

**CONSUMER BEHAVIOR AND PURCHASING DECISION
TOWARDS BEER IN BANGKOK**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
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Thematic paper

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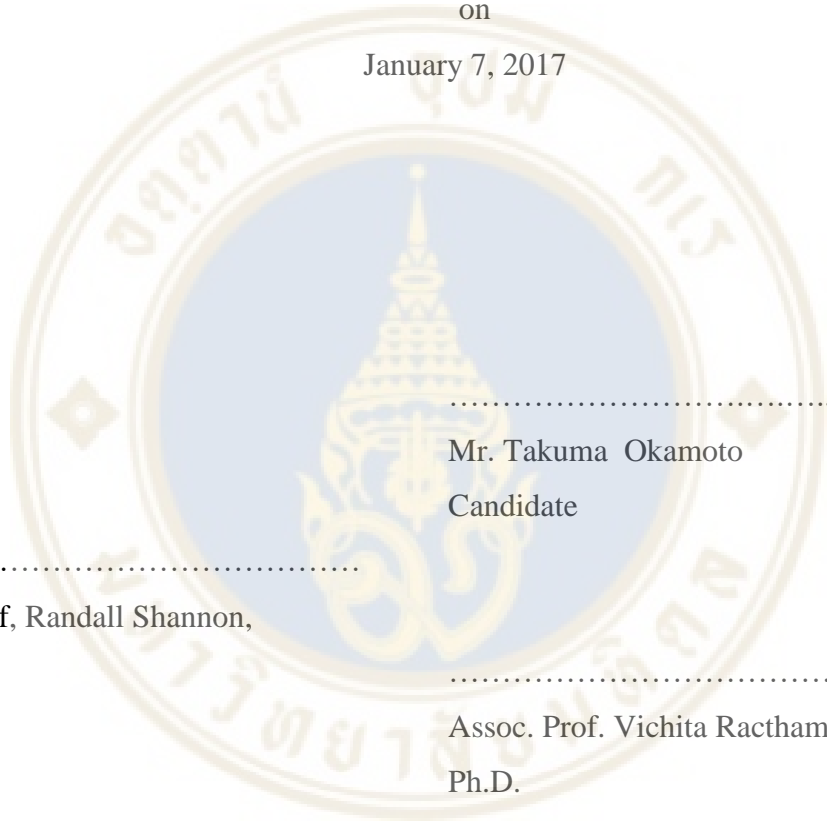
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was submitted to the College of Management, Mahidol University

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on

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CONSUMER BEHAVIOR AND PURCHASING DECISION TOWARDS BEER IN BANGKOK

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M.M. (MARKETING AND MANAGEMENT)

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ABSTRACT

Thailand is the second largest beer consumption market among South East Asia although alcohol policy in Thailand is quite comprehensive. Thailand has been recognized as one of the most promising market in ASEAN. Thailand is still a huge market and the thirst for beer might turn if the household debt betters in the future. Under these circumstances, this research aims to analyze consumer behavior and purchase decision towards beer in Bangkok. First, investigate the consumer behaviors towards beer in Bangkok. Second, investigate the significant marketing factors that influence Bangkok consumers purchasing decision. The researcher aims to understand Bangkok consumer behavior and purchasing decision towards beer, and find effective marketing. The research composed of quantitative survey for total 77 respondents.

The findings show that Thai consumer in Bangkok drink beer for relax and relieve stress, and they tend to prefer drink beer at home. That is, Thai consumer in Bangkok seeking mental healing. As for purchasing decision, Taste, Packaging, Size, and Country of origin have correlations with frequency to drink beer.

KEYWORDS: Beer consumption intention / Beer Expectancy / Household consumption / Beer Marketing / Premium Beer Brand

31 pages

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CHAPTER 1

INTRODUCTION

1.1 Background and Problem statements

Among South East Asia, Thailand is the only country examined with negative annual growth rates in alcohol consumption at -2.4% in 2015, mainly due to the poor performance of beer, the largest category within alcoholic drinks. Weak economic conditions in Thailand during 2015 influenced consumer's willingness to spend, especially with sky-high household debts. In March 2015, the government implemented an additional 2% excise tax on alcoholic drinks to fund the government new initiative, the National Sports Development Fund. This move drove the unit prices of alcoholic drinks upwards, which negatively affected the performance given consumer's already weak economic confidence.

Thailand is second largest beer consumption market in South East Asia although alcohol policy in Thailand is quite comprehensive. It covers taxation measures, seller license, regulation on time and place of sale, prohibition of broadcasting advertisement from 5:00-22:00 hours or the so-called partial ban introduced in 2003 and control of advertisement. (Institute of Alcohol Studies, 2008) Also, on July 22 2015, the Office of the Prime Minister of Thailand issued an amendment to the country's Alcoholic Beverage Control Act. Under the amended Act, alcohol may not be sold "within 300 meters of the fence of universities and colleges, both public and private. Lower schools are not included in the ban." (English, 2015) The ban does not apply to hotels, entertainment zones, and wholesale factories and distributors, but bars, clubs and retailers will be affected it. These changes of policies would affect the perception and purchase intention of consumers.

