

**LAO CONSUMER BEHAVIOR AND KEY FACTORS THAT
INFLUENCE BUYING DECISION TOWARD BEER PRODUCTS
OF BEERLAO**



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entitled
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INFLUENCE BUYING DECISION TOWARD BEER PRODUCTS OF
BEERLAO**

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ABSTRACT

According to ASEAN Economic Community (AEC) and beer market growth in Laos, this study aims to understand Lao consumer behavior and buying decision toward a specific beer brand, namely Beerlao, which has gained a largest market share in Lao beer market. The research adapts the theories of demographics and marketing mix to describe Lao consumer behavior and buying decision on beer products of Beerlao. The quantitative tool is used for this study by submitting 100 questionnaires to Lao people who has lived in Vientiane.

The results are the diversification of genders and income levels has different beer consumption on Beerlao. The male gender and low income consumers more frequently consume Beerlao beer than other gender and income levels. Moreover, the marketing mix factor that affects Lao consumer buying decision toward Beerlao is its brand reputation. The second and third ranks in product factor are good taste and familiarity.

KEYWORDS: Beerlao/ Demographic/ Marketing Mix/ Consumer Behavior

61 pages

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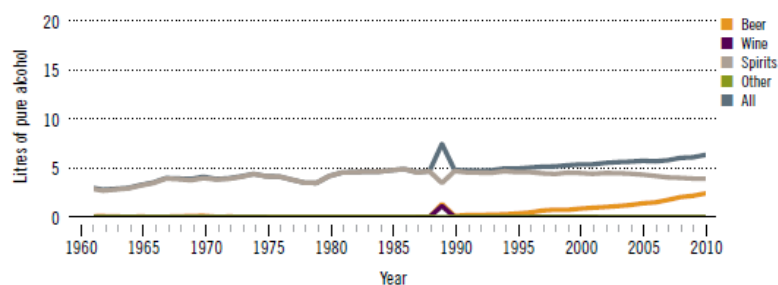
CHAPTER I

INTRODUCTION

1.1 Background

Beer is an alcoholic drink blended from malted cereal grains, created alcohol from yeast, and flavored by hops. Beer is alcoholic beverage which is the most widely consumed in the world (Wikipedia, Beeracademy.co.uk). Beer is normally sold in cans and bottles and consumed in many occasions such as party, social event or festival.

For alcohol consumption in Lao People's Democratic Republic (LPDR), although Laos has numerous ethnic groups which have its own culture and custom, consumption of alcohol plays a significant role through Lao society. There are many occasions for alcohol consumption in Laos such as a new born baby, new house celebration, Lao New Year or boat racing festivals. According to Global Status Report on Alcohol and Health in 2014 reported by the World Health Organization (figure 1.1), three types of alcohol beverages that were consumed in Laos were beer, wine and spirits. The trend of beer per capita (15+) consumption kept increasing annually from 1961 to 2010, whereas the trend of spirits and wine consumption were dropped gradually (World Health Organization, p.269).



Source: Global Status Report on Alcohol and Health in 2014

Figure 1.1 Recorded alcohol per capita (15+) consumption, 1961 – 2010

Furthermore, in 2010 the annual alcohol consumption among Lao adults (age 15+) per capita was 15.2 litres of pure alcohol which was higher than Cambodia, Myanmar and Philippines (World Health Organization, p. 304). Moreover, the alcoholic beverage market in Laos posted a Compound Annual Growth Rate (CAGR) of 15% during 2009 to 2013 (Euromonitor.com). Therefore, it demonstrates that Lao beer market is grown annually and it is an interesting market for investors to export their beer products to Laos.

In the current Lao beer market, there are only big two companies that produce and market beer products. One is Lao Brewery Company Ltd. (LBC) whose joint venture partners are Lao government (50%) and foreign investment (50%), namely Carlsberg Group, which is Danish brewing company; and another is Lao Asia Pacific Breweries Limited (LAPB) which is joint venture between Lao government (25%), HEINEKEN Asia Pacific (68%) and SBK Consultant Ltd. (7%) (Heinekenasiapacific.com). Nevertheless, the company which has gained a large market share is Lao Brewery Company Ltd. (LBC) whose beer product is under the brand name of Beerlao.

1.2 Statement of Problem

Laos is one of an attractive beer market in Southeast Asia due to population expansion, urbanization, increment of income levels, economy growth and relatively high beer consumption per capita. Data as of 2015, Lao population is around 6.9 million with population growth rate of 1.59% (Nsc.gov.la). And the Gross Domestic Product (GDP) per capita in 2014 was recorded at 1,759.8 US dollars with GDP growth rate of 7.5%. In contrast, Lao poverty headcount ratio, which is the proportion of the population who has been living below the national poverty lines, during 2007 to 2015 was decreased from 27.6% to 23.2% (Data.worldbank.org).

Lao alcohol drinkers normally consume 15.2 litres of total alcohol consumption per year and the annual beer consumption rate is 35.6% of total alcohol consumption (World Health Organization, p. 303). Although Lao beer market has only two producers, Lao beer consumption rate is higher than some countries in Asia.

Currently, beer productivity in Laos does not sufficiently meet a demand of beer consumers which is increasing gradually (Louangprabang.net, 2015). Therefore, Lao beer market offers extensive prospects for growth in the future.

Thus, an author is interested in studying the behavior of Lao alcoholic drinkers toward popular beer brand, namely “Beerlao” and finding the key factors that influence on their buying decision.

1.3 Study Objectives

According to ASEAN Economic Community (AEC), this is an opportunity for foreign investors to export their beer products to Laos. The important key to success in Lao beer market is to understand Lao consumer behavior. Therefore, the author would like to study Lao consumer behavior and buying decision toward a popular beer brand in order to find the significant factors that influence the majority of Lao beer drinkers choosing the famous local beer brand. Thus, it will help investors or marketers to adapt their strategies to meet Lao consumers’ need and preference. So the intentions of this study are as follows:

- 1.3.1 To study Lao consumer behavior
- 1.3.2 To study the marketing mix factors that influence Lao consumers’ buying decision

1.4 Scope of Study

The scope of this study is to find key factors that influence Lao consumers’ buying decision and consumer behavior toward Beerlao brand. The theories used to analyze are demographics and marketing mix. The sampling size was derived from Lao consumers living in Vientiane city, capital of Laos, and ever drinking beer products of Beerlao. The duration for this study had been taken approximately for 3 months from September to November 2015.

1.5 Expected Benefits

The author aims that the finding of this study will help investors and marketers understand Lao consumer behavior in order to impulse them purchasing their beer products. The expected benefits are as follows:

- 1.5.1 To understand Lao consumer behavior
- 1.5.2 To understand the marketing mix factors that influence buying decision of Lao consumers
- 1.5.3 To help entrepreneurs and marketers plan or improve a marketing strategy and business operation plan in Lao beer market



CHAPTER II

LITERATURE REVIEW

This chapter reviews the background of Beerlao, theories and models of consumer behavior, as well as the related literatures. All of these are research's analytical tools for this study.

2.1 Background of Beerlao

Beerlao is the first brand which enters into Lao beer market. The producer of Beerlao was Lao Brewery Co., Ltd. (LBC) which was established as a joint-venture between Lao businessmen and foreign investors in 1973. After the foundation of National Liberation in December 1975, the company was taken by the Lao Government and become state-owned enterprise.

In 1993, Lao Brewery Co., Ltd was invested by foreign investment, namely Loxley Public Co., Ltd and Italian-Thai Public Co., Ltd. It was enabled to increase both its capacity of production and marketing potential. In 2002, foreign joint venture partners were changed to Carlsberg Asia Co. Ltd. and the TCC International Co. Ltd. However, in 2005 there were the ownership and partnership changed to the Lao government which was holding a 50% stake and Carlsberg Breweries which also was holding a 50% share.

The company currently produces and markets its beer products in five types: Beerlao Lager, Beerlao Gold, Beerlao Dark, Lanexang and Carlsberg. Furthermore, it also produces and markets drinking water under the brand name of Tiger Head and soft drink under the brand name of Pepsi, Seven up, Mirinda, Sting and 7UP Revive.

Lao Brewery Co., Ltd. (LBC) has increased people's recognition of its brand by being sponsors in national sports event, providing donations and exporting its products both domestic and overseas markets.

Currently, the company's beer production capacity is 210 million litres per year and its market share is around 98% of national beer market in Laos. From the highest market share in Lao beer industry, it proves that Beerlao is the most famous beer product in Laos.

2.2 Definition and Model of Consumer Behavior

Consumer behavior is to understand particular person, groups, or organizations on how they choose, secure, utilize and discard products, services, or thoughts in order to fulfill their needs as well as the effects of it (Hawkins et al., 2004, p.7). To analyze the key factors behind the act of making a purchase, it should understand the various factors including external and internal influences and basic model of consumer decision making process that are related to this study.

2.2.1 External Influences

Culture

Culture is a complexity of knowledge, faith, art, law, ethics, and any other capabilities and practice obtained by humans as members of group. It is comprised of everything that impacts on a process of personal thought and behaviors. Moreover, it influences not only our desire but also how we do decision making (Hawkins et al, 2004, p. 42).

Demographics

Demographics represent a size, structure, and distribution of population. The number of individuals in the community is a meaning of size, whereas the community in terms of gender, salary, education, and occupation is a meaning of structure. Additionally, the physical area of individuals in terms of geographic region, suburb and urban areas are referred to distribution (Hawkins et al, 2004, p. 65). Demographics are one of influential factor toward consumption behaviors both direct and indirect affects (Hawkins et al, 2004, p. 112).

Social Classes

Social class is described as the division of society's members which has a hierarchy of diverse status classes, in order that each class members have the same status and all other classes' members have either more or less status (Schiffman & Kanuk, 2007, p. 346). The sorts of things that a person is willing to or not willing to purchase strongly depend on his class membership (Martineau, 1958, p. 121).

