	0.665	0.273	3.665
People	0.035	0.086	0.033	0.405	0.686	0.326	3.064

$r = 0.658$ ,  $\text{adj. } r^2 = 0.417$ ,  $F = 27.969$ ,  $p = 0.000$ , Durbin-Watson = 1.904

\* $p < 0.01$

This table presents the fact that price is the most positive influence on purchase intention ( $B = 0.277$ ,  $t = 3.198$ ,  $p = 0.002$ ,) followed by promotion is also positive influence ( $B = 0.173$ ,  $t = 2.953$ ,  $p = 0.003$ ).

$$\text{Purchase intention} = 0.264 + 0.277 * \text{price} + 0.173 * \text{promotion}$$

4.2.3 Hypothesis 3 (H3) Digital marketing has a positive influence on consumers' decision of wine restaurant business

This table shows that a five-tool online marketing has significant influence on purchase intention ( $r = 0.597$ ,  $F = 28.682$ ,  $p = 0.000$ ). It found that search engines are the most positive influence on purchase intention ( $B = 0.217$ ,  $t = 3.044$ ,  $p = 0.003$ ), followed by mobile marketing ( $B = 0.193$ ,  $t = 2.780$ ,  $p = 0.006$ ) and e-mail marketing ( $B = 0.161$ ,  $t = 2.636$ ,  $p = 0.009$ ) are also positive influence on customer's purchase intention.

$$\text{Purchase intention} = 1.259 + 0.217 * \text{SEO} + 0.193 * \text{M-MK} + 0.161 * \text{E-mail}$$

Table 4.22: Analysis of Digital Marketing Influence on Purchase Intention

	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.259	0.199		6.334	0.000		
Search engines	0.217	0.071	0.220	3.044	0.003	0.478	2.093
Mobile marketing	0.193	0.069	0.207	2.780	0.006	0.448	2.231
E-mail marketing	0.161	0.061	0.192	2.636	0.009	0.469	2.132
Social media	0.055	0.070	0.059	0.780	0.436	0.434	2.303
Online promotion	0.035	0.078	0.037	0.450	0.653	0.370	2.705

$r = 0.597$ ,  $\text{adj. } r^2 = 0.344$ ,  $F = 28.682$ ,  $p = 0.000$ , Durbin-Watson = 1.979

\* $p < 0.01$

4.2.4 Hypothesis 4 (H4) Each of digital marketing tool has positively influenced on marketing strategies for wine restaurant business

1) Online promotion has positively influenced on marketing strategies for wine restaurant business

This table presents online promotion influences on service marketing mix ( $r=0.730$ ,  $F=41.921$ ,  $p=0.000$ ). It found that promotion is the most positive effective for online promotion ( $B=0.417$ ,  $t=7.431$ ,  $p=0.000$ ,) followed by process is also positive effective ( $B=0.230$ ,  $t=2.561$ ,  $p=0.011$ ).

$$\text{Online promotion} = -0.091 + 0.417 * \text{promotion} + 0.230 * \text{process}$$

Table 4.23: Analysis of Online Promotion Influence on Marketing Mix

	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
(Constant)	-0.091	0.228		-0.399	0.690		
Promotion	0.417	0.056	0.416	7.431	0.000	0.580	1.723
Process	0.230	0.090	0.209	2.561	0.011	0.273	3.665
Physical evidence	0.150	0.085	0.127	1.774	0.077	0.353	2.837
Product	0.145	0.085	0.118	1.707	0.089	0.379	2.636
Price	0.073	0.083	0.060	0.879	0.380	0.386	2.594
People	-0.054	0.082	-0.049	-0.659	0.511	0.326	3.064
Place	-0.009	0.070	-0.008	-0.125	0.901	0.468	2.137

$r=0.730$ ,  $\text{adj. } r^2=0.520$ ,  $F=41.921$ ,  $p=0.000$ , Durbin-Watson = 1.886

\* $p < 0.01$

2) Search engines has positively influenced on marketing strategies for wine restaurant business

Table 4.24 presents search engines influence on service marketing mix ( $r=0.699$ ,  $F=35.161$ ,  $p=0.000$ ). It found that promotion is the most positive effective for search engines ( $B=0.285$ ,  $t=5.047$ ,  $p=0.000$ ,) followed by physical evidence ( $B=0.195$ ,  $t=2.292$ ,  $p=0.023$ ), product ( $B=0.184$ ,  $t=2.166$ ,  $p=0.031$ ), and place ( $B=0.158$ ,  $t=2.263$ ,  $p=0.024$ ) are positive effective.

$$\text{SEO} = 0.160 + 0.285*\text{promotion} + 0.195*\text{physical evidence} + 0.184*\text{product} + 0.158*\text{place}$$

Table 4.24: Analysis of Search Engines Influence on Marketing Mix

	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
(Constant)	0.160	0.229		0.699	0.485		
Promotion	0.285	0.056	0.295	5.047	0.000	0.580	1.723
Physical evidence	0.195	0.085	0.172	2.292	0.023	0.353	2.837
Place	0.158	0.070	0.147	2.263	0.024	0.468	2.137
Product	0.184	0.085	0.157	2.166	0.031	0.379	2.636
Process	0.061	0.090	0.057	0.672	0.502	0.273	3.665
Price	0.040	0.083	0.034	0.477	0.634	0.386	2.594
People	-0.006	0.083	-0.005	-0.070	0.944	0.326	3.064

$r=0.699$ ,  $\text{adj. } r^2=0.470$ ,  $F=35.161$ ,  $p=0.000$ , Durbin-Watson = 1.814

\* $p < 0.01$

3) Mobile marketing has positively influenced on marketing strategies for wine restaurant business

This table shows mobile marketing influences on service marketing mix ( $r=0.640$ ,  $F=25.472$ ,  $p=0.000$ ). It found that promotion is the most positive effective for mobile marketing ( $B=0.470$ ,  $t=7.308$ ,  $p=0.000$ ,) followed by physical evidence is also positive effective ( $B=0.207$ ,  $t=2.139$ ,  $p=0.033$ ).

$$\text{Mobile marketing} = 0.353 + 0.394 * \text{promotion} + 0.207 * \text{physical evidence}$$

Table 4.25: Analysis of Mobile Marketing Influence on Marketing Mix

	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	0.353	0.261		1.352	0.178		
Promotion	0.470	0.064	0.460	7.308	0.000	0.580	1.723
Physical evidence	0.207	0.097	0.173	2.139	0.033	0.353	2.837
People	-0.116	0.094	-0.103	-1.228	0.221	0.326	3.064
Process	0.119	0.103	0.106	1.158	0.248	0.273	3.665
Product	0.092	0.097	0.073	0.944	0.346	0.379	2.636
Price	0.048	0.095	0.039	0.510	0.610	0.386	2.594
Place	-0.018	0.080	-0.016	-0.226	0.822	0.468	2.137

$r=0.640$ ,  $\text{adj. } r^2=0.394$ ,  $F=25.472$ ,  $p=0.000$ , Durbin-Watson = 1.684

\* $p < 0.01$



4) Social media has positively influenced on marketing strategies for wine restaurant business

Table 4.26 presents social media influences on service marketing mix ( $r = 0.693$ ,  $F = 33.870$ ,  $p = 0.000$ ). It found that promotion is the most positive effective for social media ( $B = 0.461$ ,  $t = 7.620$ ,  $p = 0.000$ ,) followed by physical evidence ( $B = 0.272$ ,  $t = 2.976$ ,  $p = 0.003$ ) and physical evidence ( $B = 0.220$ ,  $t = 2.410$ ,  $p = 0.017$ ) are also positive effective.

$$\text{Social media} = 0.363 + 0.461 * \text{promotion} + 0.272 * \text{product} + 0.220 * \text{physical evidence}$$

Table 4.26: Analysis of Social Media Influence on Marketing Mix

	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
(Constant)	0.363	0.246		1.475	0.141		
Promotion	0.461	0.061	0.450	7.620	0.000	0.580	1.723
Product	0.272	0.091	0.217	2.976	0.003	0.379	2.636
Physical evidence	0.220	0.091	0.183	2.410	0.017	0.353	2.837
People	0.089	0.089	0.079	0.998	0.319	0.326	3.064
Process	-0.088	0.097	-0.078	-0.909	0.364	0.273	3.665
Place	-0.041	0.075	-0.036	-0.541	0.589	0.468	2.137
Price	-0.018	0.089	-0.014	-0.199	0.843	0.386	2.594

$r = 0.693$ ,  $\text{adj. } r^2 = 0.466$ ,  $F = 33.870$ ,  $p = 0.000$ , Durbin-Watson = 1.657

\* $p < 0.01$

5) E-mail marketing has positively influenced on marketing strategies for wine restaurant business

This table shows that e-mail marketing influenced on service marketing mix ( $r=0.563$ ,  $F=17.034$ ,  $p=0.000$ ). It found that promotion is the most positive effective for e-mail marketing ( $B=0.493$ ,  $t=6.425$ ,  $p=0.000$ ).

$$\text{E-mail marketing} = 0.363 + 0.493 * \text{promotion}$$

Table 4.27: Analysis of E-mail Marketing Influence on Marketing Mix

	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	0.463	0.312		1.487	0.138		
Promotion	0.493	0.077	0.435	6.425	0.000	0.580	1.723
Physical evidence	0.142	0.116	0.107	1.228	0.221	0.353	2.837
Product	0.100	0.116	0.072	0.862	0.390	0.379	2.636
Price	0.056	0.113	0.041	0.492	0.623	0.386	2.594
People	-0.053	0.113	-0.042	-0.467	0.641	0.326	3.064
Process	0.022	0.123	0.018	0.178	0.859	0.273	3.665
Place	0.010	0.095	0.008	0.109	0.913	0.468	2.137

$r=0.563$ ,  $\text{adj. } r^2=0.298$ ,  $F=17.034$ ,  $p=0.000$ , Durbin-Watson = 1.613

\* $p < 0.01$

4.2.5 Hypothesis 5 (H5) Customer's purchase intention has positively relationship with brand recommendation

These findings show that customer's purchase intention is significantly related to brand recommendation ( $r = 0.829$ ,  $p = 0.000$ ) in the highest positive relationship with 68.72% of purchase intention and brand recommendation variance.