1. Overall Landscape

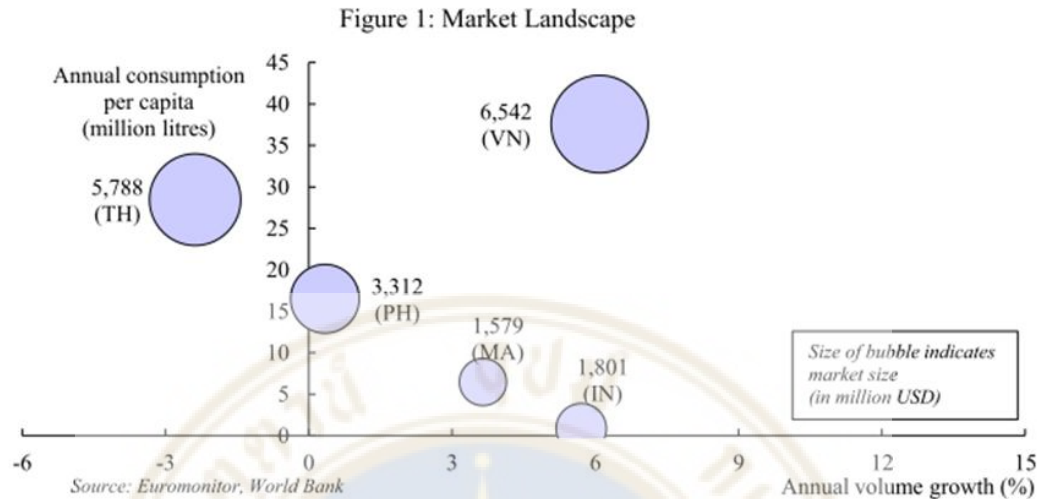


Figure 1.1 Market Landscape

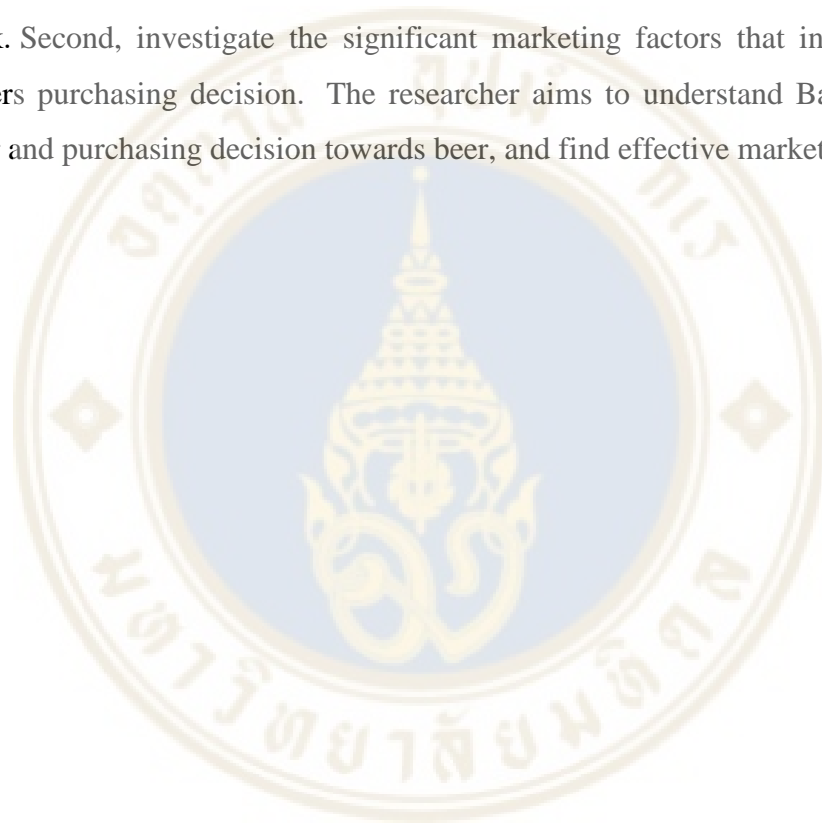
Under these circumstances, Thailand has been recognized as one of the most promising market in ASEAN. Thailand is still a huge market and the thirst for beer might turn if the household debt betters in the future.

There are remarkable trends in the beer market. That is consumer perception towards premium brand. According to the report of Euro monitor, regardless of the economic situation, imported premium beer recorded positive growth of 3% in 2014, which is the highest growth among all beer categories. This premium segment is mainly consumed by mid-to high-income consumers, including urban local drinker's and foreigners, who are less price sensitive and less affected by the economic downturn. (Euromonitor, 2015) ” Thailand is a very important market for the Carlsberg Group. The beer market is extremely large and Thai consumers enjoy all sorts of beers, from local brands like Leo to more expensive super-premium brands that you now see in upscale bars and restaurants. The Carlsberg Group will continue to invest in Thailand and we believe the alcohol and beer markets will start to show promising growth, especially in the super-premium beer segments. Our plans are to use our portfolio to gain leadership

positions in these segments.” says Kabir Saluja, general manager of Carlsberg Thailand, in an interview with the Nation. (Hoff Sonne, 2016)

1.2 Objectives

This research aims to analyze consumer behavior and purchase decision towards beer in Bangkok. First, investigate the consumer behaviors towards beer in Bangkok. Second, investigate the significant marketing factors that influence Bangkok consumers purchasing decision. The researcher aims to understand Bangkok consumer behavior and purchasing decision towards beer, and find effective marketing.



CHAPTER 2

LITERATURE REVIEW

This review will provide a summary of existing scholars in relation to the study. The literature reviews was conducted by collecting and critically reviewing sources about the main construct used in research. These information sources included scholarly journals and academic books.

There are previous researches which are related to this study. These researchers study the consumer behavior and attitudes towards beer in different countries and different features of beer consumers. The research of Spacil (2016) which presented an overview of consumer behavior in the Czech and British beer market, reviewed that all generations stress the importance of beer brand when they make a purchase decision. Price is not decisive factor. Higher price sensitivity is viewed among Millennials. The most determining factor of loyalty on both markets within all generation is quality (taste) of beer.

There is a another research related to this result, a research of Consumer Behavior in the Hungarian beer market (Lakner, 2007) presented that the most important factors were taste of given product, price, and brand name. It is clear from the results that the quality of a particular beer is an everyday topic of conversation. If one accepts that drinking beer is a “trendy” thing to do, then in the future beer will be an important alcoholic drink. It also showed that packaging and the manufacturer’s image were important to consumers when it comes to choosing a product. This runs contrary to the idea of product taste as a significant factor, and shows the importance of a beer company’s image.

Apart from brand, taste, and price, social effect is an important factor as well. According to a research on Factors influencing beer consumption intention among Vietnamese females (Trang, 2013), Vietnamese women see drinking beer as being good for socialization, relaxing, and as something enjoyable. Although they do not like the taste

of beer, the need to socialize is stronger than the lack of appeal its taste, thus leading them to consume beer. Compared to other alcoholic beverages, beer is, in their view, suitable for a night out and also affordable. Since in any drinking gathering of a group of friends, beer is consumed in large amounts; its price of beer is bound to be one of the main factors influencing beer drinking.

Applying these theories for this case study, I examine these hypotheses with variables. Variables are formulated based on previous studies above.