Family

Family is comprised of two or more people who are related by blood, marriage, or people who live together (Schiffman & Kanuk, 2007, p. 316). Most of consumers' buying decision depends on the family rather than the personal thought. That is the vital decision making and consuming unit (Spiro, 1983, p. 393).

Group

A group is characterized as a set of norms, values, or beliefs which is shared by two or more people and has certain implicit or explicit relationships to each other such that their behaviors are interdependent (Hawkins et al, 2004, p. 224).

2.2.2 Internal Influences

Motivation

Motivation is the main impetus for all human behavior and a thing that moves individuals (Sheth & Mittal, 2004, p. 161). According to Maslow's Hierarchy of Needs, human needs and wants are arranged from low to high levels. So, lower-level needs are satisfied before higher-level needs.

Maslow's hierarchy of needs is included (from lowest to highest):

1. Physiological needs (hunger, thirst)
2. Safety and security needs (security, protection)
3. Belongingness and love needs (social needs)
4. Esteem and ego needs (self-esteem, recognition, status)
5. Need for self-actualization (self-development, realization)

Perception

Perception is the process which individuals receive information from the environment and then choose, manipulate, and interpret that information. In the business context, colors, shapes and corporate logos are utilized to help customer

perception (Sheth & Mittal, 2004, p. 129). People can perceive the same object differently because of three perceptual procedures including selective attention, selective distortion and selective retention (Kotler and Keller, 2006, p.175-176).

Learning

Most individual behavior is learned. Learning includes experience that changes an individual's behavior. Learning is produced through the exchange of drives, motivation, cues, feedback and encouragement. Therefore, strong drives, using motivational cues and providing positive encouragement can build the demand of the product. (Kotler and Keller, 2006 p.177)

Attitude

An attitude is a learned propensity to behave in a continuously positive or negative way with respect to a given object (Schiffman & Kanuk, 2007, p. 232). It is advantageous to consider attitudes as three components: cognitive (beliefs), affective (feelings), and behavioral (response tendencies).

A consumer's beliefs about an object are consisted in the cognitive component. Feelings or emotional reactions toward a thing show the affective component of an attitude whereas one's bias to respond in a certain character toward an object or activity is the behavioral component of an attitude (Hawkins et al, 2004, p. 387).

Therefore, all three attitude components tend to be related. This means that a change in one attitude component tends to impact related changes in the other components (Hawkins et al, 2004, p. 391).

2.2.3 Marketing Strategy

Marketing strategy is defined in terms of the marketing mix or 4Ps; it includes the product features, price, communications, distribution, and services that will be provided to customers with higher value. (Hawkins et al, 2004, p. 13).

2.2.3.1 A product is anything that a consumer gets or might get to meet their perceived needs.

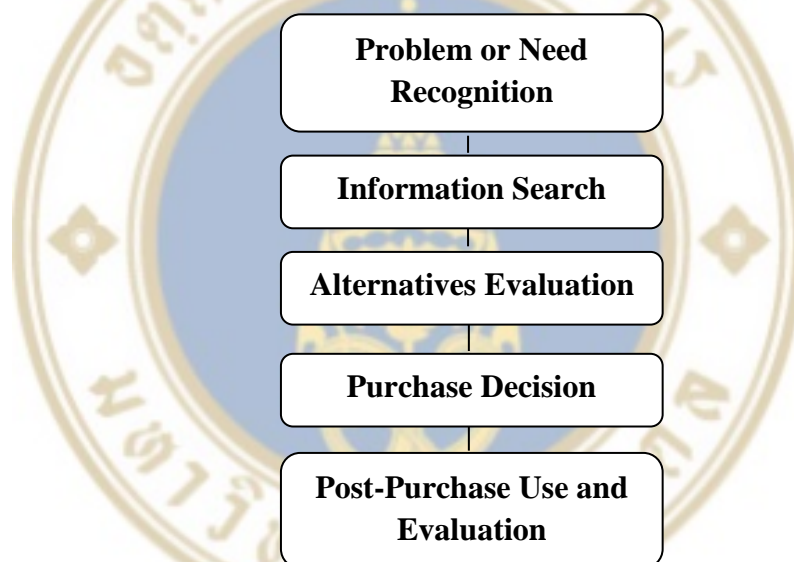
2.2.3.2 Marketing communications include advertisement, the sales representatives, public relations, packaging, and any other signal that the company gives about itself and its products.

2.2.3.3 Price is the amount of money paid in order to have the right to use the product.

2.2.3.4 Distribution helps the product available where target customers can buy it.

2.2.3.5 Service refers to auxiliary or peripheral activities that are performed to improve the primary product or service.

2.2.4 Consumer Decision Process



Source: The best references for MBA

Figure 2.1 Consumer decision making process

The procedure starts with the stimulation of a consumer need who is confronted with an inequality between the actual and desired states of a need, which may lead consumer to search. After a need is identified, a consumer searches for information about the various choices available to fulfill the need. The information obtained from outside sources will be stored in consumer memory. This information will be developed a set of principle. It will assist the consumer assess and compare alternatives before purchasing which is made based on the chosen alternative. After

purchase evaluation is completed with a perspective to help making a decision in future. The customer may repeat purchasing a similar product when they have a good experience with a brand; on the other hand, dissatisfaction may result in post-purchase dissonance (Teo & Yeong, 2003, p. 351).

2.3 Related Literature

There are previous researches which are related to this study. These researchers study the consumer behaviors and attitudes toward beer products in different countries and different demographic features of beer consumers. According to its finding, there are various results that explain decision making of beer consumers.

The research of Speece, Kawahara and So (1994), which presented an overview of the Hong Kong beer market including local and imported beers, reviewed that all income levels of Hong Kong beer consumers chose beer products based on taste and familiarity. However, price was differently considered among different income levels. Low income level would mostly concern on price than other income levels and mid to higher income level ranged the price at last criteria. Therefore, Hong Kong consumers were first looking for taste and habit which played an important role of product choice. Therefore, not all segments were willing to spend more for the top quality beer.

There is a research supporting this result, a research of Consumer Behavior of Beer Product in Bangkok carried out by Puttitanasal W. (2000). It found that the most important factor affecting beer drinking was its taste. Furthermore, discount price and television advertising affected their purchasing decision as well. Difference in gender and income had an influence on different selection of beer brands but age, occupation and education factors were not influenced at all.

The different age, period and cohort have a different influence on beer, wine and spirits consumption. From the research of William C. Kerr and others researchers (2004), which studied on beer, wine and spirits consumption in the United States, found that cohorts especially men who were born before 1940 has higher consumption in spirits than those who were born after 1946. Cohorts especially men who were born in 1946 to 1965 had higher beer consumption. Moreover, the higher

educational attainment, the lower consumption of beer but they highly consumed wine. Therefore, the changing cohort demographics had vital effects on particular beverage consumption.

Chavasiri (2008) did a research on Factors Affecting Consumer Demand for Beer in Hat Yai, Songkha province. It found that most of the sample group was male aged 18 – 25 year old, who graduated in bachelor's degree level and had monthly income around 5,000 to 10,000 Thai Baht. They liked to consume beer at private place or home because of higher volume of drinking and most of them drank beer in big size of bottle at one time.

Another factor that stimulates consumers buying decision is a brand. A research of Purapa (2013) studied a brand equity and satisfaction toward marketing mix which affected an exploratory buying behavior tendency on Singha beer and studied the relationship between buying behavior on Singha beer and tendency of future buying behavior. He did survey in Bangkok metropolis with sample size of 400 consumers aged over 20 years old who had ever bought and drunk Singha beer. As a result, most Singha beer consumers were female aged between 20 to 27 years old, holding the Bachelor's degree, working as private company and earning monthly income over 30,000 Thai Baht. However, consumers who had different gender, age, education, occupation and average income had a same buying behavior on Singha beer. The reason was Singha beer was well-known brand in all social classes as well as had various distribution channels. The reputation of Singha brand mad consumers remember its brand; in addition, Singha beer brand was referred to Thai identity which mad consumers be proud and outstanding.

Apart from taste, price and brand, beer company image is an important factor as well. According to a research on Consumer Behavior in the Hungarian Beer Market conducted by Hajdu and other researchers (2007), it found that packaging and the manufacturer's image were important to respondents when choosing a beer product. Therefore, the company image was one of factors that would be considered.

CHAPTER III

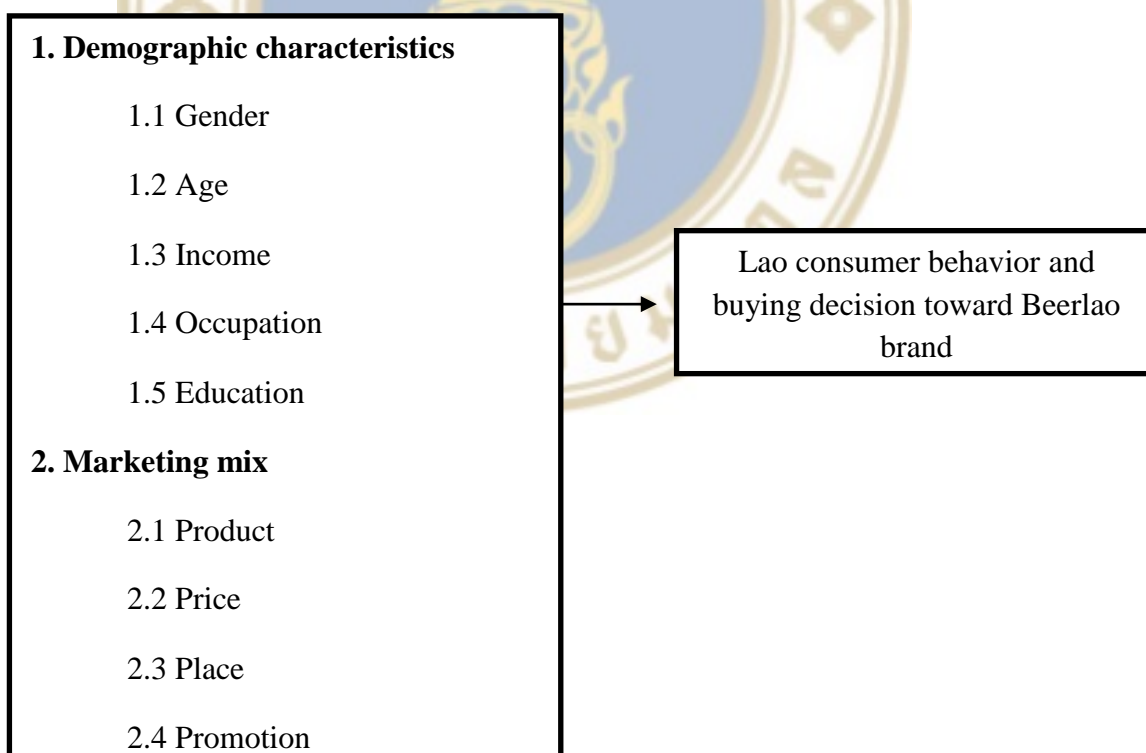
RESEARCH METHODOLOGY

This chapter is provided the description of research model, research design, data collection and data analysis for this study.