Table 4.28: The Correlation of Purchase Intention and Brand Recommendation

	Purchase intention	P	Mean	Std. Deviation
Purchase intention			3.4991	0.75325
Brand recommendation	0.829	0.000	3.6151	0.77298

\* $p < 0.01$

### 4.3 Other Finding

4.3.1 Brand recommendation of wine restaurant business is positively influenced by service marketing mix (7Ps)

This table shows brand recommendation affects service marketing mix ( $r = 0.699$ ,  $F = 35.111$ ,  $p = 0.000$ ). It found that price is the most positive effective for brand recommendation ( $B = 0.293$ ,  $t = 3.479$ ,  $p = 0.000$ ) followed by promotion is also positive effective ( $B = 0.147$ ,  $t = 2.257$ ,  $p = 0.000$ ).

$$\text{Brand recommendation} = 0.100 + 0.293 * \text{price} + 0.147 * \text{promotion}$$

Table 4.29: Analysis of Service Marketing Mix Influence on Brand Recommendation

	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	0.100	0.232		0.432	0.666		
Price	0.293	0.084	0.250	3.479	0.001	0.386	2.594
Promotion	0.147	0.057	0.150	2.570	0.011	0.580	1.723
Process	0.146	0.091	0.136	1.596	0.112	0.273	3.665
Product	0.133	0.086	0.112	1.540	0.125	0.379	2.636
People	0.108	0.084	0.101	1.294	0.197	0.326	3.064
Physical evidence	0.077	0.086	0.068	0.900	0.369	0.353	2.837
Place	0.041	0.071	0.037	0.575	0.566	0.468	2.137

$r = 0.699$ ,  $\text{adj. } r^2 = 0.475$ ,  $F = 35.111$ ,  $p = 0.000$ , Durbin-Watson = 1.908

\* $p < 0.01$

4.3.2 Brand recommendation of wine restaurant business is positively influenced by five online marketing tools

This table presents brand recommendation affects a five-tool online marketing ( $r = 0.621$ ,  $F = 32.494$ ,  $p = 0.000$ ). It found that e-mail marketing is the most positive effective for brand recommendation ( $B = 0.177$ ,  $t = 2.897$ ,  $p = 0.004$ ) followed by mobile marketing is also positive effective ( $B = 0.183$ ,  $t = 2.642$ ,  $p = 0.009$ ).

Brand recommendation =  $0.100 + 0.183 * \text{mobile marketing} + 0.177 * \text{e-mail marketing}$

Table 4.30: Analysis of Online Marketing Tools Influence on Brand Recommendation

	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
(Constant)	1.228	0.199		6.170	0.000		
E-mail marketing	0.177	0.061	0.206	2.897	0.004	0.469	2.132
Mobile marketing	0.183	0.069	0.192	2.642	0.009	0.448	2.231
Search engines	0.139	0.071	0.137	1.948	0.053	0.478	2.093
Social media	0.133	0.070	0.140	1.893	0.059	0.434	2.303
Online promotion	0.068	0.078	0.071	0.880	0.379	0.370	2.705

$r = 0.621$ ,  $\text{adj. } r^2 = 0.374$ ,  $F = 32.496$ ,  $p = 0.000$ , Durbin-Watson = 2.012

\* $p < 0.01$

#### 4.4 Conclusion

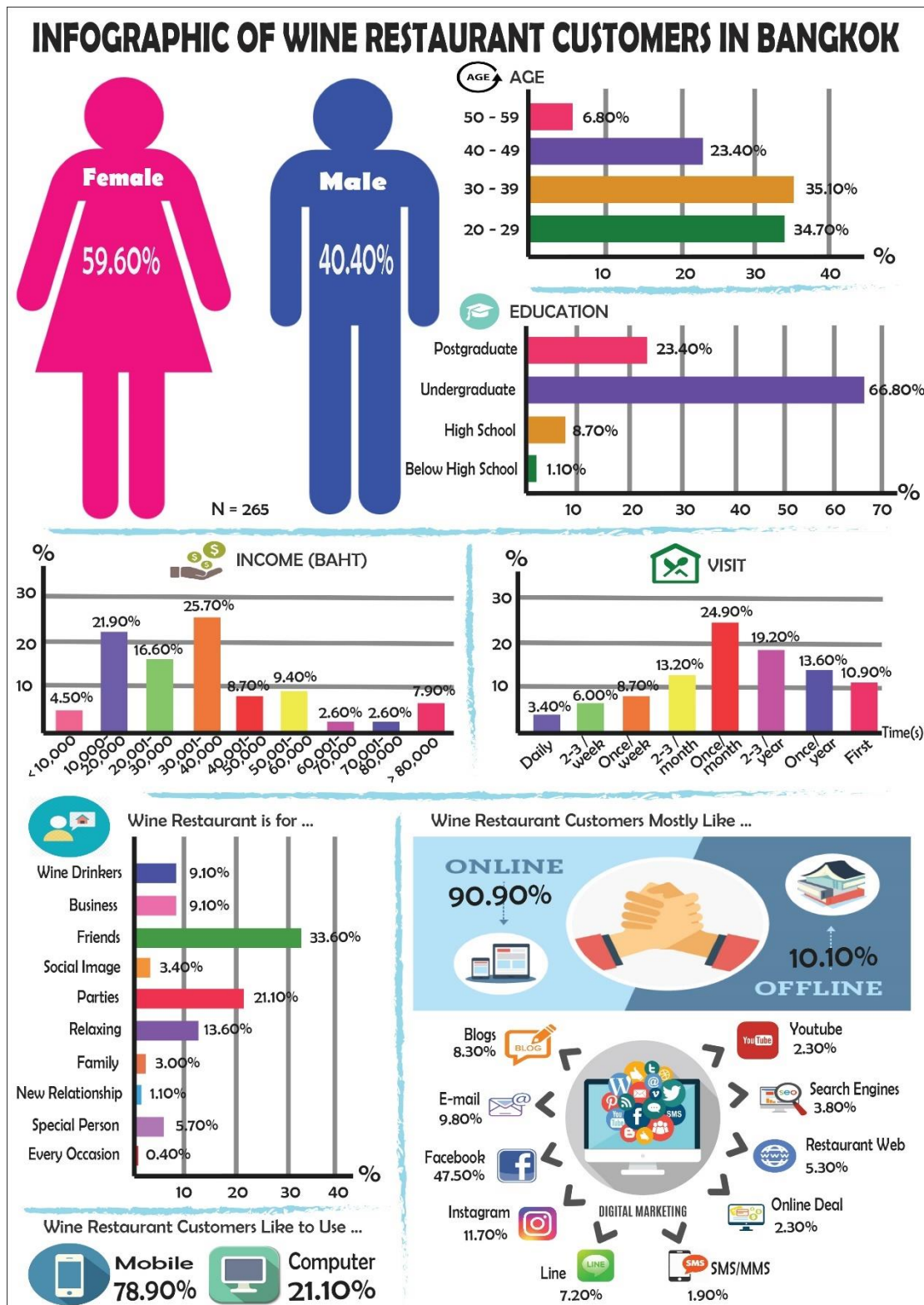
Based on the findings, there are two types of results that are interview data from four wine restaurant managers opinion in the situation of wine restaurant business and quantitative data from 265 wine restaurants customers who have experience in wine restaurant. Both results show that online marketing tools are a key success of wine restaurant business.

Interviews reveals the fact that wine restaurant is a place for dining food and wine which restaurant has provided the concept followed by their customers lifestyle. Most customers are from different countries and niche customers have wine experience and love to have wine with food. Wine restaurant marketing likes to use both of offline marketing and online marketing. Offline marketing of restaurant strategies is 1) location or place is in nightlife area, 2) special events with 'WOW' promotion means restaurant marketing activities promote with big sale discount, 3) advertising on magazines for

special customer groups who love eatery and drinking. Furthermore, wine restaurants also use the benefits of the Internet to give information, promotion, and advertisement for brand awareness to their new market group via e-WOM or viral marketing such as search engines, e-mail marketing, and social media. Then, wine restaurants always use the advantages of application via mobile device to select which social media and messages are suitable for their marketing strategies. Search engines and e-mail are good for giving information, Facebook and Instagram are the best for public relation, and Line (a text messages) and YouTube (video sharing) are suit for advertising.