Hypothesis 1: Brand effect on purchasing decision of Bangkok consumers

Hypothesis 2: Taste effect on purchasing decision of Bangkok consumers

Hypothesis 3: Price effect on purchasing decision of Bangkok consumers

Hypothesis 4: Socialize effect on purchasing decision of Bangkok consumers

Hypothesis 5: Relaxation effect on purchasing decision of Bangkok

consumers

Hypothesis 6: Social influence effect on purchasing decision of Bangkok

consumers



Figure 1.2 Conceptual framework of study

2.1 Theoretical Background

2.1.1 Consumer behavior

According to Blackwell, Consumer behavior is defined as *activities people undertake when obtaining, consuming, and disposing of products and services*. Simply stated, consumer behavior has traditionally been thought of as the study of “why people buy” with the premise that it becomes easier to develop strategies to influence consumers once a marketer knows the reasons people buy specific products or brand. (Miniard, 2012)

2.1.2 Motivation

The term motivation appears to have first crept into psychologist's vocabularies in the early 1880's. Prior to the date, the more amorphous concept of the will was used by philosophers and social theorists when they discussed the antecedents and features of effortful, directed, and motivated human behavior. Early functionalist philosopher's and psychologists adopted the term motivation usually in reference to voluntary action behaviors that show direction. (Dr. Durmaz, 2011) According to Webster's New Collegiate Dictionary, a motive is “something (a need or desire) that causes a person to act.” Motivate, in turn, means “to provide with a motive”, and motivation is defined as “the act or process of providing a motive that causes a person to take some action. In most cases motivation comes from some need that leads to behavior that results in some type of reward when the need is fulfilled. (Shanks, 2011) The term motivation can be used in different ways, but in essence it refers to any sort of general drive or inclination to do something. (Baumeister, 2007) Motivation is the driving force within individual's that impels them to action. It is defined as the stimulation of any emotion or desire operating upon one's will and prompting or driving it to action.

2.1.3 Attitudes

Attitude is a broad category that can be applied to many fields. A simpler definition of attitude is a mindset or a tendency to act in a particular way due to both an individual's experience and temperament. (Pickens, 2005) Typically, when we refer to a person's attitudes, we are trying to explain his or her behavior. Attitude is a complex

combination of things we tend to call personality, beliefs, values, behaviors, and motivations. As an example, we understand when someone says, “She has a positive attitude toward work” versus “She has a poor work attitude “. When speak someone’s attitude, we are referring to the person’s emotions and behaviors.

2.2 Brand Preference

Brands, logos and images are among the most influential aspects of products in driving consumer’s purchasing decisions. Exposure to brands and images conveys to consumers the most typical form of what is called “extrinsic information” on products : the “top-down” information constituted by all features due to or related with the firm’s marketing strategies, as opposed to “intrinsic information”, conveyed “bottom-up” by the physical and sensorial characteristics directly perceived by consumers. (Galizzi, 2012)

According to the American Marketing Association (AMA), a *brand* is a “name, term, sign, symbol, or design, or a combination of them, intended to identify goods and services of one seller or group of sellers and to differentiate them from those of competition.” Technically speaking, then, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand. (Keller, 2013) Brands, as carriers of symbolic, can help consumers achieve their fundamental identity goals and projects. Therefore, consumer-brand identification defined as consumer's perceived state of oneness with a brand is a valid and potent expression of our quest for identity-fulfilling meaning in the marketplace of brands. (Stokburger-Sauer, 2012)

Consumer brand preference is an essential step in understanding consumer brand choice; has therefore always received great attention from marketers. Brand preference represents consumer dispositions to favor a particular brand. It refers to the behavioral tendencies reflecting the extent to which consumer favor one brand over another. (Ebrahim, 2013) Brand preference is close to reality in terms of reflecting consumer evaluation of brands. In the market place, consumers often face situations of selecting from several options. According to the past research, consumers are unable to recognize their preferred brand in a blind taste and that the perceived characteristics of

different beers are related more to firms' marketing information(extrinsic information) rather than to perceived physical differences(intrinsic information). (Ebrahim, 2013)

2.3 Taste

Taste is considerably important when make a purchasing decision for beer as various tastes of beer made by both domestic and international company is sold in the market, and preference of consumer is different. The product performance is directly linked with consumption.

2.4 Price

Through consumer perceptions on price is considered pivotal determinants of consumer behavior and product choice. Consumer's price awareness has attracted the attention of various researchers over the last few decades, with price recall accuracy the most common focus. (Zsofia, 2003)

2.5 Social

In nearly every society drinking alcohol is a social activity. Drinking may occur with a peer group, family members, mixed age-sex groups, as part of ceremonial occasion, with members of a sports team, and with business colleagues. In few societies is drinking predominantly a solitary activity. Drinking alcohol may be for the express purpose of socializing and alcohol consumption is generally associated with broader rather than narrower social networks. (Saunders, 1998)

2.6 Relaxation

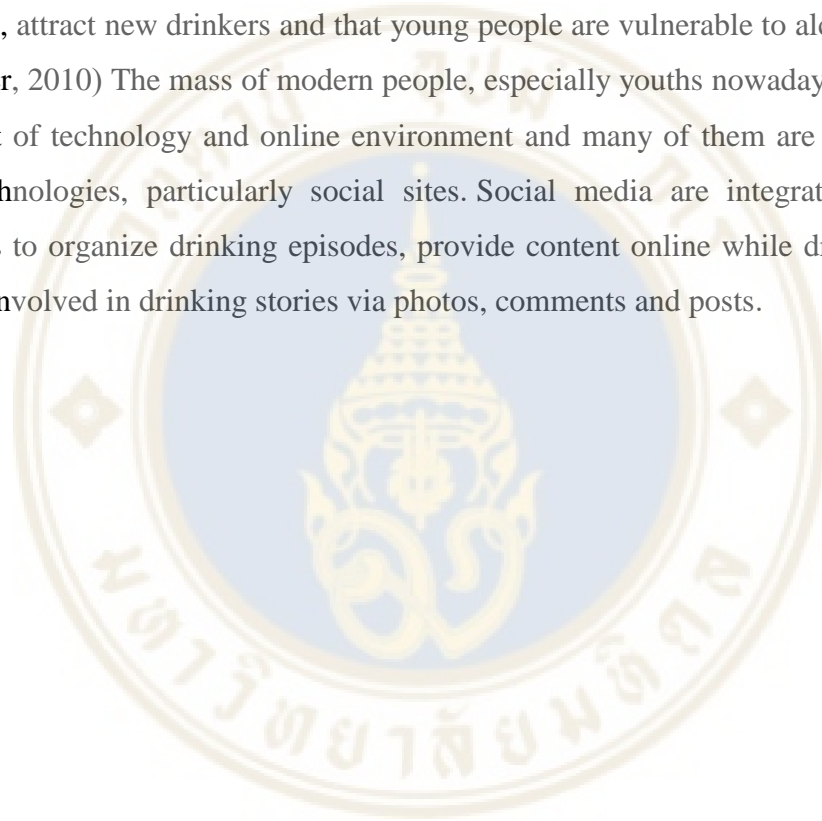
The consumption of alcohol can have positive as well as negative effects. There is some evidence associate light drinking with improved emotional, mental and physical health. A popular conception of alcohol is that it serves as a social lubricant, a mechanism to ease feelings of anxiety and nervousness during social interactions. Social drinkers believe that alcohol will relax them, improve their mood, reduce anxiety, and make them better conversationalists. (Monahan, 2000) There is much evidence to show that many people drink alcohol to help deal with anxiety and depressive thoughts. It reveals that alcohol can be a favorite coping mechanism. When the results of a recent survey were extrapolated to the general populations, researchers found that up to 12 million adults in UK drink to help them relax or overcome feelings of depression. (Mental Health Foundation, 2006)