3.1 Model of Research Process

The author focuses on two main theories: demographic characteristics and marketing mix model.

Table 3.1 Conceptual framework



According to a conceptual framework, the author applies above two theories in order to find Lao consumer behavior and buying decision toward Beerlao

brand. First theory is demographic characteristics. Demographics are described a group characteristic of people by studying their age, sex, social status and so on (Evans, Jamal, & Foxall, 2006, p.106). A personal characteristic is one of the factors which have an impact on the behavioral process (Nattakarn and Suteera, 2009, p. 15). The chosen demographic characteristics for this study are age, gender, income, occupation and education. These demographic factors make beer consumers have distinct preference, beliefs, taste and perception toward beer product (Orth et al., 2004); for instance, British Food Journal by Speece reviewed that different occupation group and income ranged buying factors of beer products differently. Therefore, demographic characteristics have an influence on a different result on consumer behaviors.

Secondly, marketing mix model which is comprised of four tools (product, price, place and promotion) is the one of research models that also affects consumer behavior. Consumer may select particular products, affordable price and distribution channel that meet their needs. In addition, the communication tool that sends a message to the audience is promotion. All of these can influence or persuade consumers to buy products (Gilaninia et al., 2013). Furthermore, the author determines possible variables that affect on beer consumer behavior in each marketing mix factors as a following table:

Table 3.2 Marketing mix factors

Marketing Mix Factors	Variables
1. Product	<ul style="list-style-type: none"> - Taste - Familiarity - Brand reputation - Variety of flavors - Attractive package

Table 3.2 Marketing mix factors (cont.)

Marketing Mix Factors	Variables
2. Price	<ul style="list-style-type: none"> - Reasonable price for quality - Reasonable price for volume - Reasonable price for alcohol content - Reasonable price for package
3. Place	<ul style="list-style-type: none"> - Easy accessibility - A lot of distribution channel to buy
4. Promotion	<ul style="list-style-type: none"> - Price reduction - Banner - TV commercial - Online - Press advertising - Sale representative - Calendar

Therefore, these two models have an influence on consumers' satisfaction to choose or purchase Beerlao beer. Moreover, the satisfaction could be positive or negative; it depends on product, price, place, promotion as well as individual elements such as gender, age, income, occupation and education which cause consumers to have different thought, beliefs and preference.

3.2 Research Hypothesis

To study Lao consumer behavior and influential factors on buying decision, the author makes an assumption which is consistent with demographic and marketing mix models in order to analyze Lao consumer behavior and purchasing decision. The research hypotheses of this study are as follows:

3.2.1 Consumer demographics including gender, age, income, occupation and education have an influence on purchasing decision of Beerlao product

3.2.2 Beerlao's product factor has an influence on purchasing decision of Lao consumers

3.2.3 Beerlao's price factor has an influence on purchasing decision of Lao consumers

3.2.4 Beerlao's place factor has an influence on purchasing decision of Lao consumers

3.2.5 Beerlao's promotion factor has an influence on purchasing decision of Lao consumers

3.3 Research Design

Research is a systematic search via interview, questionnaire or external sources in order to find information, solution or facts of particular topic (Rajasekar et al., 2013). The quantitative tool is used for this study in order to collect data that can be transformed into statistic. It can quantify a motivation behind consumer behavior by sampling some proportion of Lao population in Vientiane.

3.4 Population and Sample Size

This research mainly studies Lao consumer behavior toward Beerlao brand. Therefore, this study was conducted in Laos. According to Lao Statistics Bureau (2014), Lao population was approximately 6,809,054 people which were divided into two genders: 3,403,964 people of male population and 3,405,090 people of female population. However, this study gathered data from Lao people living in Vientiane, whose total population was 520,264 people, which were divided into male 264,250 people and female 256,014 people (Lao Statistics Bureau, 2013). For sample size of this research, the author follows the method of Yamane (1973) as follows:

$$n = \frac{N}{1 + N e^2}$$

Where:

n is the sample size

N is the number of people in the sample size and

e² is the accepted error (%)

Therefore, the sample size of Lao consumers is calculated as following:

$$n = 520,264 / ((1 + 520,264 (0.10)^2))$$

Thus, the minimum size of survey is 100 samples.

Moreover, quantitative data was collected by form of survey. Questionnaire was submitted to target group, Vientiane people, who used to drink beer products of Beerlao in order to study a beer consumption behavior and influential factors on buying decision.

3.5 Data Collection Method

Data is collected both primary and secondary data in order to be more accurate and reliable.

3.5.1 Primary Data

Data was gathered by questionnaire which was submitted via Google Docs application. It is a way to easily and widely access to Lao consumers in Vientiane. The questionnaire was administered by self-completion which was submitted and collected from October 12th to October 18th, 2015. The questionnaire was submitted by author's relatives who do business in Laos. The questionnaire was distributed to their colleagues, friends, and business owners. So, collected data is useful to fulfill author's purpose because respondents are widely range of age, income and career. Before distributing the questionnaire, it was translated into Lao language in order to facilitate respondents' understanding. The target respondents were 100 people. Moreover, the author used an observation method to observe Lao consumer behavior. The place to observe was at restaurants which has sold Beerlao beer.

3.5.2 Secondary Data

Secondary data was collected and gathered via reliable internet sources, university data base and journals which were similar to research topic and could support the research.

3.6 Questionnaire Design

The research tool is questionnaire which respondents reply by themselves. The question is divided into three parts.

3.6.1 To select a consumer who has ever drunk beer products of Beerlao, the multiple choice questions are used. There are two to seven optional choices that respondents can choose only one answer. It is also applied to respondents' demographics and consumer behavior.

3.6.2 Likert scales are normally used to measure people's attitude and provide a range of responses towards question (Cohen et al., 2000). This method is used to measure marketing mix factors which have an effect on consumers' buying decision. There are five categories of agreement as following:

Table 3.3 Five-point Likert scales

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
5	4	3	2	1

To measure satisfaction of consumer, the mean ranging from 1 to 5 is as follows:

Table 3.4 The interval of means and degree of agreement

Interval of means	Meaning
1.00 – 1.49	Lowest level of agreement
1.50 – 2.49	Lower level of agreement
2.50 – 3.49	Fair level of agreement

Table 3.4 The interval of means and degree of agreement (cont.)

Interval of means	Meaning
3.50 – 4.49	Higher level of agreement
4.50 – 5.00	Highest level of agreement

3.7 Data Analysis

The collected data is analyzed by Statistical Package for Social Sciences (SPSS) which is used for statistical analysis. The collected data is analyzed as following:

3.7.1 The demographic information of respondents including income, gender, age and occupation, consumer behavior and marketing mix factors are analyzed by descriptive statistics by using a form of frequency, percentage, mean and standard deviation (S.D.).

3.7.2 The collected data are analyzed by Pearson chi-square tests used for testing relationship on categorical variables, and Original Regression used to predict the dependent variable that interacts with independent variables. Buying decision is measured by frequency of consumption; therefore, the author sets a dependent variable as a frequency of consumption. It is assumed that people who have frequently repeated consumption on beer product of Beerlao are willing to have high preference on Beerlao beer and it would represent the key factors of Beerlao selection. The functions of Beerlao consumption are both demographics and marketing mix factors.

CHAPTER IV

RESEARCH FINDINGS

This chapter is presented the results of consumer behavior and key factors that influence buying decision of Lao consumer toward beer product of Beerlao. The data was collected by questionnaire survey from 100 sampling which were distributed to Lao people who living in Vientiane, the capital of Laos. From distribution of 125 questionnaires, there were 100 respondents (80%) who completed the questionnaire and 25 respondents (20%) who uncompleted the questionnaires. Therefore, the completed questionnaires are used to analyze the Lao consumer behavior and buying decision.

4.1 The result of respondents' demographic data

The collected demographic data is presented value in frequency and percentage. From 100 sampling, the demographic data's analysis is classified as follows:

Table 4.1 Frequency and percentage of Beerlao consumer's demographic data

Demographic Data		Number of Respondent (Percent)
Gender	Male	44
	Female	56
Total		100

Table 4.1 Frequency and percentage of Beerlao consumer's demographic data (cont.)

Demographic Data		Number of Respondent (Percent)
Status	Single	56
	Married	44
	Total	100
Age	Lower 20 years	2
	21 – 30 years	49
	31 – 40 years	19
	over 41 years	30
	Total	100
Occupation	Student	2
	Employee in state enterprise	29
	Employee in private company	56
	Freelance	1
	Business owner	12
	Others	0
	Total	100
Education	Lower than high school	1
	High school	10
	Bachelor degree	70
	Master degree or higher	19
	Total	100
Personal Income	Lower than 1,000,000 LAK	4
	1,000,001 – 2,000,000 LAK	29
	2,000,001 – 3,000,000 LAK	18
	3,000,001 – 4,000,000 LAK	14
	Higher than 4,000,001 LAK	35
	Total	100

According to Table 4.1, it presents the results of the survey divided by respondents' gender, status, age, occupation, education and personal income.