For the questionnaire findings, it was collected from 265 respondents with female (59.60%) and male (40.40%) who are wine restaurant customers in Bangkok. They are 20 – 59 years old which 30-39 years are the most (35.10%) followed by 20-29 years (34.70%) and 40-49 years (23.40%) as in figure 4.4.

Figure 4.4: Infographic of Wine Restaurant Customers in Bangkok



Most of them have got the undergraduate level (66.80%) followed by postgraduate level (23.40%) and high school (8.70%). Wine restaurant customers mostly have got an income of around 30,001 – 40,000 Baht per month (25.70%) followed by 10,000 – 20,000 Baht (21.90%) and 20,001 – 30,000 Baht (16.60%). They are likely to visit wine restaurants once a month (24.90%) followed by a few times a year (19.20%) and at least once a year (13.60%). Moreover, most of them think of wine restaurant as a place for friends to get together (33.60%), parties and special events (21.10%), and relaxing (13.60%). In addition, they mostly like the online marketing communication with 90.90% if it is compared with offline marketing communication (9.10%). Then, they prefer online marketing via Facebook (47.50%), Instagram (11.70%), and e-mail (9.80%) and they love to search the promotions through mobile (78.90%) and computer (21.10%).

Figure 4.5: Wine Restaurant Customers Behavioral

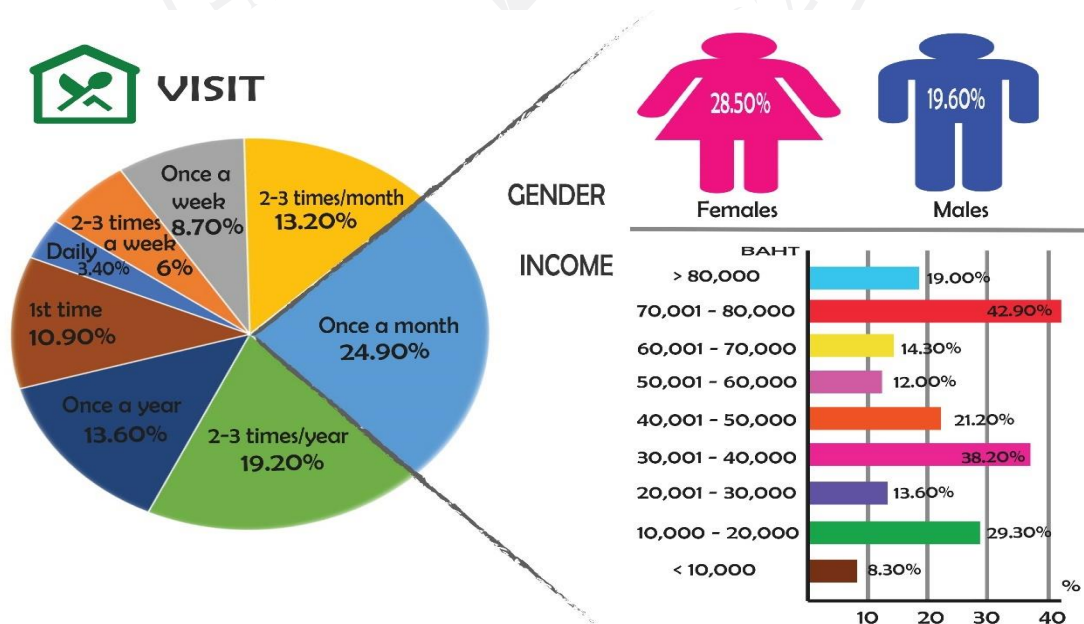
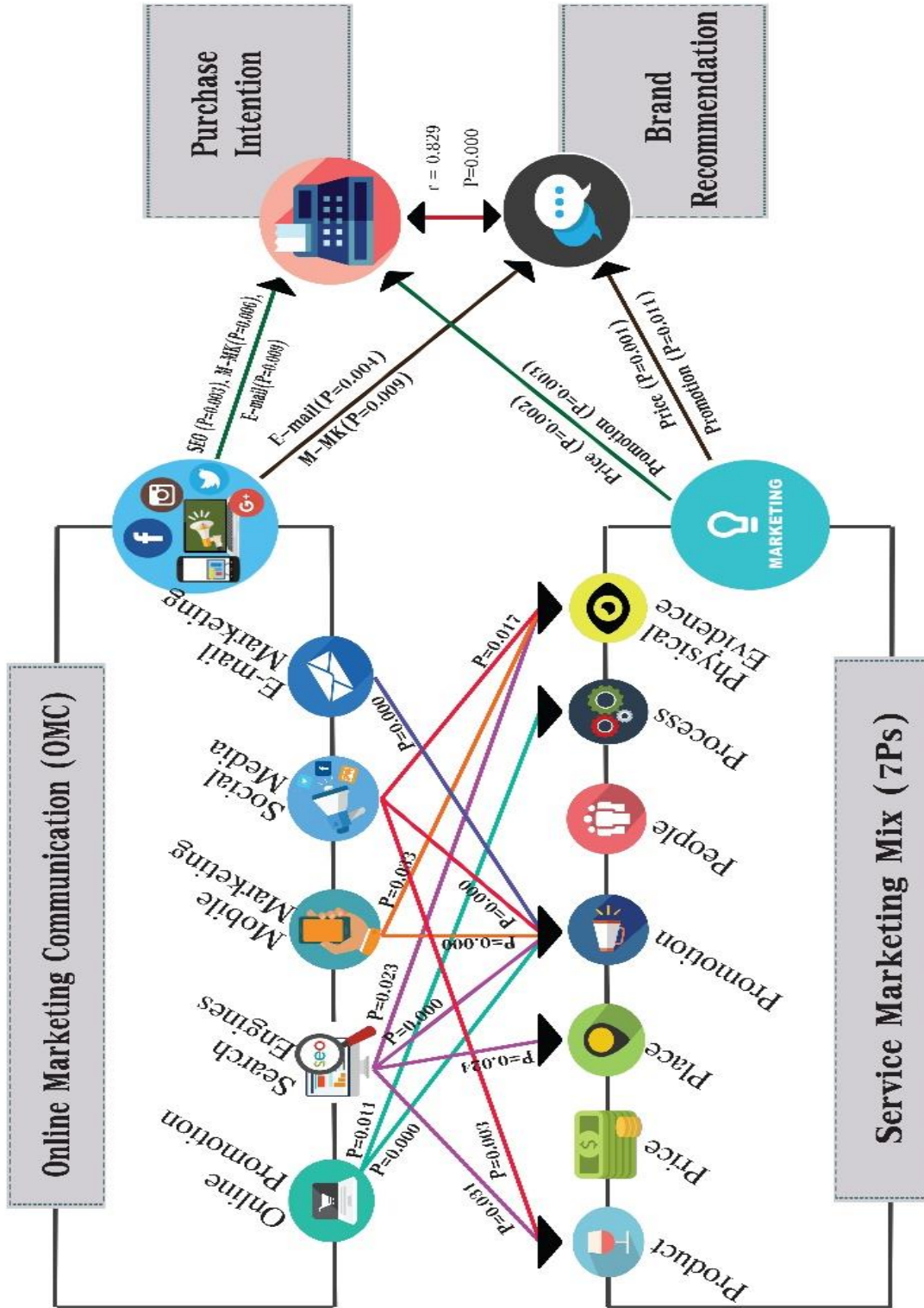




Figure 4.6: Conclusion of Findings



Furthermore, this survey is designed to ask about wine restaurant marketing seeking their customers' opinions which are classified into two parts such as customer behavior and customer opinion of wine restaurant marketing. First, it was found that most of wine customers prefer to visit wine restaurants once a month (24.90%) which females (28.50%) are more likely than male (19.60%) and customers who prefer to visit once a month, have got 70,001 – 80,000 baht per month with the biggest percentage with 42.90% followed by 30,001 – 40,000 baht (38.20%) and 10,000 – 20,000 baht (29.30%). It is presented in figure 4.5 related to wine restaurant customers behaviors.

Second, it is about wine restaurant marketing. It found that all five online marketing tools have positive significance with promotion ( $p= 0.000$ ). The most effective online marketing communication is search engines. They have influenced promotion ( $p= 0.000$ ), physical evidence ( $p= 0.023$ ), place ( $p= 0.024$ ) and product ( $p= 0.031$ ). Then, social media also influences promotion ( $p= 0.000$ ), product ( $p= 0.000$ ) and physical evidence ( $p= 0.017$ ). Online promotion affects promotion ( $p= 0.000$ ) and process ( $p= 0.011$ ). Mobile marketing has an impact on promotion ( $p= 0.000$ ) and physical evidence ( $p= 0.017$ ) and e-mail marketing also influences promotion ( $p= 0.000$ ). All online marketing communication tools have positively influenced service marketing mix. They have a negative influence on price and people. Furthermore, the findings of this survey also indicated that customers love to make a decision on price ( $p= 0.002$ ) and promotion ( $p= 0.003$ ) before they visit wine restaurant and they will recommend a wine restaurant to others when they get the best price ( $p= 0.001$ ) and promotion ( $p= 0.011$ ). Then, online marketing tools affect customer purchase intention by search engines (0.003), mobile marketing (0.006), and e-mail marketing (0.009) and they will be eager to recommend a wine restaurant to others by e-mail marketing ( $p=$

0.004) and mobile marketing ( $p= 0.009$ ). Also, these findings demonstrated the correlation between customer decision and recommendation is positive significance ( $r= 0.829$ ,  $p= 0.000$ ). It is shown in figure 4.6 of the conclusion.