2.7 Social influence

Social influence is the change in individual behavior, opinion, or emotions resulting from what other people do or feel. It can deal with the change of the individual's task performance level in the condition where other people are watching, or when the people (real or imagined) also activates inclinations to conform-the individual tends to behave like other people. The basic motivation responsible for this conformity is connected with informational and normative influences. (D. Dolinski, 2006) The vital element of social influence is any other person's activities that shape and modify individual's attitudes.

Traditional media channels often use among alcohol marketer to communicate alcohol products to customer including TV, radio, newspapers, magazines, internet, point of purchase, out home media, sales person, SMS/MMS, logo brand, sales promotion activities, and marketing events. Nowadays, manufacturers of alcohol products develop different strategies on delivery convincing information and news concerning alcohol and its brands through more modernized channels especially social media. (Mayfield, 2008) Living in society that overwhelm with various alcohol marketing communication tactics, alcohol marketing exposure has been linked to increased alcohol consumption and

problems among the youth. (Scientific Opinion of the Science Group of the European Alcohol and Health Forum, 2009) According to Anderson, alcohol advertising manipulates young people's vulnerability by shaping their attitudes, perceptions, and particularly expectancies about alcohol use, which then influence their decision to drink. Past research efforts confirmed that there are associations between independent or overall exposure to alcohol media marketing and youth's drinking decision, initiation of alcohol and underage drinking that alcohol advertisement increases consumption on any one occasion, attract new drinkers and that young people are vulnerable to alcohol advertising. (S.Dwyer, 2010) The mass of modern people, especially youths nowadays are living at the forefront of technology and online environment and many of them are frequent users of new technologies, particularly social sites. Social media are integrated into drinking practices to organize drinking episodes, provide content online while drinking and share the fun involved in drinking stories via photos, comments and posts.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Method and Data Collection

The purpose of this study is to analyze the variables that influence consumer behavior and purchase intention towards beer in Bangkok. In order to understand consumer's behavior and purchase intention towards beer in Bangkok, the research approach is used quantitative research in order to understand consumer behavior and purchasing decision which involves individual psychology field, perception, and attitudes. Quantitative research is a research methodology that seeks to quantify the data and typically applies some form of statistical analysis. (Malhotra, 2015) In most new or non-routine marketing research projects, qualitative research is conducted first followed by quantitative research. Research designs are of two broad type: exploratory and conclusive. This research aims to provide insights into, and an understanding of the problem confronting in the market.

3.2 Questionnaire Design

This survey is supporting a research of a graduate student pursuing the Master of Management degree at College of Management Mahidol University. The purpose of this research is to explore consumer behavior and purchase intention towards beer in Bangkok. All the information is used only for research, and all private information is strictly protected by us.

CHAPTER 4

RESEARCH ANALYSIS

In this chapter, the researcher represents the data analysis part. The data was collected by using online questionnaire survey which distributed to people living in Bangkok.

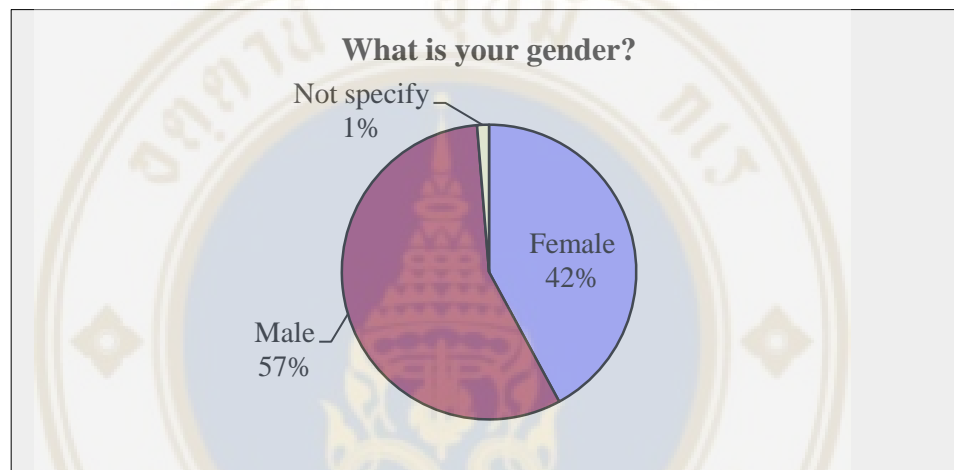


Figure 4.1 Gender of respondents

The demographics of the 77 respondents were as follows. The majority of the samples are male, which is 57% of total respondents, while 42% is female.