Out of the 100 respondents surveyed, 42 respondents are male and 58 respondents are female.

There are 56 respondents who are single and 44 respondents who are married.

From the questionnaire, the majority of respondents who have ever drunk Beerlao beer has an age of 21-30 year old (49%) and following by an age of over 41 year old (40%), 31 - 40 year-old (19%) and lower 20 year old (2 %) respectively.

For respondents' occupation, majority of respondents has worked in private company (56%). The smaller group of respondents' occupation is following by employee in state enterprise (29%), business owner (12%), student (2%) and freelance (1%).

The largest group of respondents' education graduated bachelor degree (70%) and following by master degree or higher (19%), high school (10%) and lower than high school (1%).

For respondents' income, the majority of respondents' income is higher than 4,000,001 LAK (35%), and following by 1,000,001 – 2,000,000 LAK (29%), 2,000,001 – 3,000,000 LAK (18%), 3,000,001 – 4,000,000 LAK (14%) and lower than 1,000,000 LAK (4%) respectively.

4.2 The result of respondents' consuming behavior

This section is comprised of the consuming behavior of respondents which is summarized in term of frequency and percentage.

Table 4.2 The number and percentage of respondents' consuming behavior

Beerlao products' choice	Number of respondent (Percent)
Beerlao Lager	81
Beerlao Gold	15
Beerlao Dark	1
Lanexang	0
Carlsberg	3
Total	100
Beer content	Number of respondent (Percent)
330ml in can	12
330ml in bottle	12
500ml in bottle	4
640ml in bottle	72
Total	100
Frequency of drinking	Number of respondent (Percent)
Everyday	1
5 – 6 times a week	6
3 – 4 times a week	7
2 – 3 times a week	8
Once a week	28
Once a month	27
Scarcely	23
Total	100
Place to purchase	Number of respondent (Percent)
Convenient Store	25
Mom-and-pop shop	44

Table 4.2 The number and percentage of respondents' consuming behavior (cont.)

Place to purchase	Number of respondent (Percent)
Restaurant	22
Night Club	9
Other	0
Total	100
Place to drink	Number of respondent (Percent)
Home	35
Restaurant	47
Night Club	18
Other	0
Total	100
Spending per time	Number of respondent (Percent)
Less than 10,000 LAK	6
10,001 – 20,000 LAK	15
More than 20,001 LAK	79
Total	100
First source of information	Number of respondent (Percent)
TV commercial	8
Radio broadcasts	0
Banner	19
Newspaper/Magazine	6
Friend/Family	59
Other	8
Total	100

Table 4.2 The number and percentage of respondents' consuming behavior (cont.)

Number of people to drink	Number of respondent (Percent)
Alone	1
1-3 people	21
3-5 people	41
More than 5 people	37
Total	100

The questionnaire results in Table 4.2 is summarized that most of respondents drink Beerlao Lager (81%). The majority of respondents drink Beerlao once a week (28%). They normally buy beer 640 ml in bottle (72%). The place to purchase Beerlao beer is at mom and pop shop (44%) and they like to drink with 3 to 5 people (41%) at restaurant (47%). The spending per time is more than 20,001 LAK (79%). The majority of respondents firstly notice Beerlao brand from friends or families (59%).

From the observation, some restaurants sell only two or three kinds of Beerlao beer; however, Beerlao Lager has been remained on menu in every restaurant. This type of beer product, Beerlao Lager, seems popular for Lao consumers and that is why respondents mostly choose this choice. However, Lanexang is not chosen by respondents because Lanexang is sold outside Vientiane market and targets a price sensitive consumer. Normally Lanexang beer is normally bought for any ceremony such as wedding or religious ceremony because a host can get more beer quantity with cheapest price. So Lanexang beer targets buyer in rural markets who focuses on beer quantity instead of brand (louangprabang.net).

Moreover, the majority of Lao consumer orders Beerlao beer in a size of 640 ml in bottle, especially Beerlao Lager. It is only just a few consumers who order other beer contents. The reason is that the price of Beerlao beer in big volume is cheaper than other brands. This finding is consistent with a research of Chavasiri who researched on beer consumer behavior in Hat Yai. The majority of respondents in Hat Yai consumed beer in a big size of bottle.

The author observes that the majority of Lao consumers at restaurant always drink Beerlao beer with their friends, colleagues or family. It is hard to find Lao consumer drinking beer alone. This observation is consistent with the questionnaire result on number of people to drink, that majority of respondents normally consumes Beerlao with a group of people such as their friends or families. The reason behind this result is Lao culture has collective tradition which families and society will gather together to work, celebrate some event or hold meetings. This kind of culture can be described by one of Hofstede's cultural dimensions theory, namely collectivism. Collectivism is described by individuals lowering their individual goals to their group goals. The group is regularly the extended family and also a work group (Triandis, Brislin and Hui, 1988). Therefore, highest number of people to drink with is around 3 to 5 people or more than that; furthermore, it reflects the spending per time to be higher than 20,001 LAK because they drink with large number of people.

Table 4.3 Result of demographics and consumer behavior analyzed by Pearson Chi-Square Tests

		Gender	Age	Income
Drinking frequency new	Chi-square	19.751	8.266	21.467
	df	3	9	12
	Sig.	.000*	.508 ^{b,c}	.044 ^{*,b,c}
What kind of Beerlao beer product do you purchase frequently?	Chi-square	3.519	15.462	16.553
	df	3	9	12
	Sig.	.318 ^{b,c}	.079 ^{b,c}	.167 ^{b,c}
Which content of Beerlao beer do you normally purchase?	Chi-square	2.316	22.915	20.380
	df	3	9	12
	Sig.	.510 ^b	.006 ^{*,b,c}	.060 ^{b,c}
Where do you usually purchase Beerlao beer?	Chi-square	1.969	10.930	21.186
	df	3	9	12
	Sig.	.579 ^b	.281 ^{b,c}	.048 ^{*,b,c}
Where do you usually drink Beerlao beer?	Chi-square	.499	3.112	2.281
	df	2	6	8
	Sig.	.779 ^b	.795 ^{b,c}	.971 ^{b,c}

Table 4.3 Result of demographics and consumer behavior analyzed by Pearson Chi-Square Tests (cont.)

		Gender	Age	Income
How much do you spend for Beerlao beer?	Chi-square	.453	7.754	6.660
	df	2	6	8
	Sig.	.797 ^b	.257 ^{b,c}	.574 ^{b,c}
Which media/channel do you first know beer products of Beerlao?	Chi-square	.493	11.526	16.400
	df	4	12	16
	Sig.	.974 ^b	.484 ^{b,c}	.425 ^{b,c}
How many people do you drink with?	Chi-square	2.046	10.154	10.202
	df	3	9	12
	Sig.	.563 ^{b,c}	.338 ^{b,c}	.598 ^{b,c}

Results are based on nonempty rows and columns in each innermost suitable.

*. The Chi-square statistic is significant at the .05 level.

b. More than 20% of cells in this suitable have expected cell counts less than 5. Chi-square results may be invalid.

c. The minimum expected cell count in this suitable is less than one. Chi-square results may be invalid.

The value labeled Sig. should be less than 0.05, which is the alpha level associated with a 95% confidence level. It means that there is a significant relationship between two categorical variables.

The table 4.3 shows a relationship between consumer behavior and three demographic factors, which are gender, age and income. There are three categorical variables that have significant relationship with consumer behavior as follows:

1. Male and beer consumers who have an income ranged between 1,000,001 to 2,000,000 LAK (37.9%) frequently consume Beerlao beer more than once a week (40.9%).

2. Beer consumers who have this range of income level usually purchase Beerlao at mom-and-pop shop (72.4%).

3. Beer consumers aged around 21 to 30 years old (89.8%) normally purchase Beerlao beer in 640 ml (89.8%).

The detail of percentage is shown as following table:

Table 4.4 Percentage of respondents' answer both demographics and consumer behavior

		Gender			Age					Income					
		Total	male	female	Total	Under 20 years	21-30	31-40	over 40 years	Total	Lower than 1,000,000 LAK	1,000,000 – 2,000,000 LAK	2,000,000 – 3,000,000 LAK	3,000,000 – 4,000,000 LAK	Higher than 4,000,000 LAK
		Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Drinking frequency new	Scarcely	23.0%	15.9%	28.6%	23.0%	50.0%	26.5%	26.3%	13.3%	23.0%	50.0%	10.3%	33.3%	50.0%	14.3%
	Once a month	27.0%	13.6%	37.5%	27.0%	50.0%	24.5%	36.8%	23.3%	27.0%	25.0%	24.1%	22.2%	21.4%	34.3%
	Once a week	28.0%	29.5%	26.8%	28.0%	0.0%	22.4%	26.3%	40.0%	28.0%	0.0%	27.6%	16.7%	28.6%	37.1%
	more than once a week	22.0%	40.9%	7.1%	22.0%	0.0%	26.5%	10.5%	23.3%	22.0%	25.0%	37.9%	27.8%	0.0%	14.3%
Which content of Beerlao beer do you normally purchase?	330ml in can	12.0%	9.1%	14.3%	12.0%	0.0%	4.1%	10.5%	26.7%	12.0%	0.0%	10.3%	0.0%	7.1%	22.9%
	330ml in bottle	12.0%	13.6%	10.7%	12.0%	50.0%	2.0%	26.3%	16.7%	12.0%	25.0%	3.4%	16.7%	0.0%	20.0%
	500ml in bottle	4.0%	6.8%	1.8%	4.0%	0.0%	4.1%	5.3%	3.3%	4.0%	0.0%	0.0%	5.6%	14.3%	2.9%
	640ml in bottle	72.0%	70.5%	73.2%	72.0%	50.0%	89.8%	57.9%	53.3%	72.0%	75.0%	86.2%	77.8%	78.6%	54.3%
Where do you usually purchase Beerlao beer?	Convenient Store	25.0%	25.0%	25.0%	25.0%	50.0%	18.4%	21.1%	36.7%	25.0%	25.0%	13.8%	22.2%	14.3%	40.0%
	Mom-and-pop shop	44.0%	50.0%	39.3%	44.0%	0.0%	57.1%	42.1%	26.7%	44.0%	25.0%	72.4%	44.4%	35.7%	25.7%
	Restaurant	22.0%	15.9%	26.8%	22.0%	50.0%	18.4%	21.1%	26.7%	22.0%	25.0%	10.3%	27.8%	28.6%	25.7%
	Night Club	9.0%	9.1%	8.9%	9.0%	0.0%	6.1%	15.8%	10.0%	9.0%	25.0%	3.4%	5.6%	21.4%	8.6%
	Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