## CHAPTER 5

### DISCUSSION

This discussion chapter concludes for this study what the researcher gets from the findings for the research objectives, questions and hypotheses that are developed for online marketing strategic and it presents the benefits of online marketing to apply for wine restaurant businesses marketing strategies.

According to research objectives, they aim to provide implication for wine restaurant revenue growth which is increasing the sales volumes by digital marketing and this study is to understand the wine restaurant customers' behavior and how digital marketing influenced on wine restaurant marketing strategy. Researcher uses mixed methods; qualitative for testing that are qualitative by interviewing four managers of wine restaurants in the center of Bangkok and quantitative questionnaire distribution of 265 customers from who have experience in wine restaurant.

#### 5.1 Hypotheses Summary

Based on the research's hypotheses, the results of this study have got two parts from managers' opinion and customers' demographic information that there are;

5.1.1 Differences in terms of wine customer's demographic information have different lifestyles and behaviors.

- 1) Females are more likely to drink wine than males.

The finding confirmed that females are more likely to drink wine than males but managers' opinion did not show about the customer's gender. It found that the most of customers' restaurants were international groups.

- 2) Customers, who have high salary, prefer to visit wine restaurant.

Based on the results, most customers, who have high salary, prefer to visit wine restaurant. The international customer group is a wine restaurant target group and the interview's finding also found that their restaurant customers were middle to upper middle classes.

5.1.2 Consumers' decision of wine restaurant business is positively influenced by service marketing (7Ps)

A result of this hypothesis showed only price ( $p=0.002$ ) and promotion ( $p=0.003$ ) that influenced on customer's purchase intention. It's related to interview's finding that wine restaurants have mostly provide the marketing promotion with the big discounts as they called WOW promotion.

5.1.3 Digital marketing has a positive influence on consumers' decision of wine restaurant business

The study showed that wine restaurants use online marketing to be a main marketing strategy that is the most effective in a mass market and customers' purchase intention was influenced by search engines ( $p= 0.003$ ), mobile marketing ( $p= 0.006$ ) and e-mail marketing ( $p= 0.009$ ). Wine restaurants use 1) search engines for getting the new customers by searching from TripAdvisor, 2) mobile marketing for sending the information and promotion to the old customer, and 3) e-mail marketing for sending e-Newsletters to the old customers. Moreover, it found the mobile applications on a mobile device are usefulness for online marketing communication strategy in the future.

5.1.4 Each of digital marketing tool has positively influenced on marketing strategies for wine restaurant business

1) Online promotion has positively influenced on marketing strategies for wine restaurant business.

Online promotion is best for promotion ( $p= 0.000$ ) and process ( $p= 0.011$ ) strategies of wine restaurant businesses. Wine restaurant had used online promotion to promote with low price but it was not popular to use on these days because it affects their brand images and it has limited time to visit for using the online promotion, for example, most online promotions are available to use in low selling of the day during 14.00 – 16.00 PM that it is a short selling in the short period of time.

2) Search engines have positively influenced on marketing strategies for wine restaurant business.

Search engines are best for international tourists to search a wine restaurant from TripAdvisor and search engines also influence on wine restaurant marketing strategies of promotion ( $p= 0.000$ ), physical evidence ( $p= 0.023$ ), place ( $p= 0.024$ ) and product ( $p= 0.031$ ). In addition to TripAdvisor, it gets 40% of feedback from the reviews of food and wine quality and promotions in the restaurant that it led the tourist to visit.

3) Mobile marketing has positively influenced on marketing strategies for wine restaurant business.

A few years ago, wine restaurant used SMS to sending the information and promotion to their customers. Innovation and technology of smartphone is developing the online chat application for business such as Line. Online chat application is instead of SMS and MMS today. It is very useful for sending the information and

promotion of wine restaurant to their customer's loyal, moreover; the finding also found that mobile marketing is the most effectiveness of promotion ( $p= 0.000$ ) and physical evidence ( $p= 0.033$ ).

4) Social media has positively influenced on marketing strategies for wine restaurant business.

Wine restaurants use Facebook and Instagram as a public relation and the study also found that social media is the best for promotion ( $p= 0.000$ ), product ( $p= 0.003$ ) and physical evidence ( $p= 0.017$ ).

5) E-mail marketing has positively influenced on marketing strategies for wine restaurant business.

Based on the interview's result, the managers use e-Newsletters for giving restaurant's information and promotion to their customers but it does not get the effective response. However, e-mail marketing is still using for sending the promotion and information to their old customers, it is the most effectiveness of promotion ( $p= 0.000$ ) strategy of wine restaurant businesses.

5.1.5 Customer's purchase intention has positively relationship with brand recommendation

From the interview's finding, wine restaurants have got the advantage of online marketing especially Facebook, Instagram and Line from customers' post and sharing that it is good for viral marketing in the mass market to visit in the restaurant. It is related to the finding of hypothesis testing that customer's purchase intention has positively relationship with brand recommendation ( $p=0.000$ ).

5.1.6 Brand recommendation of wine restaurant business is positively influenced by service marketing mix

The research found that brand recommendation is positively influenced by price ( $p= 0.001$ ) and promotion ( $p= 0.011$ ) strategy. It is related to the interview result about TripAdvisor review of wine restaurant customers that led the tourists to visit. The most effective review is quality of food and wine and promotion with a big deal.

5.1.7 Brand recommendation of wine restaurant is positively influenced by digital marketing tools

The finding showed that brand recommendation is positively influenced by e-mail marketing ( $p= 0.004$ ) and mobile marketing ( $p= 0.009$ ) while wine restaurant's managers are using Facebook, Instagram and Line through mobile devices from customer's posts and sharing their photo in the restaurant to be a viral marketing.

Hence, the summary of research's hypotheses are 1) females are more likely to drink wine than males, 2) wine restaurants' customers, who have high salary, prefer to visit restaurants, 3) consumers' decision of wine restaurant is positively influenced on service marketing mix by price and promotion, 4) search engines, mobile marketing and e-mail marketing have a positive influence on customers' decision in wine restaurant business, 5) online promotion, search engines, mobile marketing, social media and e-mail marketing have positively influenced on promotion, physical evidence, product, process and place strategies for wine restaurants, 6) customer's purchase intention has positively relationship with brand recommendation, 7) brand recommendation of wine restaurant is positively influenced by price and promotion



strategy and 8) brand recommendation is positively influenced by e-mail marketing and mobile marketing (see in table 5.1)

Table 5.1: Hypotheses Summary

Hypotheses	Results	
	Qualitative	Quantitative
5.1.1 Differences in terms of wine customer's demographic information have different lifestyles and behaviors.		
1) Females are more likely to drink wine than males.	Rejected (International group)	Accepted
2) Customers who have high salary, prefer to visit wine restaurant.	Accepted	Accepted
5.1.2 Consumers' decision of wine restaurant business is positively influenced by service marketing (7Ps).	Accepted	Accepted
5.1.3 Digital marketing has a positive influence on consumers' decision of wine restaurant business.	Accepted	Accepted

(Continued)

Table 5.1 (Continued): Hypotheses Summary

Hypotheses	Results	
	Qualitative	Quantitative
5.1.4 Each of digital marketing tool has positively influenced on marketing strategies for wine restaurants business.		
1) Online Promotion	Accepted	Accepted
2) Search Engines	Accepted	Accepted
3) Mobile Marketing	Accepted	Accepted
4) Social Media	Accepted	Accepted
5) E-mail Marketing	Accepted	Accepted
5.1.5 Customer's purchase intention has positively relationship with brand recommendation.	Accepted	Accepted
5.1.6 Brand recommendation of wine restaurant business is positively influenced by service marketing mix.	Accepted	Accepted
5.1.7 Brand recommendation of wine restaurant is positively influenced by digital marketing tools.	Accepted	Accepted

## 5.2 Discussion

GAIN report (Global Agricultural Information Network, 2016) informed that restaurants were increasing every year because of a great increase in the number of international tourists. Consumers spend on wine that are increasing in 2011 - 2015. In addition, the one article of Positioning Magazine is wine restaurant: drunk once with status that reported about wine restaurants' growth based on the customers' demands. Customers preferred to party and these factors seemed to convince them to visit a restaurant: beautiful food presentation, classic and modern interior design with wine cellar, wine buffet or wine pairing, and low price. The selection could reflect the fact that they would like to share their own lifestyle in their social media (Phenomeno, 2012). Kemp (2015) presented world population use of internet through mobile phones as a prevalent social media application to be interesting. Thus, restaurant's guide recommended five tools of digital marketing for up-selling in wine restaurants including online promotion, search engines, mobile marketing, social media and e-mail marketing (Restaurant Partner Program, 2015).