Table 4.1 Gender of respondents

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Female | 42.1% | 32 |
| Male | 56.6% | 43 |
| Not specify | 1.3% | 1 |
| <i>answered question</i> | | 76 |
| <i>skipped question</i> | | 1 |

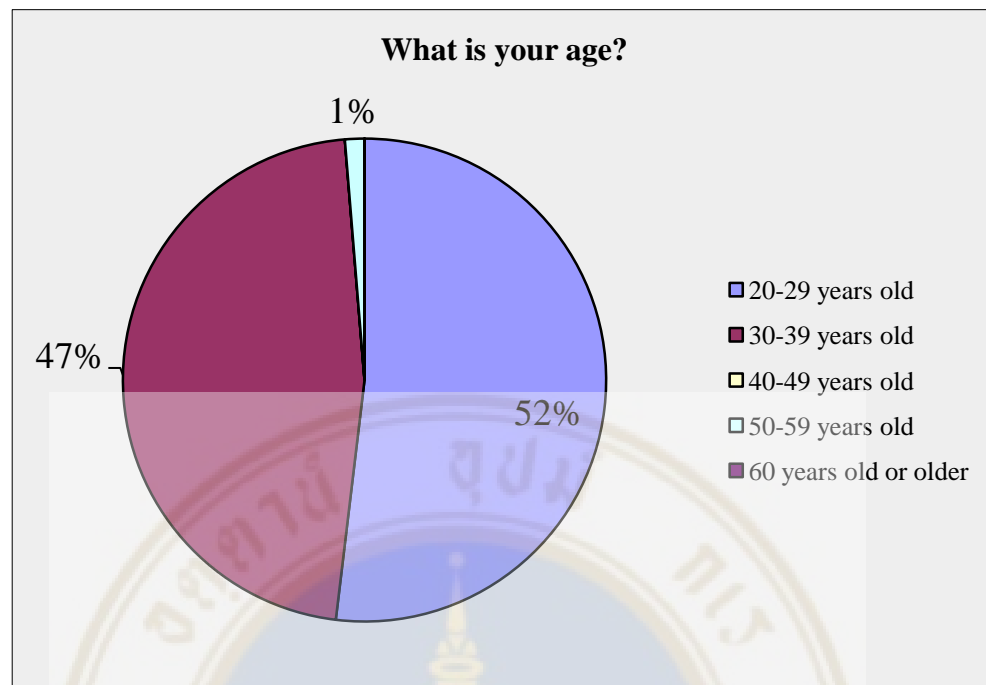


Figure 4.2 Age of respondents

For age groups, it is focused for 20-29 years old and 30-39 years olds which are 52% and 47%.

Table 4.2 Age of respondents

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| 20-29 years old | 51.9% | 40 |
| 30-39 years old | 46.8% | 36 |
| 40-49 years old | 0.0% | 0 |
| 50-59 years old | 1.3% | 1 |
| 60 years old or older | 0.0% | 0 |
| <i>answered question</i> | | 77 |

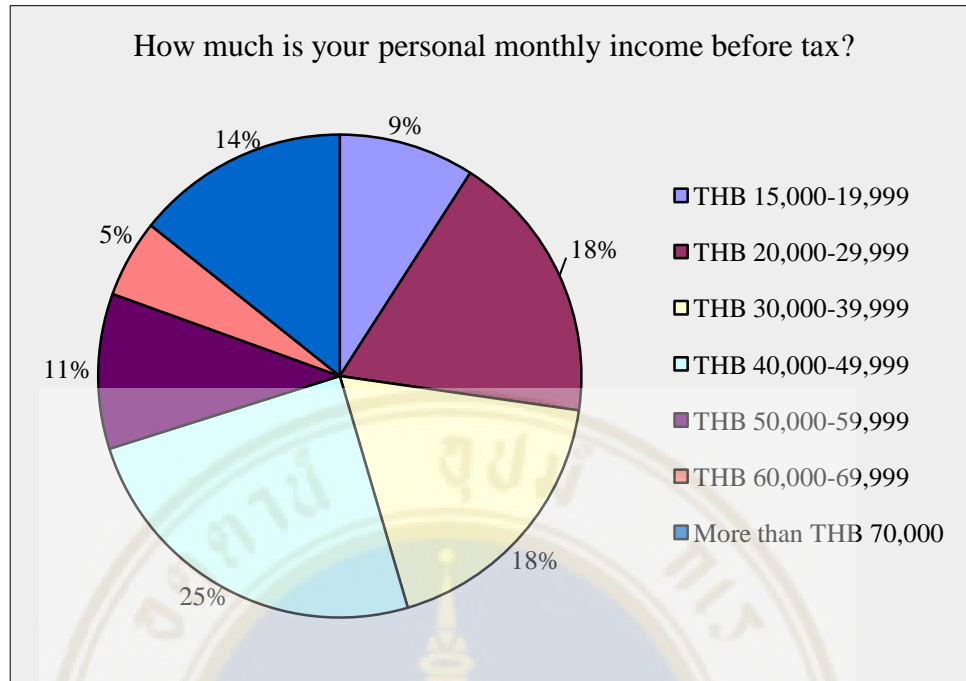


Figure 4.3 Personal monthly income of respondents

For Personal income, THB 40,000-49,999 is accounted for 25%, THB 20,000-29,999 is 18%, and THB 30,000-39,999 is 18%.

Table 4.3 Personal monthly income of respondents

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| THB 15,000-19,999 | 9.1% | 7 |
| THB 20,000-29,999 | 18.2% | 14 |
| THB 30,000-39,999 | 18.2% | 14 |
| THB 40,000-49,999 | 24.7% | 19 |
| THB 50,000-59,999 | 10.4% | 8 |
| THB 60,000-69,999 | 5.2% | 4 |
| More than THB 70,000 | 14.3% | 11 |
| <i>answered question</i> | | 77 |

The frequency to drink beer and preference of alcohol drink is as follows. The most frequently given response for the frequency of drink beer is Less than once a month at 32%. Then 30% of respondents are drink beer 2-3 times a week. And , 23% of respondents are drink once a week.