4.3 The result of marketing mix factors which influence buying decision of Lao consumers

From 100 sampling size, the results of marketing mix factors including product, price place and promotion which influence Lao consumers buying Beerlao beer are as follows:

Table 4.5 The result of marketing mix factors analyzed by descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Product effect	100	2.20	5.00	4.0600	.63405
Price effect	100	1.00	5.00	3.8625	.67361
Place effect	100	2.00	5.00	4.4100	.75002
Promotion effect	100	1.00	5.00	3.5871	.73768
Total marketing effect	100	2.56	5.00	3.8711	.53874
Valid N (listwise)	100				

A factor which has a highest level of agreement is a factor of place which its mean is 4.41 and its standard deviation is 0.75. The remaining factors from high to low level of agreement are product, which its mean is 4.06 with its standard deviation of 0.63, price, which its mean is 3.86 with its standard deviation of 0.67 and promotion, which its mean is 3.59 with its standard deviation of 0.74. The mean of total marketing effect is 3.87 and its standard deviation is 0.54. All of these factors are described as following table:

Table 4.6 The Mean and Standard Deviation of agreement level on Beerlao product

Product Factor	Mean	S.D.	Order of magnitude
Beerlao beer has good taste	4.24	0.73	Higher level
I just buy Beerlao beer as the same as usual	4.06	0.93	Higher level
Beerlao beer is well known and reputable	4.35	0.77	Higher level
Beerlao beer has a lot of variety of taste	3.78	0.96	Higher level

Table 4.6 The Mean and Standard Deviation of agreement level on Beerlao product (cont.)

Product Factor	Mean	S.D.	Order of magnitude
Beerlao beer package is attractive or prominent	3.87	0.88	Higher level
Total	4.06	0.63	Higher level

For product factor, the mean of “Beerlao beer has good taste” is 4.24, ranked as higher level, and its standard deviation is 0.73. The mean of “I just buy Beerlao beer as the same as usual” is 4.06, ranked as higher level, and its standard deviation is 0.93. The mean of “Beerlao beer is well known and reputable” is 4.35, ranked as higher level, and its standard deviation is 0.77. The mean of “Beerlao beer has a lot of variety of taste” is 3.78, ranked as higher level, and its standard deviation is 0.96 while the mean of “Beerlao beer package is attractive or prominent” is 3.87, ranked as higher level, and its standard deviation is 0.88. Total mean of both factors is 4.06, ranked as higher level, and its total standard deviation is 0.63.

Five factors of product have higher level of agreement; however, the highest mean of product factor is Beerlao beer is well known and reputable. From the past history, Beerlao was the only brewery in the country which was inherited from the colonial era until now. Currently there are two breweries located in South of Vientiane, Pakse and Thadeua and the production capacity is around 210 million liters per year. This brand is well known for Lao people because of longer staying in beer market. And Lao consumers are aware of this brand and feel that it is their own national brand. Moreover, Beerlao beer receives many awards and exports to other countries that make Lao consumers are proud of their local brand. Moreover, there are a few players in beer market; thus, Lao people get used to this brand in every generation. This factor is compatible with the research of Ms. Purapa who studied brand equity and satisfaction of Singha beer which was reviewed that Thai consumers purchased Singha beer because of well-known brand in all social classes.

Another factor that Lao consumers drink Beerlao beer is good taste. Beerlao uses quality raw materials to produce beer to consumers. The primary raw

materials to produce beer are imported from France, Belgium and Germany. And Beerlao beer has a quality control by being inspected or tested by Hazard Analysis Critical Control Point (HACCP), Food & Drug Control Department (Ministry of Public Health) and Carlsberg Inter Laboratory Analysis Scheme (CILAS). All of these processes, the taste of Beerlao beer remains constantly and meets Lao beer consumers' satisfaction. However, the lowest mean of product factor is that its beer product has less variety of taste. Beerlao company produces only five types of beer products which have no variety of flavors. That is why this factor receives a lowest level of agreement.

Table 4.7 The Mean and Standard Deviation of agreement level on Beerlao price

Price Factor	Mean	S.D.	Order of magnitude
Price of Beerlao beer is appropriate for quality	3.93	0.79	Higher level
Price of Beerlao beer is appropriate for beer volume	3.99	0.72	Higher level
Price of Beerlao beer is appropriate for alcohol content	3.79	0.78	Higher level
Price of Beerlao beer is appropriate for packaging	3.74	0.93	Higher level
Total	3.86	0.67	Higher level

For price factor, the mean of “Price of Beerlao beer is appropriate for quality” is 3.93, ranked as higher level, and its standard deviation is 0.79. The mean of “Price of Beerlao beer is appropriate for beer volume” is 3.99, ranked as higher level, and its standard deviation is 0.72. The mean of “Price of Beerlao beer is appropriate for alcohol content” is 3.79, ranked as higher level, and its standard deviation is 0.78 while the mean of “Price of Beerlao beer is appropriate for packaging” is 3.74, ranked as highest level, and its standard deviation is 0.93. Total mean of both factors is 3.86, ranked as higher level, and its total standard deviation is 0.67.

Beerlao beer products have five types which three types are under name of Beerlao. There are Beerlao Lager, Beerlao Gold, Beerlao Dark, Lanexang and

Carlsberg. The purpose is to add more variety of Beerlao beer products served to different target markets. In each brand have different alcohol volume, beer content and alcohol content. All of Beerlao beers are divided as follows:

Table 4.8 The category of Beerlao's beer products

Beerlao brand	Beerlao Lager	Beerlao Gold	Beerlao Dark	Lanexang	Carlsberg
Beer type	Lager	Lager	Lager	Lager	Pilsner
Alcohol volume	5%	5%	6.5%	5%	5%
Net contents	330ml (can and bottle), 500ml, 640ml	330ml (can and bottle)	330ml (bottle)	640ml (bottle)	330ml (can and bottle), 640ml
Price (approximately)	7,000 – 15,000 LAK	10,000 - 18,000 LAK	15,000 LAK	7,000 LAK	12,000 - 18,000 LAK

Source: www.beerlao.la/products/cb.php

Carlsberg is premium beer which targets middle to high income consumers as well as Beerlao Dark and Beerlao Gold which target at the same consumer level. Moreover, Beerlao Lager is launched for mass market. On the other hand, Lanexang targets low income or price sensitive consumers. Furthermore, Beerlao beer is divided by alcohol content and price in order to meet its target market. Carlsberg has a highest price among five types of Beerlao beer whereas Lanexang has a lowest price among five types of Beerlao beer. Moreover, the highest volume of alcohol is Beerlao Dark.

From the total result, respondents highly agree with four factors of price; however, the highest level of agreement is that price is appropriate for beer volume. According to the result of consumer behavior, the type of Beerlao's beer product which respondents have drunk the most is Beerlao Lager. The characteristic of Beerlao Lager is that its content is in a big volume with a cheaper price than the other types of Beerlao. That is why respondents give the highest level of agreement to this factor.

Table 4.9 The Mean and Standard Deviation of agreement level on Beerlao place

Place Factor	Mean	S.D.	Order of magnitude
Beerlao beer is available in the shop close to where I live	4.31	0.91	Higher level
Beerlao beer has many distribution channels to buy (e.g. restaurant, pub or entertainment place)	4.51	0.72	Highest level
Total	4.41	0.75	Higher level

For place factor, the mean of “Beerlao beer is available in the shop close to where I live” is 4.31, ranked as higher level, and its standard deviation is 0.91 while the mean of “Beerlao beer has many distribution channels to buy” is 4.51, ranked as highest level, and its standard deviation is 0.72. Total mean of both factors is 4.41, ranked as higher level, and its total standard deviation is 0.75.

According to thesis of Mr. Thongphoune Soukkasen, “A Comparative Study of Thai-Lao Alcohol Law”, Beerlao company has 30 dealers in the North, 18 dealers in the region, 16 dealers in South and 12 dealers in Vientiane province (Soukkasen, 2012). These dealers will distribute Beerlao beer to other shops or restaurants in their area. Moreover, in Vientiane capital, there are 4,000 stores which receive Beerlao beer directly from Beerlao company. As above information, it proves that Beerlao company has wide distribution channels to reach Lao consumers by dealing with its dealers to distribute its beer products in every region. So, Lao beer consumers can access its beer products easily no matter where they live. This is a reason why Lao consumers give a high score for both factors.

Table 4.10 The Mean and Standard Deviation of agreement level on Beerlao promotion

Promotion Factor	Mean	S.D.	Order of magnitude
A price reduction can stimulate my demand to purchase Beerlao beer	4.23	0.81	Higher level
A banner advertisement can stimulate my demand to purchase Beerlao beer	3.58	0.94	Higher level
A TV commercial can stimulate my demand to purchase Beerlao beer	3.47	0.99	Fair level
An online advertisement can stimulate my demand to purchase Beerlao beer	3.36	0.94	Fair level
A press advertisement can stimulate my demand to purchase Beerlao beer	3.33	0.93	Fair level
Sale representative can stimulate my demand to purchase Beerlao beer	3.70	1.04	Higher level
A distribution of Beerlao calendar can stimulate my demand to purchase Beerlao beer	3.44	0.94	Fair level
Total	3.59	0.74	Higher level

For promotion factor, the mean of “A price reduction can stimulate my demand to purchase Beerlao beer” is 4.23, ranked as higher level, and its standard deviation is 0.81. The mean of “A banner advertisement can stimulate my demand to purchase Beerlao beer” is 3.58, ranked as higher level, and its standard deviation is 0.94. The mean of “A commercial TV advertisement can stimulate my demand to purchase Beerlao beer” is 3.47, ranked as fair level, and its standard deviation is 0.99. The mean of “An online advertisement can stimulate my demand to purchase Beerlao beer” is 3.36, ranked as fair level, and its standard deviation is 0.94. The mean of “A press advertisement can stimulate my demand to purchase Beerlao beer” is 3.33, ranked as fair level, and its standard deviation is 0.93. The mean of “Sale representative can stimulate my demand to purchase Beerlao beer” is 3.70, ranked as

higher level, and its standard deviation is 1.04 while the mean of “A distribution of Beerlao calendar can stimulate my demand to purchase Beerlao beer” is 3.44, ranked as fair level, and its standard deviation is 0.94. Total mean of all factors is 3.59, ranked as higher level, and its total standard deviation is 0.74.