The main objective of this research was to help wine restaurateurs to investigate how to use the effective digital marketing strategies with a five-tool approach of online marketing communication. Furthermore, this research has the specific objectives for supporting the core objective following these;

### 5.2.1 To understand customer behavior of wine restaurant business in Bangkok

Based on the finding, it found that the most of wine restaurants' customers are females, high salary, and international group. It is agreed by Bruwer et al. (2011) that

female wine consumption was increasing by the large numbers in the core wine markets such as the United Kingdom, the United States, Australia, etc. According to Bruwer et al. (2011), it found that females preferred to buy the high price of wine for the high quality of wine. In addition to Balestrini and Gamble (2006), it examined Chinese wine consumers preferred wine purchase decision in terms of price or brand more than selection of grape variety and wine style. The study of Stancu and Cvijanovic (2015) supported this objective in terms of international customer group that the tourists, who were from the highest wine production countries, were likely having wines during travelling in other countries.

5.2.2 To examine which online marketing communication tool that the most influence customer purchase intention

According to Restaurant Partner Program (2015), it recommended five tools of digital marketing for restaurant business that they are;

1) Online promotion of wine restaurant business

From the finding, online promotion is using for promotion with special discount and process strategies of wine restaurant. According to Wu and Dholakia (2012) and Y. Chen and Chen (2014) studies, the most of restaurants' online promotions were increasing revenues from the new customers but they lost their old customers by size, volume, and revenues. However, online promotion is not popular to use for wine restaurant promotion because online promotion affects brand images of restaurants and customers have a limited time to use these online deals. It is agreed by Piccoli (2012) that supported the discount impact on brand integrity and online promotion had provided as a daily deal with the limited time to use.

## 2) Search engines of wine restaurant business

The study found that wine restaurant used search engines for promotion, physical evidence, place, and product strategies especially, the international tourists use TripAdvisor for searching the wine restaurant. It is related by Schegg et al. (2005) and Pan et al. (2007) that search engines was using for the information searching by hotel, city, hotel's name, region, and activities or events of hotels. In addition, Spais study (2010) confirmed in the benefit of search engines for boosting the sales of marketing campaign, increasing visibility of company's website, search engine ranking and others.

## 3) Mobile marketing of wine restaurant business

Based on the finding, it found that mobile marketing is the best for promotion and physical evidence especially Line application is using for sending information and promotion for their customers' loyal. It related the studies of Dickinger et al. (2004) and Scharl et al. (2005) that mobile marketing was advantages of sending the short information for adverting, customer attention, customer intention, and customer behavior. Moreover, it is agreed by Kim (2011) that students had relationship with brand loyalty through hotel mobile application followed by increasing brand awareness, customer engagement, and brand commitment.

## 4) Social media of wine restaurant business

The finding presented Facebook and Instagram that are used as a public relation for promotion, product, and physical evidence strategies. According to Gil-or (2010), it found the voucher's promotion on Facebook was effective online marketing that was attracting to customers. It agrees with Terrell and Kwok (2011) that Facebook was usefulness of information in hospitality industry. Additionally, the

study of Saransomrurt (2011) confirmed the benefits of Facebook's brand profile that was for online advertising, public relations, sales promotion, and relationship communication.

#### 5) E-mail marketing of wine restaurant business

Base on the finding, it found that e-mail marketing is using for promotion strategy as e-Newsletters are sending the restaurant's information and promotion to their old customers. It is related by Phillip and Suri (2004) that females were more likely the promotional e-mail with linking for product information and coupon through e-mail. Moreover, VanBoskirk (2011) study agrees that e-Newsletters, marketing campaigns, and interactive communication to the customers are designed to run on e-mail marketing for customer relationship management.

5.2.3 To investigate how digital marketing impact on the marketing strategy of wine restaurant businesses in Bangkok

#### 1) Price and promotion impact on customer's decision

The study found price and promotion strategies influenced on customer's purchase intention. It means the promotion with the special discounts is made customer decide to visit the wine restaurant. It related the study of Piccoli (2012) that the online promotion was promotion strategy with a special deal. It is agreed by Bouhlel et al. (2011) that the communication tool on mobile adverting was using for new product announcement and price promotion. In addition to Noone et al. (2011) found the communication of social media that it was useful for pushing up the price promotion in the short time and building brand trust, brand's value from price rate, and customers' retentions in long-term. Moreover, the study of Phillip and Suri (2004)

supported the e-mail marketing that was useful for product information and promotion. It related with the reviews of Ryu and Han (2010) and Jani and Han (2011) that customers are satisfied the value-price that affects their purchase intention.

2) Online marketing communication influences on mobile applications.

From the finding of this study, it presents that wine restaurants are mostly using online marketing communication in marketing strategy such as Facebook, Instagram, e-mail, blogs, and Line or online chat that they are mobile applications for sending wine restaurants' information and promotion through a mobile device.

It is related by Davidson and Cooper (2005), it studied about the electronic service quality's evaluation of Australia winery websites that the Internet was an opportunity for increasing sale volumes. Additionally, the study of Kim et al. (2008) agreed that travelers likely search information through mobile application. It is related about Internet marketing that it was the potential successful communication on mobile devices (Mort & Drennan, 2002) and mobile marketing communication was useful, easy to use and perceived trust (Karjaluoto et al., 2008). In addition to Collins (2010) study, the hotel and restaurant used the advantages of mobile application for interactive communication with their customers on a mobile device. Contrary to Bach Jensen (2008), it did not find the potential online marketing communication through mobile communication in the future; however, online marketing communication was using for online advertising, relationship communication, interactive communication and public relations.

### 3) Digital marketing influences on brand recommendation

The finding found that e-mail marketing and mobile marketing influenced on brand recommendation while wine restaurants are using the advantage of mobile applications such as Facebook, Instagram, and Line on a mobile device for a viral marketing through customers' posts and shares. According to Rosen and Olshavsky (1987) and East et al. (2005), brand recommendation is referred as a customer recommend a brand to others by word-of-mouth that is the effectiveness of advertising. The most impact of online recommendation is price rate of online marketing activities (Fagerstrom & Ghinaea, 2011). It is related by Phillip and Suri (2004) that females likely preferred coupon through e-mail and they liked to forward e-mails to their friends as it is e-word-of-mouth. In addition to Karjaluoto et al. (2008) study about the influencing of mobile marketing on brand recommendation, text or information on mobile marketing should be clear in special offers, fee or drink prices that would be gained via the e-word-of-mouth.

### 4) The relationship of purchase intention and brand recommendation

A researcher also found a positive relationship of purchase intention and brand recommendation. The customers preferred to share their experiences and opinions through pictures, contents, and locations to others as a brand recommendation (Chitu & Albu, 2013). Moreover, customers liked to 'like and comment' on the status and photo while the restaurant were increasing the sale volumes (Kwok & Yu, 2013). Moreover, Olaru et al. (2008) explored that the re-purchase intention had a relationship with recommendation from the customer willingness and value. It is agreed by Kowatsch and Maass (2010) that recommendation was related to the customer's purchasing decision. Thus, the recommendation intention had a



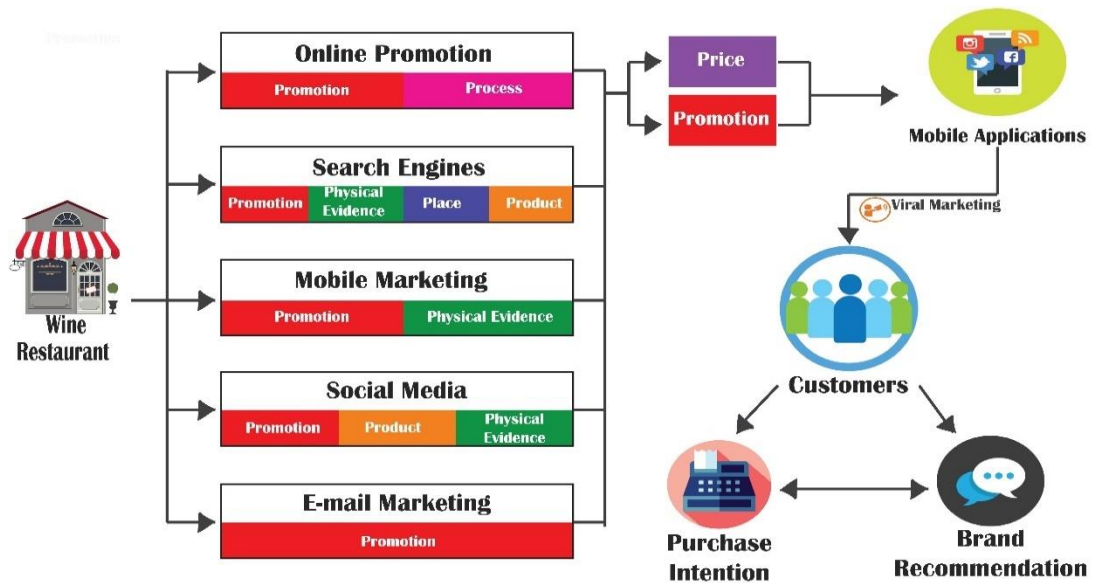
relationship between customer recommendation and purchase intention to be a loyal customer.