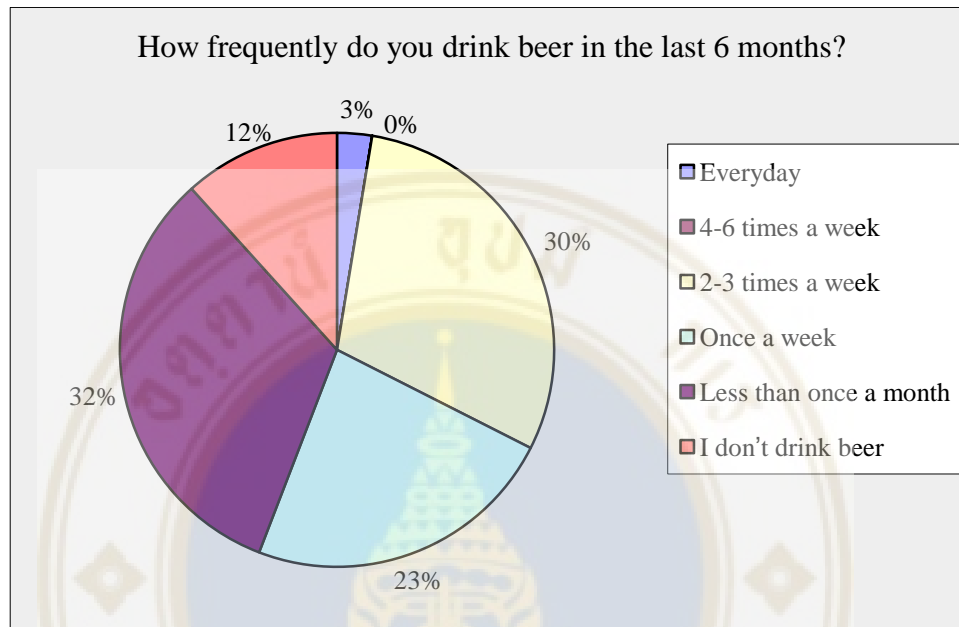


Figure 4.4 The frequency of drinking beer

Table 4.4 The frequency of drinking beer

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Everyday | 2.6% | 2 |
| 4-6 times a week | 0.0% | 0 |
| 2-3 times a week | 29.9% | 23 |
| Once a week | 23.4% | 18 |
| Less than once a month | 32.5% | 25 |
| I don't drink beer | 11.7% | 9 |
| <i>answered question</i> | | 77 |

As for the preference among alcohol drinks, beer is ranked in 1st. Second is Cocktail, and third is Cyder/wine cooler.

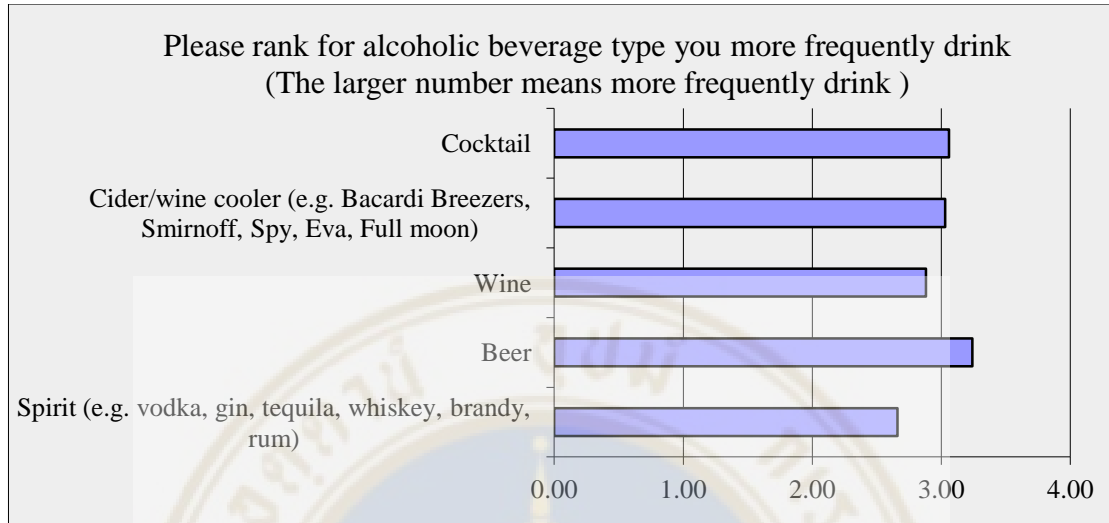


Figure 4.5 The preference of alcohol beverage type

Table 4.5 The preference of alcohol beverage type

| Answer Options | 1 | 2 | 3 | 4 | 5 | Rating Average | Response Count |
|--|----|----|----|----|----|----------------|----------------|
| Spirit (e.g. vodka, gin, tequila, whiskey, brandy, rum) | 14 | 16 | 19 | 8 | 7 | 2.66 | 64 |
| Beer | 16 | 11 | 9 | 8 | 26 | 3.24 | 70 |
| Wine | 14 | 14 | 12 | 14 | 10 | 2.88 | 64 |
| Cider/wine cooler (e.g. Bacardi Breezers, Smirnoff, Spy, Eva, Full moon) | 10 | 16 | 9 | 16 | 11 | 3.03 | 62 |
| Cocktail | 12 | 9 | 16 | 17 | 10 | 3.06 | 64 |
| <i>answered question</i> | | | | | | | 74 |
| <i>skipped question</i> | | | | | | | 3 |

As for the percentage of drinking alcohol in public, the most frequently answered response is 0-20%. Second is 21-40%, and third is 41-60%. According to the survey, most of respondents prefer to drink alcohol at their home.

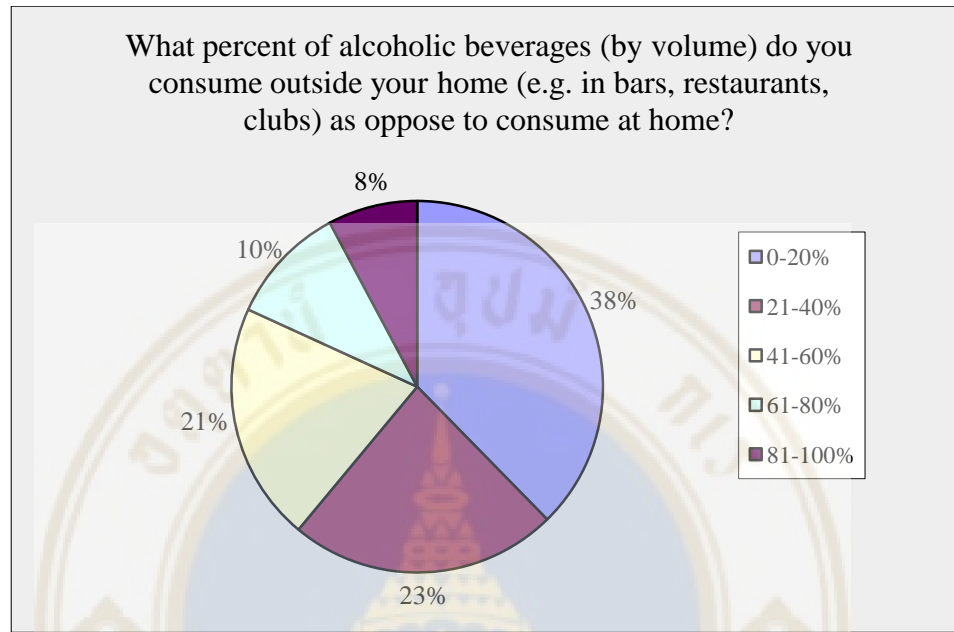


Figure 4.6 The percentage of drinking alcohol in public

Table 4.6 The percentage of drinking alcohol in public

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| 0-20% | 37.7% | 29 |
| 21-40% | 23.4% | 18 |
| 41-60% | 20.8% | 16 |
| 61-80% | 10.4% | 8 |
| 81-100% | 7.8% | 6 |
| <i>answered question</i> | | 77 |

According to regression coefficients analysis with related to “How frequently do you drink beer in the last 6 months” by SPSS, the result below indicated that there are two significant variables that respondents motivated to consume beer. That is, To relax and To relieve stress.