The highest level of promotion factors are price reduction. From the observation, the price range of Beerlao beer depends on a seller; for instance, a restaurant, namely 79 Pub and Restaurant, which sell many varieties of imported beer products, sets a price of Beerlao beer higher than a restaurant, namely Sam Yak Park Pa Sak Restaurant, which normally sells local beers.

Table 4.11 Compared table of Beerlao price in different restaurants

Restaurant Name	Beerlao Lager (330ml)	Beerlao Lager (640ml)	Beerlao Gold (330ml)
79 Pub and Restaurant	20,000 LAK	15,000 LAK	19,000 LAK
Sam Yak Park Pa Sak Restaurant	10,000 LAK	15,000 LAK	18,000 LAK

Moreover, a majority of beer consumers at Sam Yak Park Pa Sak Restaurant orders Beerlao beer products, mostly Beerlao Lager, because its price is cheap and affordable whereas majority of beer consumers at 79 Pub and Restaurant order the imported beers because a price of Beerlao beer is so expensive in consumers' mind. This is a reason why a price reduction of Beerlao beer can stimulate purchasing power of Lao consumers.

Another factor is Beerlao sale representatives, called Sao Rin Beer, who are responsible for taking care and pouring beer to customers at a restaurant. Normally sale representative of beer brand will wear provocative dress in order to impulse purchasing from customers; however, Beerlao sale representative is different. A uniqueness of Beerlao sale representatives is that they modestly wear a silk dress in order to present Lao traditional clothing. It means that how to dress less impulse Lao consumers' purchasing but the service activity is an important key that can encourage

Lao consumers to drink and purchase more. Therefore, respondents give a high level of agreement for this factor.

According to banner advertisement, the author found the banners are located along both sides of road. Furthermore, there are Beerlao signage located in front of stores, guesthouses, and restaurants which sell Beerlao beer products. The information on Beerlao signage is described a name and contact of these stores, guesthouses, and restaurants. The number of Beerlao signage is around 10,000 signage nationwide. The signage and banners are located in everywhere in order that Lao people will keep an eye on and are able to remember its brand easily because they see Beerlao signage frequently. That is why Beerlao signage and banners have an influence for Lao purchasing decision.

Table 4.12 Result of demographics, consumer behavior and marketing mix factors analyzed by ordinal regression

Parameter Estimates											
Parameter	B	Std. Error	Interval		Hypothesis Test			Exp(B)	Interval for Exp(B)		
			Lower	Upper	Wald Chi-Square	df	Sig.		Lower	Upper	
Threshold	[Freq_new=1.00]	3.101	1.6205	-.076	6.277	3.661	1	.056	22.209	.927	531.961
	[Freq_new=2.00]	4.689	1.6550	1.445	7.933	8.028	1	.005	108.763	4.243	2787.660
	[Freq_new=3.00]	6.454	1.7131	3.096	9.811	14.194	1	.000	635.146	22.117	18240.095
[Gender=1.00]		1.910	.4448	1.038	2.782	18.439	1	.000	6.754	2.824	16.152
[Gender=2.00]		0 ^a							1		
[Age=1.00]		-3.087	1.5446	-6.115	-.060	3.996	1	.046	.046	.002	.942
[Age=2.00]		-1.007	.5498	-2.085	.070	3.356	1	.067	.365	.124	1.073
[Age=3.00]		-.411	.5759	-1.540	.718	.510	1	.475	.663	.214	2.049
[Age=4.00]		0 ^a							1		
[income_new=1.00]		1.608	.5614	.508	2.709	8.205	1	.004	4.994	1.662	15.007
[income_new=2.00]		-.115	.5713	-1.235	1.004	.041	1	.840	.891	.291	2.730
[income_new=3.00]		0 ^a							1		
X1		.939	.4232	.110	1.769	4.923	1	.026	2.558	1.116	5.863
X2		.444	.3435	-.229	1.117	1.670	1	.196	1.559	.795	3.057
X3		.106	.2987	-.480	.691	.125	1	.723	1.111	.619	1.996
X4		-.540	.3459	-1.218	.138	2.434	1	.119	.583	.296	1.148
(Scale)		1 ^b									

Dependent Variable: Drinking frequency new

Model: (Threshold), Gender, Age, income_new, X1, X2, X3, X4

a. Set to zero because this parameter is redundant.

b. Fixed at the displayed value.

The significant effect, which its value should be less than 0.05, on frequency of beer consumption in table 4.12 is including gender, income and product. The coding of gender variables is that male is coded "1.00" and female is coded

“2.00”. The odds of male considering high frequency of Beerlao beer consumption is 6.754 (95% CI, 2.824 to 16.152) times that of female. For the coding of income variables, low income to high income is coded “1.00 to 3.00” respectively. From the table, the odds of low income considering high frequency of Beerlao beer consumption is 4.994 (95% CI, 1.662 to 15.007) times that of middle and high income. Moreover, the coding of marketing mix variables is product coded “X1”, price coded “X2”, place coded “X3” and promotion coded “X4”. As product score (X1) increases, the odd of high frequency of Beerlao beer consumption is 2.558 (95% CI, 1.116 to 5.863), which is higher than the odd of price (1.559), place (1.111), and promotion (0.583).

From the table 4.12, it is analyzed the Lao consumers’ behavior as follows:

1. Male more frequently consumes Beerlao beer than female.
2. Beerlao consumers who have low income tend to consume Beerlao beer more than other income levels.
3. Product factor has an influence on frequency of Beerlao consumption more than other factors.

CHAPTER V

CONCLUSION AND LIMITATION

This chapter analyzes the research finding of Lao beer consumers' behavior toward Beerlao beer and key factors that influence Lao consumers purchasing Beerlao beer. The data analyses are as follows:

5.1 The analysis of consumers' demographic data

The result of this study is majority of respondents is female, single and aged around 21 to 30 years old. They have worked at private company and their income level is higher than 4,000,001 LAK. The large number of respondents graduated bachelor degree.

However, the demographic factors that are correlative with frequency of Beerlao consumption are that male more frequently consumes Beerlao beer than female and beer consumers who have low income level (1,000,001 – 2,000,000 LAK) tend to consume more Beerlao beer than other income levels.

5.2 The analysis of consumers' behavior

Beerlao beer has 5 types of beer products but the one that respondents choose the most is Beerlao Lager with content of 640ml in bottle. Lao consumers who have an income level around 1,000,001 to 2,000,000 LAK mostly purchase Beerlao beer at mom and pop shop which is near where they live. They spend more than 20,001 LAK per time because they mostly drink Beerlao beer with friends or families around 3 to 5 people at a restaurant. According to external influences for decision making, families and friends play an important role to Lao consumers' decision making of Beerlao beer selection rather than individual due to collectivist culture. So families and friends have an influence on them for choosing and knowing beer product

of Beerlao. Moreover, the high frequency of consumption is more than once a week especially male consumers.

5.3 The analysis of Marketing Mix factors

The most influential factor on Beerlao beer consumption is product. Lao beer consumers choose Beerlao beer because of brand reputation. Beerlao brand is the most well known in Lao consumers because Beerlao brand first pioneers in this market for many years; so it makes Lao consumers get used to its brand. Therefore, the brand reputation of Beerlao beer is the main factor that influences Lao consumers' buying decision. Additionally, the second and third factors that influence Lao consumer buying Beerlao are taste and familiarity of its brand.

5.4 Limitation

5.4.1 This study has a limited time to search or study; thus, this study may miss some deep information of Lao consumer behavior.

5.4.2 This study cannot refer to a whole population in Laos due to a few sampling size and specific researching area. Thus, the result would be changed if an amount of sampling size is changed.

5.5 Direction for future research

Based on result and limitation of this study, further studies should add more measures to thoroughly understand Lao consumers both consumer behavior and the influential factors of buying decision.

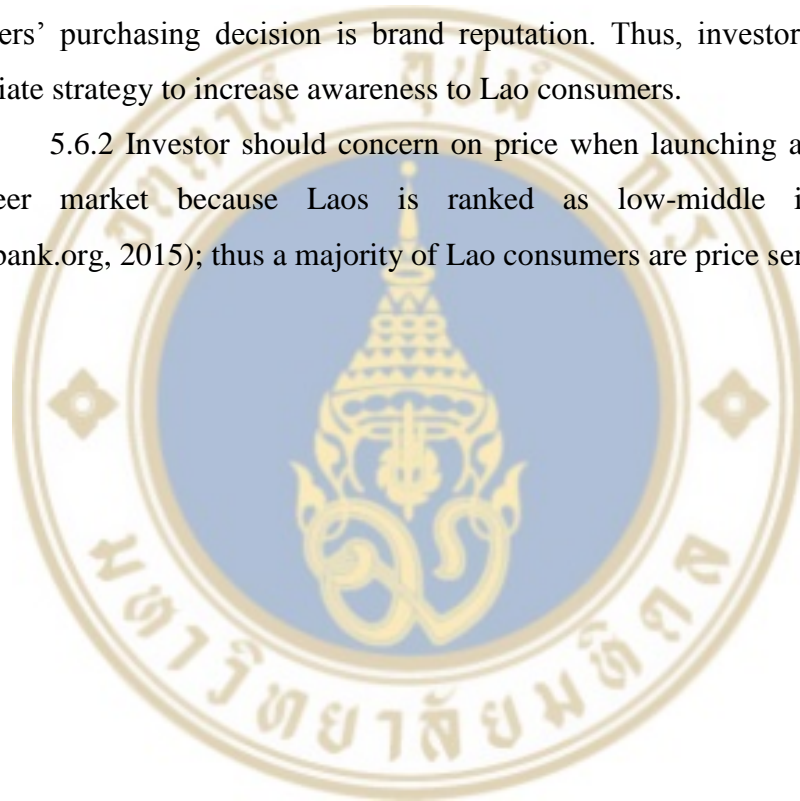
5.5.1 Future research should add more sample size and measure method in order to get an accurate result of Lao consumer behavior.