Based on discussion, a researcher investigated how to use the effective digital marketing strategies with a five-tool approach of online marketing communication for wine restaurant businesses in figure 5.1. It presents that wine restaurant uses following these;

- 4.1) Online promotion influences on promotion and process,
- 4.2) Search engines influences on promotion, physical evidence, place and product,
- 4.3) Mobile marketing influences on promotion and physical evidence,
- 4.4) Social media influences on promotion, product and physical evidence, and
- 4.5) E-mail marketing influences on promotion.

Five online marketing communication tools are the most effectiveness of price strategy and promotion strategy which are promoted marketing activities with low price through mobile applications: TripAdvisor, Google, Line (online chat), Facebook, Instagram, and e-mails. Promoting through mobile applications has influenced on customers as a viral marketing to boost towards a mobile device that impacts on the customers' decisions as purchase intention and customers' recommendation to others as brand recommendation. Purchase intention has a relationship with brand recommendation.

Figure 5.1: Digital Marketing for Wine Restaurant Business



### 5.3 Recommendation for further application

The results of this study can be applied in the restaurant businesses and marketing plans of digital marketing strategy and should study more on social media marketing especially in Facebook marketing as;

#### 1) Online promotion

Restaurants should provide online promotion with a special deal to attract the customers' visits every month on the intermediate websites (for example, Eatigo, Wegota, Wongnai, Painaidii, etc.); however, restaurants have always provided the promotion in the special events such as Father's Day, New Year, Songkran Festival and others. Online promotion is a good channel to promote restaurant to the specific group which they love to drink and eat out.

2) Search engines

Restaurant's website should be easily found on search engines by keywords such as restaurant's name, location and others. It is in top 10 ranking on search engines pages results. In addition, restaurant's website has to provide a mobile's user friendly for customers who are searching the restaurant's information through smartphone.

3) Mobile marketing

Restaurant should send new promotions through online chat (Line Application). Most customers will likely to be friend of restaurant's online chat after they visit in order to receive the restaurant's information in the future.

4) Social media

Social media is the best channel of customers for receiving information and promotion especially Facebook and Instagram which they always make restaurants' customers to be interested by social media advertising. They prefer to use Facebook for searching information and promotion before they visit.

5) E-mail marketing

Restaurant should use e-mail about promotions for sending useful information to their customers; moreover, restaurant's e-mail should provide the easy click for linking the restaurant's website.

The effective marketing strategies of five online marketing communication tools are;

1) Price strategy

Restaurants' customers enjoy the promotional price therefore wine restaurant should provide the special price for promoting. Restaurant should provide the

difference of price rate for various customers' selections with the appropriated price and the customers never mind the extra pay for the best wine.

2) Promotion strategy

Restaurant should promote a new promotion on social media. The most attractive marketing activities are promoting with live concerts, wine tasting, wine matching, wine buffet and others.

5.4 Recommendation for further research

1) It could investigate the potential aspects of online marketing strategies in other businesses such as hotels, travel companies, delivery companies etc.

2) It could explore the trend of mobile marketing for other restaurant businesses in other parts of Thailand.

3) It could be carried out how service quality has influenced on online marketing strategies in restaurants.

4) It could explore the online marketing has affected the customer relationship in other restaurant businesses.

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Interview of the Impact of Online Marketing Communication Strategies on  
Customer's Purchase Intentions and Brand Recommendation for  
Wine Restaurant Businesses in Bangkok

1. How can you define "Wine Restaurant"? (General)
2. Could you give me the overview of your wine restaurant business?
3. Who are your target groups?
4. Do you think what is your competitiveness?
5. What is your marketing strategy?
6. How do you communicate with customers?
7. Do you think what are the reasons behind that your customers return to your restaurant?
8. Do you think which marketing activities are the most successful?
9. Online marketing communication gives the positive result for your business or not? How?
10. How do you manage the offline and online marketing? Which one is the most effective to promote?
11. How about the feedback of customers toward online marketing communication?
12. In order to increase customer satisfaction, what will you do?
13. What is trend of wine drinkers as your customers?
14. Trends of online marketing communication? (your opinion)
15. Do you think what will be a role of online marketing communication for a wine restaurant business in the future? Why?

16. What is the trend of online marketing communication for your wine restaurants in the future?





Questionnaire of the Impact of Online Marketing Communication Strategies on  
Customer's Purchase Intentions and Brand Recommendation for  
Wine Restaurant Businesses in Bangkok

แบบสอบถามเรื่องผลกระทบของกลยุทธ์การสื่อสารทางการตลาดแบบออนไลน์ต่อ  
การตัดสินใจในการซื้อและการแนะนำตราสินค้าของลูกค้าสำหรับ  
ธุรกิจร้านอาหารไวน์ในจังหวัดกรุงเทพมหานคร

The questionnaire is being done by a student in the Master of Arts program in Hospitality and Tourism Industry Management at Bangkok University. The purpose of the survey is to collect opinions from wine restaurant customers who have experience in visiting wine restaurants in order to investigate the impact of online marketing communication on purchase intentions and brand recommendation for use in developing the wine restaurant's marketing strategy in the future. The questionnaire data will be reported in a summary of wine restaurant's internet marketing strategies toward online marketing communication only and will not identify any individual person. There are five parts in seven (7) pages. It will take no more than 20 minutes.

แบบสอบถามนี้จัดทำขึ้นโดยนักศึกษาปริญญาโท คณะมนุษยศาสตร์และการจัดการการ  
ท่องเที่ยว ศิลปศาสตรมหาบัณฑิต สาขาการจัดการอุตสาหกรรมบริการและการท่องเที่ยว  
มหาวิทยาลัยกรุงเทพ วัตถุประสงค์ของแบบสอบถามเพื่อสำรวจความคิดเห็นลูกค้าของร้านอาหารไวน์  
เรื่องผลกระทบการสื่อสารทางการตลาดแบบออนไลน์ต่อการตัดสินใจซื้อและการแนะนำตราสินค้า ซึ่ง  
จะนำไปสู่การพัฒนากลยุทธ์การตลาดของร้านอาหารไวน์ในอนาคต ข้อมูลที่ได้จากแบบสอบถามนี้จะ  
นำมาสรุปผลเรื่องกลยุทธ์การตลาดแบบออนไลน์ของร้านอาหารไวน์เท่านั้นและจะถูกเก็บเป็น  
ความลับ แบบสอบถามมีทั้งหมด 7 หน้า ใช้เวลาไม่เกิน 20 นาที



Part 1 Personal Information (ตอนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม)

Direction Please answer these questions by ticking (✓).

คำชี้แจง โปรดทำเครื่องหมาย (✓) ลงในช่องคำตอบของคุณ

1 Demographic (ข้อมูลประชากร)

1.1 Gender (เพศ)  Male (ชาย)  Female (หญิง)

1.2 Nationality (สัญชาติ) \_\_\_\_\_

1.3 Age (อายุ)

20 – 29  30 – 39  40 – 49  50 – 59  60 and over (60 ปีขึ้นไป)

1.4 What is your level of education? (ระดับการศึกษา)

Below high school level (ต่ำกว่ามัธยม)

High school level (ระดับมัธยมหรือเทียบเท่า)

Undergraduate level (ระดับปริญญาตรี)

Postgraduate level (ระดับสูงกว่าปริญญาตรี)

Other, Please specify (อื่นๆ โปรดระบุ) .....

1.5 What is your current salary? (Thai Baht) รายได้ปัจจุบันต่อเดือน

- Less than 10,000 (น้อยกว่า 10,000)
- 10,000 – 20,000
- 20,001 – 30,000
- 30,001 – 40,000
- 40,001 – 50,000
- 50,001 – 60,000
- 60,001 – 70,000
- 70,001 – 80,000
- over 80,000 (มากกว่า 80,000)

1.6 How often on average, do you visit this restaurant? (ท่านมาร้านนี้บ่อยเท่าไร?)

- Daily (ทุกวัน)
- A few times a week (2-3 ครั้ง/สัปดาห์)
- Once a week (1 ครั้ง/สัปดาห์)
- A few times a month (2-3 ครั้ง/เดือน)
- Once a month (1 ครั้ง/เดือน)
- A few times a year (2-3 ครั้ง/ปี)
- At least once a year (1 ครั้ง/ปี อย่างน้อย)
- It's the first time (มาครั้งแรก)

1.7 What do you think of wine restaurant?

(ท่านคิดว่าร้านอาหารไวน์เป็นสถานที่สำหรับโอกาสใด?)

- It's a place for wine drinkers (เป็นสถานที่สำหรับนักดื่มไวน์)
- It's a place for parties or special events  
(เป็นสถานที่สำหรับสังสรรค์หรืองานเลี้ยงพิเศษต่างๆ)
- It's a place for business (เป็นสถานที่สำหรับพูดคุยธุรกิจ)
- It's a place for relaxing (เป็นสถานที่สำหรับพักผ่อน)

- It's a place for friends to get together (เป็นสถานที่สำหรับพบปะเพื่อนฝูง)
- It's a place for family gatherings (เป็นสถานที่สำหรับครอบครัว)
- It's a place for social image (เป็นสถานที่สำหรับการสร้างภาพลักษณ์ทางสังคม)
- It's a place for making a new relationship  
(เป็นสถานที่สำหรับการสร้างความสัมพันธ์ใหม่)
- It's a place for having a great meal with special person  
(เป็นสถานที่สำหรับดินเนอร์กับคนพิเศษ)
- Others, Please specify (อื่นๆ โปรดระบุ) .....