Table 4.7 Regression coefficients and significant testing of Motivation to drink beer

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig |
|-------------------|-----------------------------|-----------|---------------------------|-------|------|
| | B | Std.Error | Beta | | |
| To Relax | -0.44 | 0.17 | -0.29 | -2.60 | 0.11 |
| To Relieve stress | -0.42 | 0.14 | -0.33 | -2.97 | 0.00 |

a. Dependent Variable : How frequently do you drink beer in the last 6 month?

According to regression coefficients analysis of purchase decision to drink beer with regard to “How frequently do you drink beer in the last 6 months” by SPSS, the result below indicated that there are four significant variables which respondents motivated to purchase beer. That is, by Taste, Packaging, Size, and Country of origin.

Table 4.8 Regression coefficients and significant testing of Purchase decision to drink beer

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig |
|-------|-----------------------------|-----------|---------------------------|--------|-------|
| | B | Std.Error | Beta | | |
| 4 | (Constant) | 4.893 | 0.665 | 7.358 | |
| | Taste | -0.597 | 0.168 | -3.557 | 0.010 |
| | Packaging | 0.707 | 0.172 | 4.100 | |
| | Size | 0.419 | 0.15 | 2.800 | 0.007 |
| | Country of origin | -0.570 | 0.147 | -3.874 | |

a. Dependent Variable : How frequently do you drink beer in the last 6 month?

The results below show that respondents see beer brand most frequently in event by 31%. Second is Social media (Facebook, Twitter etc) by 22%. Third is TV by 22%.

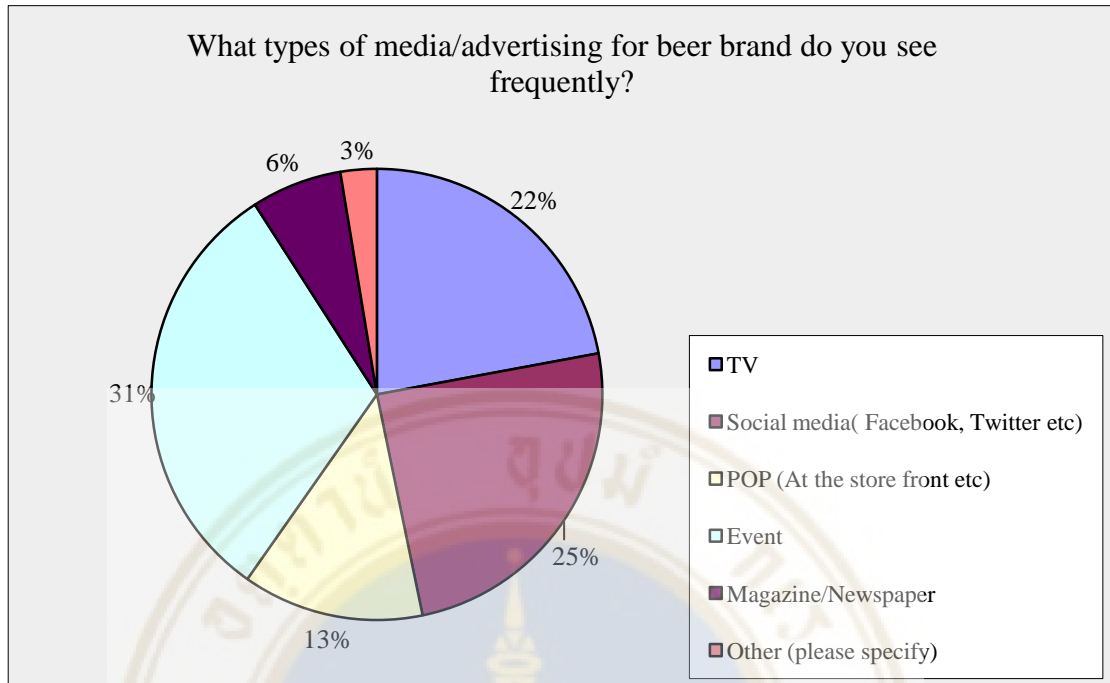


Figure 4.7 Types of advertising for beer brand

Table 4.9 Types of advertising for beer brand

| Answer Options | Response Percent | Response Count |
|--------------------------------------|------------------|----------------|
| TV | 22.1% | 17 |
| Social media(Facebook, Twitter etc) | 24.7% | 19 |
| POP (At the store front etc) | 13.0% | 10 |
| Event | 31.2% | 24 |
| Magazine/Newspaper | 6.5% | 5 |
| Other (please specify) | 2.6% | 2 |
| <i>answered question</i> | | 77 |

As for brand preference, following brands are came into consumer’s mind when thinking about beer brand. The most frequently answered is Singha by 18%, second is Heineken 16%, and the third is Chang 15%. Domestic brands are strong while foreign premium brands such as Heineken, Hoegarden, and Asahi putting up a good fight.