5.5.2 Future research should add more detail by in-depth interview with Lao consumers in order to understand their perception on Beerlao products or other beer brands in Laos.

5.6 Recommendation for investors

5.6.1 Beer products in Laos have less choice of taste; so this is an opportunity for investors to produce a favorite taste or flavor to serve Lao consumers. However, investors should also concern on good taste because the survey found that apart from brand reputation of beer product, a good taste of beer is most influential factor as well. Thus investors should produce beer product which meet Lao consumers' satisfaction and preference. However, to introduce a new beer brand to Lao consumers is a challenge for investors because the main factor that influences Lao consumers' purchasing decision is brand reputation. Thus, investors should use an appropriate strategy to increase awareness to Lao consumers.

5.6.2 Investor should concern on price when launching a new product in Lao beer market because Laos is ranked as low-middle income country (Worldbank.org, 2015); thus a majority of Lao consumers are price sensitive.



APPENDICES

Appendix A Questionnaire in English

The objective of this questionnaire is to research Lao consumer behavior toward beer product of Beerlao. The objective is to study Lao consumer behavior and marketing mix which has an influence on buying decision toward Beerlao beer. This study is belonged to Master of Management at College of Management Mahidol University (CMMU). The information provided by respondents will be used only for academic purposes.

Questionnaire has 3 parts

Part 1 General information of respondents

Part 2 Consumer behavior toward Beerlao beer

Part 3 Marketing mix factors which has an influence on Lao consumers' buying decision

Please mark on your choice items

Have you ever drunk Beer Product of Beerlao?

1) Yes

2) No

Part I General information of respondents

1) Gender 1) Male

2) Female

2) Status 1) Single

2) Married

- 3) Age**
- 1) Under 20 years
 - 2) 21 – 30 years
 - 3) 31 – 40 years
 - 4) Over 41 years

- 4) Occupation**
- 1) Student
 - 2) Employee in state enterprise
 - 3) Employee in private company
 - 4) Freelance
 - 5) Business owner
 - 6) Other, please specify.....

- 5) Education**
- 1) Lower than high school
 - 2) High school
 - 3) Bachelor degree
 - 4) Master degree or higher

- 6) Personal Income**
- 1) Lower than 1,000,000 LAK
 - 2) 1,000,001 – 2,000,000 LAK
 - 3) 2,000,001 – 3,000,000 LAK
 - 4) 3,000,001 – 4,000,000 LAK
 - 5) Higher than 4,000,001 LAK

Part II Consumer behavior toward Beerlao beer

1) What kind of Beerlao beer product do you purchase frequently?



- 1) Beerlao Lager
- 2) Beerlao Gold
- 3) Beerlao Dark
- 4) Lanexang
- 5) Carlsberg

2) How often do you drink beer product of Beerlao?

- 1) Everyday
- 2) 5 – 6 times a week
- 3) 3 – 4 times a week
- 4) 2 – 3 times a week
- 5) Once a week
- 6) Once a month
- 7) Scarcely

3) Which content of Beerlao do you normally purchase?



- 1) 330ml in can
- 2) 330ml in bottle
- 3) 500ml in bottle
- 4) 640ml in bottle

4) Where do you usually purchase beer products of Beerlao?

- 1) Convenient Store
- 2) Mom-and-pop shop
- 3) Restaurant
- 4) Night Club
- 5) Other, please specify.....

5) Where do you usually drink beer products of Beerlao?

- 1) Home
- 2) Restaurant
- 3) Night Club
- 4) Other, please specify.....

6) How much do you spend for Beerlao beer?

- 1) Less than 10,000 LAK
- 2) 10,001 – 20,000 LAK
- 3) More than 20,001 LAK

7) Which media/channel do you first know beer products of Beerlao?

- 1) TV commercial
- 2) Radio broadcasts
- 3) Banner
- 4) Newspaper/Magazine
- 5) Friend/Family
- 6) Other, please specify.....

8) How many people do you drink with?

- 1) Alone
- 2) 1-3 people
- 3) 3-5 people
- 4) More than 5 people

Part III Marketing mix factors which has an influence on Laos consumers' buying decision

Please mark ○ on your choice items

1. Product	Opinion level on consumer buying behavior towards beer products of Beerlao brand				
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
1.1 Beerlao beer has good taste	5	4	3	2	1
1.2 I just buy Beerlao beer as the same as usual	5	4	3	2	1
1.3 Beerlao beer is well known and reputable	5	4	3	2	1
1.4 Beerlao beer has a lot of variety of taste	5	4	3	2	1
1.5 Beerlao beer package is attractive or prominent	5	4	3	2	1
2. Price	Opinion level on consumer buying behavior towards beer products of Beerlao brand				
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
2.1 Price of Beerlao beer is appropriate for quality	5	4	3	2	1
2.2 Price of Beerlao beer is appropriate for beer volume	5	4	3	2	1
2.3 Price of Beerlao beer is appropriate for alcohol content	5	4	3	2	1
2.4 Price of Beerlao beer is appropriate for packaging	5	4	3	2	1

3. Place	Opinion level on consumer buying behavior towards beer products of Beerlao brand				
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
3.1 Beerlao beer is available in the shop close to where I live	5	4	3	2	1
3.2 Beerlao beer has many distribution channels to buy (e.g. restaurant, pub or entertainment place)	5	4	3	2	1
4. Promotion	Opinion level on consumer buying behavior towards beer products of Beerlao brand				
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
4.1 A price reduction can stimulate my demand to purchase Beerlao beer	5	4	3	2	1
4.2 A banner advertisement can stimulate my demand to purchase Beerlao beer	5	4	3	2	1
4.3 A TV commercial can stimulate my demand to purchase Beerlao beer	5	4	3	2	1
4.4 An online advertisement can stimulate my demand to purchase Beerlao beer	5	4	3	2	1
4.5 A press advertisement can stimulate my demand to purchase Beerlao beer	5	4	3	2	1

4.6 Sale representative can stimulate my demand to purchase Beerlao beer	5	4	3	2	1
4.7 A distribution of Beerlao calendar can stimulate my demand to purchase Beerlao beer	5	4	3	2	1



Appendix B Questionnaire in Lao

ແບບສອບຖາມພຶດຕິກຳການບໍລິໂພກເບຍຂອງຄົນລາວທີ່ມີຕໍ່ກາເບຍລາວ

ແບບສອບຖາມນີ້ຈັດຂຶ້ນເພື່ອສຶກສາພຶດຕິກຳການບໍລິໂພກຂອງຄົນລາວທີ່ມີຕໍ່ເບຍລາວ ຈຸດປະສົງແບບສອບຖາມນີ້ເພື່ອສຶກສາພຶດຕິກຳການບໍລິໂພກເບຍຂອງຄົນລາວ ແລະ ບັດໃຈສ່ວນປະສົມທາງການຕະຫຼາດທີ່ມີຜົນຕໍ່ການເລືອກຊື້ຜະລິດຕະພັນເບຍຂອງຄົນລາວ ງານວິໄຈນີ້ເປັນສ່ວນໜຶ່ງຂອງການສຶກສາໃນລະດັບປະລິນຍາໂທຂອງມະຫາວິທະຍາໄລການຈັດການ ມະຫາວິທະຍາໄລມະຫິດົນ ປະເທດໄທ ຂໍ້ມູນໃນແບບສອບຖາມນີ້ໃຊ້ເພື່ອເປັນປະໂຫຍດໃນການສຶກສາເທົ່ານັ້ນ

ແບບສອບຖາມມີ 3 ສ່ວນ

ສ່ວນທີ 1 ຂໍ້ມູນທົ່ວໄປຂອງຜູ້ຕອບແບບສອບຖາມ

ສ່ວນທີ 2 ພຶດຕິກຳການເລືອກຊື້ ແລະ ບໍລິໂພກເບຍກາເບຍລາວ

ສ່ວນທີ 3 ບັດໃຈສ່ວນປະສົມທາງການຕະຫຼາດທີ່ສົ່ງຜົນຕໍ່ການຕັດສິນໃຈເລືອກຊື້ເບຍກາເບຍລາວ

ກະລຸນາໝາຍ ທີ່ກົງກັບຄວາມເປັນຈິງ

ທ່ານເຄີຍດື່ມຜະລິດຕະພັນເບຍຂອງກາເບຍລາວຫຼືບໍ່?