1.8 What kind of marketing communication do you like the most?

(ท่านชื่นชอบการสื่อสารทางการตลาดแบบใดมากที่สุด)

- Offline: Mail, Poster, Magazine, Newspapers, ...  
(ออฟไลน์: จดหมาย, โปสเตอร์, นิตยสาร, หนังสือพิมพ์,...)
- Online: Websites, Social Media, Search Engines, ...  
(ออนไลน์: เว็บไซต์, โซเชียลมีเดีย, โปรแกรมค้นหา,...)

1.9 Which method of online marketing do you like the most?

(ท่านชอบการสื่อสารทางการตลาดทางใดมากที่สุด)

- Blogs (บล็อกต่างๆ)
- E-mail (อีเมล)
- Facebook (เฟสบุ๊ก)

- Instagram (อินสตาแกรม)      ○ Line (ไลน์)
- Mobile (SMS/MMS) (โทรศัพท์มือถือ)
- Online Deal Websites (Eatigo, Wongnai,...) (เว็บไซต์ขายดีล)
- Twitters (ทวิตเตอร์)      ○ Restaurant's Website (เว็บไซต์ของร้านอาหาร)
- Youtube (ยูทูป)
- Search Engines (Yahoo, Google, MSN,...) (เสิร์ชเอนจิน)
- Other (อื่นๆ).....

1.10 Which device do you like to use to search for promotions via internet?

(ท่านชอบค้นหาโปรโมชั่นต่างๆผ่านอะไร)

- Computer (คอมพิวเตอร์)      ○ Smartphone (โทรศัพท์มือถือ)

## Part 2 Marketing (ตอนที่ 2 ด้านการตลาด)

Direction Please tick (✓) the number you agree with based on your experience with this wine restaurant.

คำชี้แจง โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของคุณจากประสบการณ์การมาใช้บริการของร้านอาหารไวน์นี้

Rating ระดับความคิดเห็น	1	2	3	4	5
Definition	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
ความหมาย	น้อยที่สุด	น้อย	ปานกลาง	มาก	มากที่สุด

## 2.1 Marketing (การตลาด)

Statements (ประเด็นคำถาม)		1	2	3	4	5
1	This wine restaurant provides a variety of wines ร้านอาหารไวน์นี้มีไวน์หลากหลาย					
2	A taste of food in this restaurant is delicious รสชาติอาหารของร้านนี้อร่อย					

Statements (ประเด็นคำถาม)		1	2	3	4	5
3	The quality of wine in this restaurant is excellent คุณภาพไวน์ของร้านอาหารนี้ดีมาก					
4	This restaurant offers wine matching with food ร้านอาหารนี้มีไวน์เหมาะกับอาหาร					
5	Wine prices are appropriate ราคาของไวน์อยู่ในระดับที่เหมาะสม					
6	This wine restaurant has different of price range ร้านอาหารไวน์นี้มีไวน์หลายระดับราคา					
7	You are willing to pay extra for the best wine คุณยินดีจ่ายเงินเพิ่มเพื่อได้ไวน์ที่ดีกว่า					
8	You enjoy the promotional price คุณชอบโปรโมชั่นลดราคา					
9	This restaurant is easy to get in การเดินทางไปร้านอาหารง่าย					
10	You can book the table easily คุณสามารถจองโต๊ะได้ง่าย					

Statements (ประเด็นคำถาม)		1	2	3	4	5
11	You likely visit this restaurant because it's near your workplace คุณชอบมาใช้บริการที่ร้านนี้เพราะอยู่ใกล้กับที่ทำงานของคุณ					
12	Service hours are suitable เวลาเปิดบริการเหมาะสม					
13	You receive online promotions more often than offline promotions คุณได้รับโปรโมชั่นทางออนไลน์มากกว่าออฟไลน์					
14	You are interested in the restaurant's special events (eg. wine tasting, wine matching, wine buffet) คุณสนใจการจัดกิจกรรมพิเศษต่างๆของร้าน เช่น ไวน์เทสดีง ไวน์แมทซิง ไวน์บุฟเฟต์					
15	Live bands attract you to the wine restaurant การแสดงดนตรีสดดึงดูดให้คุณมาใช้บริการที่ร้านอาหารไวน์					
16	You're always searching for new promotions on social media คุณมักจะหาโปรโมชั่นใหม่ๆตามโซเชียลมีเดีย					

Statements (ประเด็นคำถาม)		1	2	3	4	5
17	Staff are helpful in every request พนักงานให้บริการเป็นอย่างดี					
18	Staff can recommend food and beverages พนักงานสามารถแนะนำอาหารและเครื่องดื่มได้					
19	Staff take equal care of all guests พนักงานปฏิบัติลูกค้าอย่างเท่าเทียมกัน					
20	Staff have professional service skills พนักงานมีทักษะบริการอย่างมืออาชีพ					
21	Staff presents wine menu before food ordering พนักงานแนะนำเมนูไวน์ก่อนการสั่งอาหาร					
22	Food and beverages are served quickly อาหารและเครื่องดื่มเสิร์ฟอย่างรวดเร็ว					
23	They arrange short queues for seating มีการจัดการคิวที่นั่งอย่างรวดเร็ว					
24	Service is easy and smooth การบริการต่อเนื่องไม่ติดขัด					



Statements (ประเด็นคำถาม)		1	2	3	4	5
25	There is a variety of seating zones for your selection มีโซนที่นั่งให้เลือกหลากหลาย					
26	The atmosphere in the restaurant is relaxing บรรยากาศภายในร้านผ่อนคลาย					
27	This restaurant has a modern design decoration ร้านนี้ตกแต่งทันสมัย					
28	There is sufficient area for parking มีที่จอดรถเพียงพอ					

## 2.2 Online marketing communication (การสื่อสารทางการตลาดแบบออนไลน์)

Statements (ประเด็นคำถาม)		1	2	3	4	5
1	Special deals are always put on intermediate websites such as Eatigo, Wegota, Metro deal, Projamm, Wongnai, Painaidii etc. ดีลพิเศษมักจะถูกเสนอขายบนเว็บไซต์คนกลางอย่าง Eatigo, Wegota, Metro deal, Projamm, Wongnai, Painaidii เป็นต้น					
2	Online special deals are attractive ดีลออนไลน์น่าสนใจ					

	Statements (ประเด็นคำถาม)	1	2	3	4	5
3	This wine restaurant offers online deals every month ร้านอาหารไวน์นี้มีดีลออนไลน์ทุกเดือน					
4	The online deals are more attractive than special event promotions (eg. Father's Day, New Year, etc) ดีลออนไลน์น่าสนใจมากกว่าโปรโมชั่นของกิจกรรมพิเศษต่างๆ เช่น วันพ่อ เทศกาลปีใหม่					
5	You usually find the restaurant's website from search engines คุณมักค้นหาเว็บไซต์ของร้านจากโปรแกรมค้นหา (เสิร์ชเอนจิน) เสมอ					
6	The wine restaurant's name is easily found on search engines ชื่อของร้านอาหารค้นหาได้ง่ายบนโปรแกรมค้นหา (เสิร์ชเอนจิน)					
7	The wine restaurant's name is found on the first page of search engine results ชื่อร้านอาหารไวน์ที่คุณค้นหาถูกพบในหน้าแรกของผลการค้นหา					
8	This wine restaurant is in top 10 ranking on search engine pages ร้านอาหารไวน์นี้อยู่ใน 10 อันดับแรกบนหน้าผลการค้นหา					

Statements (ประเด็นคำถาม)		1	2	3	4	5
9	<p>You always receive restaurant promotions via SMS and MMS</p> <p>คุณได้รับโปรโมชั่นของร้านอาหารจากข้อความ SMS และ MMS เสมอ</p>					
10	<p>The wine restaurant's mobile website is user friendly</p> <p>เว็บไซต์ของร้านอาหารไวน์ใช้งานผ่านมือถือง่าย</p>					
11	<p>It's convenient to receive the restaurant's new promotions via Line message application</p> <p>คุณสะดวกที่จะรับโปรโมชั่นใหม่ๆผ่านแอปพลิเคชันการส่งข้อความของไลน์</p>					
12	<p>You like to add restaurants as friends in an instant message application after you visit in order to receive restaurant information in the future</p> <p>คุณชอบเพิ่มร้านอาหารเป็นเพื่อนของคุณในแอปพลิเคชันข้อความหลังจากที่คุณเคยมาใช้บริการแล้ว เพื่อคุณจะได้รับข้อมูลต่างๆ ของร้านอย่างต่อเนื่อง</p>					
13	<p>You search the promotion and customers' reviews via social media before you visit this restaurant</p> <p>คุณมักจะค้นหาโปรโมชั่นและรีวิวต่างๆผ่านโซเชียลมีเดียก่อนที่จะมาใช้บริการที่ร้านนี้</p>					