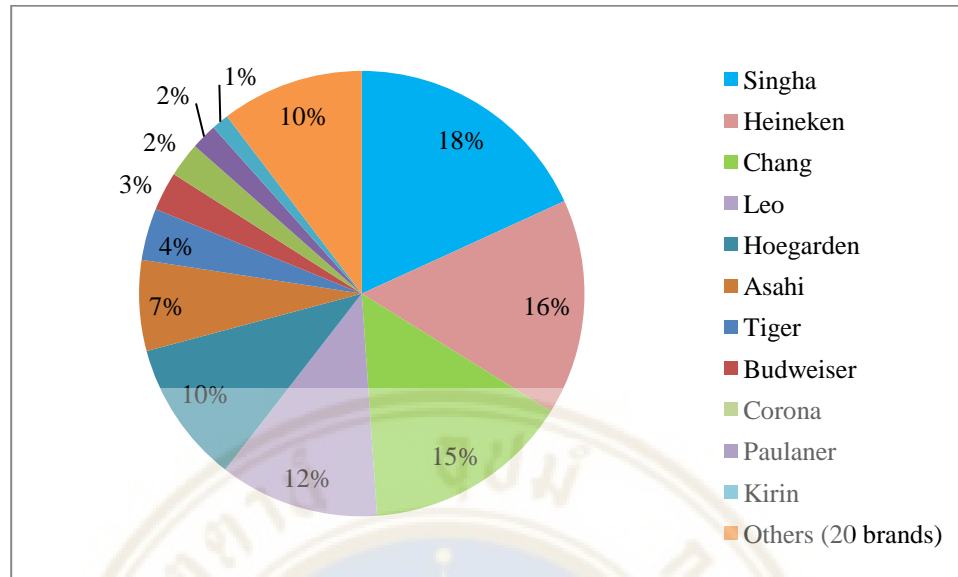


Figure 4.8 Beer brand preference

CHAPTER 5

CONCLUSION AND LIMITATION

The main objective of this research is to analyze consumer behavior and purchase decision towards beer in Bangkok. Among South East Asia, Thailand is the only country examined with negative annual growth rates in alcohol consumption at -2.4% in 2015, mainly due to the poor performance of beer, the largest category within alcoholic drinks. Weak economic conditions in Thailand during 2015 influenced consumer's willingness to spend, especially with sky-high household debts. Under these circumstances, Thailand has been recognized as one of the most promising market in ASEAN. Thailand is still a huge market and the thirst for beer might turn if the household debt betters in the future.

According to past researches for various countries, there are important factors when consumer make a purchase decision. That is, brand, taste, price, socialize, relaxation, and social influence. The hypotheses results provide some valuable information. More than 50% of Thai consumer in Bangkok drink beer at least once a week. As for the preference among alcohol drinks, beer is ranked in 1st and most of respondents prefer to drink at their home. In terms of motivation to drink beer, Relax and Relieve stress have correlations with frequency to drink beer. That is, Thai consumer in Bangkok seeking mental healing. As for purchasing decision, Taste, Packaging, Size, and Country of origin have correlations with frequency to drink beer. Regarding brand preference, domestic brands still account for 45% while imported premium brands also preferred among young generation. For the advertising, event and SNS attract consumer. From these results, I would suggest beer company to enhance home delivery service and or providing home beer server. For the product, unique design bottle such as square type is worth considering to in order to increase the presence. Also, new taste beer such as mixed beer and extremely cold beer would be interesting.

There are several limitations in this research. First, the number of sample and the group that researcher trying to find is limited by the time. Also, as almost all respondents are 20-39 years old, the findings are limited only for the ages. For the further research, I would like to recommend conducting the qualitative research also. The research should conduct for in-depth understanding of consumers, discover their unmet need and try to solve the problem that will help the beer company gain further presence and loyalty.



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APPENDIX

Questionnaire

This survey is supporting a research of a graduate student pursuing the Master of Management degree at College of Management Mahidol University. The purpose of this research is to explore consumer behavior and purchase intention towards beer in Bangkok. All the information is used only for research, and all private information is strictly protected by us.

1. How frequently do you drink beer in the last 6 months?

- Everyday
- 4-6 times a week
- 2-3 times a week
- Once a week
- 2-3 times a month
- Once a month
- Less than once a month
- I don't drink beer

(The questionnaire stops only when 'I don't drink alcohol' answered)

2. Please rank for alcoholic beverage type you more frequently drink. (The larger number means more frequently drink)

- ___ Spirit (e.g. vodka, gin, tequila, whiskey, brandy, rum)
- ___ Beer
- ___ Wine
- ___ Cider/wine cooler (e.g. Bacardi Breezers, Smirnoff, Spy, Eva, Full moon)
- ___ Cocktail

3. What percent of alcoholic beverages (by volume) do you consume outside your home (e.g. in bars, restaurants, clubs) as oppose to consume at home?

- 0-20%
- 21-40%
- 41-60%
- 61-80%
- 81-100%

4. When thinking about consuming beer, to what extent would you agree or disagree the following reasons motivated you to drink beer most frequently?

(1 = Strongly disagree, 2 = Disagree, 3 = Agree, 4 = Strongly agree)

- | | | | | | |
|---|---|---|---|---|---|
| <input type="checkbox"/> To relax | 1 | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> To accompany meals | 1 | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> To socialize | 1 | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> To celebrate | 1 | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> To relieve stress | 1 | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> To get drunk | 1 | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> Peer pressure | 1 | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> Others, please specify _____ | | | | | |

5. Please name 5 brands that come into your mind when you think about beer.

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

6. To what extent do you agree or disagree how important the following attributes influence your decision to drink beer (1 = Strongly disagree, 2 = Disagree, 3 = Agree, 4 = Strongly agree)

| | | | | | | |
|-------|-------------------|---|---|---|---|---|
| • ___ | Taste | 1 | 2 | 3 | 4 | 5 |
| • ___ | Packaging | 1 | 2 | 3 | 4 | 5 |
| • ___ | Variety of flavor | 1 | 2 | 3 | 4 | 5 |
| • ___ | Price | 1 | 2 | 3 | 4 | 5 |
| • ___ | Size | 1 | 2 | 3 | 4 | 5 |
| • ___ | Brand | 1 | 2 | 3 | 4 | 5 |
| • ___ | Country of origin | 1 | 2 | 3 | 4 | 5 |

7. What types of media/advertising for beer brand do you see frequently?

- TV
- Social media
- At the store front
- Event
- Magazine/Newspaper
- Others, please specify _____

8. What is your gender?

- Female
- Male
- Not specify

9. What is your age?

- 20-29 years old
- 30-39 years old
- 40-49 years old
- 50-59 years old

60 years old or older

10. How much is your personal monthly income before tax?

THB 15,000-19,999

THB 20,000-24,999

THB 25,000-29,999

THB 30,000-39,999

THB 40,000-49,999

THB 50,000-69,999

More than THB 70,000

THANK YOU VERY MUCH