1) ເຄີຍ

2) ບໍ່ເຄີຍ

ສ່ວນທີ 1 ຂໍ້ມູນທົ່ວໄປຂອງຜູ້ຕອບແບບສອບຖາມ

1) ເພດ 1) ຊາຍ

2) ຍິງ

2) ສະຖານະພາບ 1) ໂສດ

2) ແຕ່ງງານ

3) ອາຍຸ 1) ຕໍ່າກວ່າຫຼືເທົ່າກັບ 20 ປີ

2) 21-30 ປີ

3) 31-40 ປີ

4) 41 ປີ ຂຶ້ນໄປ

- 4) ອາຊີບ
- 1) ນັກຮຽນນັກສຶກສາ
 - 2) ພະນັກງານໃນອົງກອນຂອງລັດ
 - 3) ພະນັກງານບໍລິສັດເອກະຊົນ
 - 4) ຮັບຈ້າງ / ເຮັດວຽກທົ່ວໄປ
 - 5) ຄ້າຂາຍ / ທຸລະກິດສ່ວນຕົວ
 - 6) ອື່ນໆ (ກະລຸນາລະບຸ)

5) ການສຶກສາສູງສຸດ ຫຼື ກຳລັງສຶກສາຢູ່ໃນປະຈຸບັນ

- 1) ຕໍ່າກວ່າມັດທະຍົມປາຍ
- 2) ມັດທະຍົມປາຍ
- 3) ປະລິນຍາຕີ
- 4) ປະລິນຍາໂທ ຫຼື ສູງກວ່າ

6) ລາຍໄດ້

- 1) ຕໍ່າກວ່າ 1,000,000 ກີບລາວ
- 2) 1,000,001 – 2,000,000 ກີບລາວ
- 3) 2,000,001 – 3,000,000 ກີບລາວ
- 4) 3,000,001 – 4,000,000 ກີບລາວ
- 5) ຫຼາຍກວ່າ 4,000,001 ກີບລາວ

ສ່ວນທີ່ 2 ພຶດຕິກຳການເລືອກຊື້ ແລະ ບໍລິໂພກເບຍກາເບຍລາວ

1) ເບຍປະເພດໃດຂອງກາເບຍລາວທີ່ທ່ານເລືອກຊື້



- 1) ເບຍລາວ ແລກເກີ້
- 2) ເບຍລາວ ໂກນ
- 3) ເບຍລາວ ຄຣາດ
- 4) ລ້ານຊ້າງ
- 5) ຄາວສະເບີກ

2) ທ່ານຕື່ມເບຍກາເບຍລາວເລື້ອຍຂະໜາດໃດ

- 1) ທຸກມື້
- 2) 5-6 ຄັ້ງຕໍ່ອາທິດ
- 3) 3-4 ຄັ້ງຕໍ່ອາທິດ
- 4) 2-3 ຄັ້ງຕໍ່ອາທິດ
- 5) ໜຶ່ງຄັ້ງຕໍ່ອາທິດ
- 6) ໜຶ່ງຄັ້ງຕໍ່ເດືອນ
- 7) ເກືອບບໍ່ຕື່ມເລຍ

3) ເບຍຂະໜາດໃດຂອງກາເບຍລາວທີ່ທ່ານເລືອກຊື້



- 1) ເບຍກະປອງຂະໜາດ 330 ມິລິລິດ
- 2) ເບຍຂະໜາດ 330 ມິລິລິດ
- 3) ເບຍຂະໜາດ 500 ມິລິລິດ
- 4) ເບຍຂະໜາດ 640 ມິລິລິດ

4) ທ່ານມັກຈະຊື້ເບຍກາເບຍລາວຈາກບ່ອນໃດ?

- 1) ຮ້ານສະດວກຊື້
- 2) ຮ້ານທົ່ວໄປ
- 3) ຮ້ານອາຫານ
- 4) ສະຖານບັນເທີງ
- 5) ອື່ນໆ (ກະລຸນາລະບຸ)

5) ທ່ານມັກຈະຕື່ມເບຍລາວຢູ່ສະຖານທີ່ໃດ?

- 1) ບ້ານ
- 2) ຮ້ານອາຫານ
- 3) ສະຖານບັນເທີງ
- 4) ອື່ນໆ (ກະລຸນາລະບຸ)

6) ທ່ານໃຊ້ຈ່າຍໃນການຊື້ເບຍກາເບຍລາວຕໍ່ຄັ້ງເທົ່າໃດ?

- 1) ໜ້ອຍກວ່າ 10,000 ກີບລາວ
- 2) 10,001-20,000 ກີບລາວ
- 3) ຫຼາຍກວ່າ 20,001 ກີບລາວ

7) ທ່ານຮູ້ຈັກເບຍກາເບຍລາວຈາກໃສ?

- 1) ໂຄສະນາທາງໂທລະພາບ
- 2) ວິທະຍຸ
- 3) ບ້າຍໂຄສະນາ
- 4) ໜັງສືພິມ / ນິດຕະຍາສານ
- 5) ໜູ່ / ຄອບຄົວ
- 6) ອື່ນໆ (ກະລຸນາລະບຸ)

8) ທ່ານມັກຈະດື່ມເບຍກາເບຍລາວກັນຈັກຄົນ?

- 1) ດື່ມຄົນດຽວ
- 2) 1-3 ຄົນ
- 3) 3-5 ຄົນ
- 4) ຫຼາຍກວ່າ 5 ຄົນ



ສ່ວນທີ່ 3 ບົດໃຈສ່ວນຜະສົມທາງການຕະຫຼາດທີ່ສົ່ງຜົນຕໍ່ການຕັດສິນໃຈເລືອກຊື້ເບຍກາເບຍລາວ
ກະລຸນາໝາຍເຄື່ອງໝາຍ O ທີ່ກົງກັບຄວາມຄິດເຫັນຂອງທ່ານຫຼາຍທີ່ສຸດ

1. ດ້ານຜະລິດຕະພັນ	ລະດັບຄວາມຄິດເຫັນທີ່ມີຜົນຕໍ່ການເລືອກຊື້ເບຍກາເບຍລາວ				
	ຫຼາຍທີ່ສຸດ	ເຫັນດີ	ປານກາງ	ບໍ່ເຫັນດີ	ໜ້ອຍທີ່ສຸດ
ເບຍກາເບຍລາວມີລົດຊາດດີ	5	4	3	2	1
ເລືອກຊື້ເບຍກາເບຍລາວເພາະຄວາມລົ້ງເຄີຍ	5	4	3	2	1
ເບຍກາເບຍລາວມີຊີວະປັນທິຮູ້ຈັກ	5	4	3	2	1
ເບຍກາເບຍລາວມີຫຼາຍລົດຊາດ	5	4	3	2	1
ຜະລິດຕະພັນເບຍກາເບຍລາວມີຄວາມໜ້າສົນໃຈສະດຸດຕາ	5	4	3	2	1
2. ດ້ານລາຄາ	ລະດັບຄວາມຄິດເຫັນທີ່ມີຜົນຕໍ່ການເລືອກຊື້ເບຍກາເບຍລາວ				
	ຫຼາຍທີ່ສຸດ	ຫຼາຍທີ່ສຸດ	ຫຼາຍທີ່ສຸດ	ຫຼາຍທີ່ສຸດ	ຫຼາຍທີ່ສຸດ
ລາຄາເບຍກາເບຍລາວເໝາະສົມກັບຄຸນນະພາບ	5	4	3	2	1
ລາຄາເບຍກາເບຍລາວເໝາະສົມກັບປະລິມານ	5	4	3	2	1
ລາຄາເບຍກາເບຍລາວເໝາະສົມກັບລະດັບເອວກໍ່ຮໍທິລະບຸ	5	4	3	2	1
ລາຄາເບຍກາເບຍລາວເໝາະສົມກັບບັນຈຸຜັນ	5	4	3	2	1

3. ດ້ານແນວທາງການຈັດຈຳໜ່າຍ	ລະດັບຄວາມຄິດເຫັນທີ່ມີຜົນຕໍ່ການເລືອກຊື້ເບຍກາເບຍລາວ				
	ຫຼາຍທີ່ສຸດ	ຫຼາຍທີ່ສຸດ	ຫຼາຍທີ່ສຸດ	ຫຼາຍທີ່ສຸດ	ຫຼາຍທີ່ສຸດ
ເບຍກາເບຍລາວມີວາງຈຳໜ່າຍໃກ້ບ້ານ	5	4	3	2	1
ເບຍກາເບຍລາວມີແນວທາງການຈຳໜ່າຍທີ່ຫຼາກຫຼາຍເຊັ່ນ ຮ້ານອາຫານ ສະຖານບັນເທີງ	5	4	3	2	1
4. ດ້ານການສົ່ງເສີມການຕະລາດ	ລະດັບຄວາມຄິດເຫັນທີ່ມີຜົນຕໍ່ການເລືອກຊື້ເບຍກາເບຍລາວ				
	ຫຼາຍທີ່ສຸດ	ຫຼາຍທີ່ສຸດ	ຫຼາຍທີ່ສຸດ	ຫຼາຍທີ່ສຸດ	ຫຼາຍທີ່ສຸດ
ການລົດລາຄາຂອງເບຍກາເບຍລາວສາມາດກະຕຸ້ນຄວາມຕ້ອງການຊື້ຂອງທ່ານໄດ້	5	4	3	2	1
ການໂຄສະນາເບຍກາເບຍລາວຜ່ານບ້າຍໂຄສະນາສາມາດກະຕຸ້ນຄວາມຕ້ອງການຊື້ຂອງທ່ານໄດ້	5	4	3	2	1
ການໂຄສະນາເບຍກາເບຍລາວຜ່ານໂທລະພາບສາມາດກະຕຸ້ນຄວາມຕ້ອງການຊື້ຂອງທ່ານໄດ້	5	4	3	2	1
ການໂຄສະນາເບຍກາເບຍລາວຜ່ານອິນເຕີເນັດສາມາດກະຕຸ້ນຄວາມຕ້ອງການຊື້ຂອງທ່ານໄດ້	5	4	3	2	1
ການໂຄສະນາເບຍກາເບຍລາວຜ່ານການພິມເຜີຍແຜ່ສາມາດກະຕຸ້ນຄວາມຕ້ອງການຊື້ຂອງທ່ານໄດ້	5	4	3	2	1

ສາວເຊຍເບຍຂອງກາເບຍລາວ ສາມາດກະຕຸ້ນຄວາມຕ້ອງການຊີ້ ຂອງທ່ານໄດ້	5	4	3	2	1
ປະຕິທິນຂອງກາເບຍລາວສາມາດ ກະຕຸ້ນຄວາມຕ້ອງການຊີ້ຂອງທ່ານ ໄດ້	5	4	3	2	1



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