Statements (ประเด็นคำถาม)		1	2	3	4	5
14	<p>Social media is the best channel for a restaurant's information and promotion</p> <p>โซเชียลมีเดียเป็นช่องทางที่ดีที่สุดในการหาข้อมูลและโปรโมชั่นของร้าน</p>					
15	<p>You often use Facebook to search a restaurant's information and promotion</p> <p>คุณมักจะใช้ Facebook ในการค้นหาข้อมูลและโปรโมชั่นของร้าน</p>					
16	<p>You are always interested in the promotions on social media advertising such as Facebook, Instagram</p> <p>คุณให้ความสนใจกับโปรโมชั่นที่โฆษณาผ่านทางโซเชียลมีเดียอย่าง เฟสบุ๊ก อินสตาแกรมเสมอ</p>					
17	<p>Wine restaurants often send promotions via e-mail</p> <p>ร้านอาหารไวน์มักจะส่งโปรโมชั่นผ่านทางอีเมลสม่ำเสมอ</p>					
18	<p>You can easily click the link from the wine restaurant's e-mail to the website</p> <p>คุณสามารถคลิกลิงค์จากอีเมลไปที่หน้าเว็บไซต์ของร้านได้ง่าย</p>					
19	<p>Hot deals can be easily forwarded by e-mail</p> <p>โปรโมชั่นสามารถส่งต่อทางอีเมลได้ง่าย</p>					

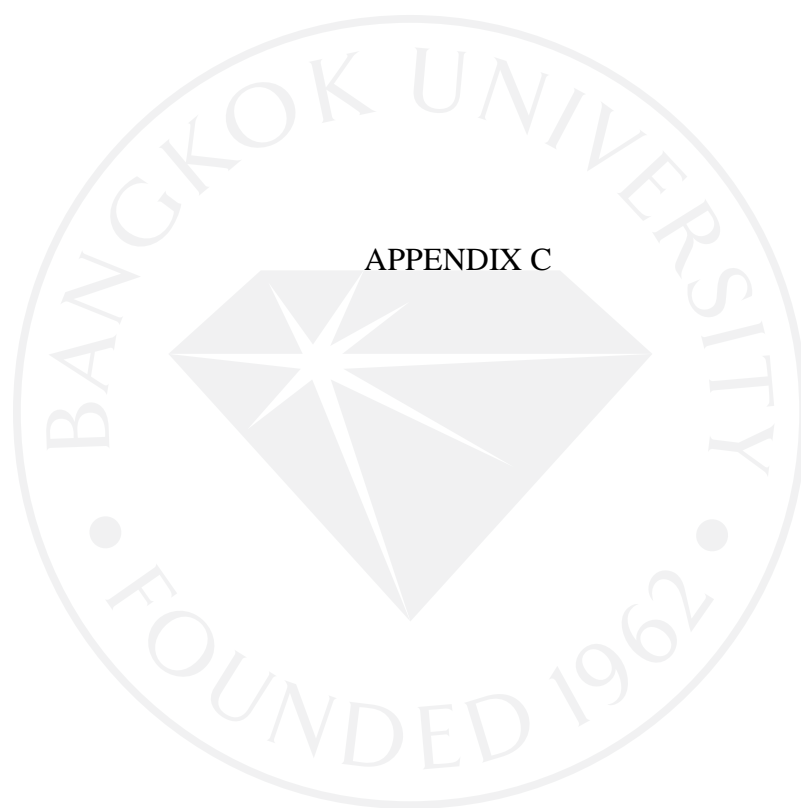
Statements (ประเด็นคำถาม)		1	2	3	4	5
20	E-mails about promotions have useful information  E-mail เป็นข้อมูลโปรโมชั่นที่มีประโยชน์					

### 2.3 Purchase Intention (การตัดสินใจในการซื้อ)

Statements (ประเด็นคำถาม)		1	2	3	4	5
1.	You consider this restaurant to be your first choice for having a meal with wine  คุณนึกถึงร้านอาหารนี้เป็นร้านแรกที่คุณจะมารับประทานอาหารกับไวน์					
2.	You would return to this restaurant soon  คุณจะกลับมาที่ร้านอาหารนี้ในเร็ว ๆ นี้					
3.	You know what you will get from this restaurant so you will definitely return to the restaurant  คุณทราบว่า คุณจะได้รับการอย่างไรจากร้านอาหารนี้ ดังนั้น คุณจะกลับมาใช้บริการที่ร้านอาหารนี้อย่างแน่นอน					
4.	You will visit this restaurant frequently  คุณจะมาใช้บริการที่ร้านอาหารนี้บ่อย ๆ					

## 2.4 Brand Recommendation (การแนะนำตราสินค้า)

Statements (ประเด็นคำถาม)		1	2	3	4	5
1.	You would recommend this wine restaurant to a friend คุณจะแนะนำร้านอาหารไวน์นี้กับเพื่อน					
2.	You will recommend this wine restaurant over the other restaurants คุณจะแนะนำร้านอาหารไวน์นี้มากกว่าร้านอื่นๆ					
3.	You would say positive thing about this wine restaurant to other people คุณจะถูกแต่สิ่งดีๆ เกี่ยวกับร้านอาหารไวน์กับคนอื่น					
4.	You would encourage friend to have a meal in this wine restaurant คุณจะแนะนำให้เพื่อนมารับประทานอาหารที่ร้านอาหารไวน์นี้					



APPENDIX C

## RELIABILITY BY CRONBACH'S ALPHA

Factor	Statement	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Marketing Mix				
1. Product	1.1 A variety of wines	0.962	0.624	0.961
	1.2 A taste of food		0.690	0.961
	1.3 The quality of wine		0.640	0.961
	1.4 Wine matching		0.645	0.961
2. Price	2.1 Appropriated price	0.962	0.494	0.961
	2.2 Price range		0.469	0.961
	2.3 Pay extra for the best wine		0.372	0.962
	2.4 Promotional price		0.291	0.962
3. Place	3.1 Easy to get in	0.962	0.618	0.961
	3.2 Easy to book		0.589	0.961
	3.3 Near workplace		0.396	0.962
	3.4 Service hours are suitable		0.582	0.961
4. Promotion	4.1 Online promotions preferences	0.962	0.412	0.962



Factor	Statement	Cronbach's Alpha	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
	4.2 Special events		0.718	0.960
	4.3 Live bands		0.381	0.962
	4.4 New promotions on social media		0.508	0.961
5. People	5.1 Staff are helpful		0.785	0.960
	5.2 Staff can recommend		0.638	0.961
	5.3 Staff take equal care		0.645	0.961
	5.4 Professional service skills		0.631	0.961
6. Process	6.1 Presents wine menu		0.726	0.960
	6.2 Served quickly		0.734	0.960
	6.3 Short queues for seating		0.750	0.960
	6.4 Easy and smooth service		0.766	0.960
7. Physical Evidence	7.1 A variety of seating zones		0.509	0.961
	7.2 Atmosphere is relaxing		0.731	0.960
	7.3 A modern design decoration		0.534	0.961
	7.4 Parking		0.476	0.961

Factor	Statement	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
<b>Online Marketing Communication</b>				
1. Online Promotion	1.1 Special deals on intermediate websites		0.584	0.961
	1.2 Online special deals are attractive		0.513	0.961
	1.3 Have online deals every month		0.553	0.961
	1.4 Prefer Online deal more than special event		0.502	0.961
	2.1 Restaurant's website from search engines		0.521	0.961
2. Search Engines	2.2 Easily found on search engines		0.625	0.961
	2.3 The first page of search engine results		0.240	0.962
	2.4 Top 10 ranking on search engine pages		0.488	0.961
	3.1 Receiving promotions via SMS and MMS		0.253	0.961
3. Mobile Marketing	3.2 Mobile website is user friendly		0.448	0.961

Factor	Statement	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
	3.3 New promotions via Line		0.709	0.960
	3.4 Add restaurants as friends in Line		0.545	0.963
4. Social Media	4.1 Promotion and reviews		0.618	0.961
	4.2 The best channel		0.464	0.961
	4.3 Search information and promotion via Facebook		0.610	0.961
	4.4 Social media advertising is interesting		0.653	0.961
5. E-mail Marketing	5.1 Promotions		0.533	0.961
	5.2 Easily click the link		0.580	0.961
	5.3 Hot deals can be easily forwarded		0.520	0.961
	5.4 Useful information		0.280	0.962
<b>Purchase Intention</b>				
1. Purchase Intention	1.1 Be your first choice		0.515	0.961
	1.2 Return to this restaurant soon		0.462	0.961
	1.3 get from this restaurant so you will return		0.636	0.961

Factor	Statement	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
	1.4 visit this restaurant frequently		0.612	0.961
<b>Brand Recommendation</b>				
1. Brand Recommendation	1.1 recommend restaurant to a friend		0.597	0.961
	1.2 Recommend over others		0.655	0.961
	1.3 Say positive about restaurant to others		0.689	0.961
	1.4 Encourage friend to have meal		0.677	0.961

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