

**ESSENTIAL FACTORS THAT INFLUENCE CONSUMERS TO
DRINK ASAHI SUPERDRY BEER IN BANGKOK**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2017**

COPYRIGHT OF MAHIDOL UNIVERSITY

Thematic paper
entitled
**ESSENTIAL FACTORS THAT INFLUENCE CONSUMERS TO
DRINK ASAHI SUPERDRY BEER IN BANGKOK**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management

on
December 23, 2017



.....
Mr. Chanatip Patnachairoch
Candidate

.....
Assoc. Prof. Roy Kouwenberg,
Ph.D., CFA
Advisor

.....
Asst. Prof. Peter De Maeyer,
Ph.D.
Chairperson

.....
Duangporn Arbhasil,
Ph.D.
Dean
College of Management
Mahidol University

.....
Ronald Surachai Thesenvitz,
Ph.D.
Committee member

ACKNOWLEDGEMENTS

This thematic paper would not be completed without the guidance from my supervisor, Prof. Roy Kouwenberg, Ph.D., CFA. for the continuous support of my thematic paper. I would like to express my deepest gratitude for your patience, advice and encouragement throughout the research process.

Next, I would like to thank all my teachers and professors throughout the course studied at the College of Management Mahidol University. So, without them, I would not nowhere near completing my thematic paper.

Moreover, I would like to express my thankfulness to all my friends from 19A international program batch, especially those from the Marketing and Management program who have always supported me in my accomplishment of this thematic paper.

Additionally, I would like to express all of respondents who gave their time, excellent information and willingness to complete the questionnaire.

Finally, I would like to thank my very profound gratitude to my family: my parents who always support me and have given me the great opportunity to study at College of Management Mahidol University, where I have acquired knowledge and experience to adapt and use it in my work-life .

Chanatip Patnachairoch

**ESSENTIAL FACTORS THAT INFLUENCE CONSUMERS TO DRINK
ASAHI SUPERDRY BEER IN BANGKOK**

CHANATIP PATNACHAIROCH 5949028

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. ROY
KOUWENBERG, Ph.D., CFA, ASST. PROF PETER DE MAEYER, Ph.D.,
RONALD SURACHAI THESENVITZ, Ph.D.

ABSTRACT

This thematic paper aims to find factors influencing consumer to drink Asahi Superdry beer in Bangkok. The scope of this thematic paper is limited to potential customers for online stores selling women accessories in Bangkok. The data were collected by online questionnaire. The sample size is 112 respondents who drink alcoholic beverages 2-3 times a month. Most of the respondents prefer drinking beer and drink 2 to 3 bottles of beer per one time. The research finding showed that 5 factors including enjoyment, stress reduction, social signal, health consciousness, and reference influencer influenced purchase intention for Asahi Superdry Beer. Intention to buy, the questions can be categorized in to two questions; how likely it is that you will selecting Asahi Superdry beer when buying beer to drink at home and when ordering a beer to drink at restaurant, bar or venue outside the house. The results showed that only social signal is the factor influencing purchase intention when buying beer to drink at home. For drinking outside the house, only stress reduction influences purchase intention for Asahi when ordering a beer to drink outside the house. The future research should focus on collecting data for more various respondent profiles, different ages, and regions and explore more about other influenced factors.

KEY WORDS: Asahi Superdry beer / Beer drinking behavior / Intention to Buy

50 pages

CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER I INTRODUCTION	1
1.1 Research Questions	2
1.2 Research Objectives	2
1.3 Research Scope	3
1.4 Expected Benefits	3
CHAPTER II LITERATURE REVIEW	4
2.1 General Concepts of Consumer and the Consumer Behavior	4
2.2 Demographic Factors	5
2.2.1 Gender	5
2.2.2 Age	6
2.2.3 Income	6
2.2.4 Education	7
2.2.5 Occupation	7
2.3 Psychological Factors - Motivation	8
2.4 Conceptual Framework	8
2.4.1 Reference Groups Influence	9
2.4.2 Leisure	9
2.4.3 Health Consciousness	9
2.4.4 Value Consciousness	10
2.4.5 Face and Status	10
CHAPTER III METHODOLOGY	12
3.1 Research Design	12
3.2 Sample and Data Collection	12

CONTENTS (cont.)

	Page
3.3 Data Collection Methodology	13
3.3.1 Population	13
3.3.2 Sampling	13
3.3.3 Data Collection	13
3.4 Data Analysis	14
3.4.1 Factor Analysis	14
3.4.2 Regression Analysis	15
3.4.3 One-way ANOVA	15
CHAPTER IV RESEARCH FINDING	16
4.1 Respondents	16
4.1.1 Gender	16
4.1.2 Income	16
4.1.3 Age	17
4.2 Drinking Behavior	18
4.2.1 Drinking Frequency	18
4.2.2 Most Favorite Drinks	18
4.2.3 Beer Consumption Per Time in Past 2 Weeks	19
4.2.4 Intention to Buy Asahi When Drinking at Home	20
4.2.5 Intention to Buy Asahi When Drinking at Restaturant Bar or Other Venue Outside the House	20
4.2.6 Brand Preference When Drinking at Home	21
4.2.7 Brand Preference Buy When Drinking at Restaturant Bar or Other Venue Outside the House	22
4.3 Factor Analysis	22
4.3.1 Total Variance Explained	22
4.3.2 Scree Plot Graph	24
4.3.3 Rotated Component Matrix	25

CONTENTS (cont.)

	Page
4.3.4 Descriptive Statistics	26
4.4 Cross Tabulation	27
4.5 One-Way Anova	30
4.6 Regression Analysis	31
4.7 Backward Regression	34
CHAPTER V CONCLUSIONS	36
5.1 Discussions	36
5.2 Contribution to Study	38
5.3 Recommendations	38
5.4 Limitations	39
5.5 Future Research	39
REFERENNCES	40
APPENDICES	43
Appendix A Questionnaire	43

LIST OF TABLES

Table	Page
4.1 Total Variance Explained	23
4.2 Rotated Component Matrix	25
4.3 Factors Descriptive Statistics	26
4.4 Cross Tabulation between Intention to Buy at Home and Age	27
4.5 Cross Tabulation between Intention to Buy at Home and Income	29
4.6 One-way ANOVA between Intention to Buy at Home and Demographic	30
4.7 One-way ANOVA between Intention to Buy Outside of Home and Demographic	31
4.8 Regression Analysis: Drinking at Home	32
4.9 Regression Analysis: Drinking Outside of Home	32
4.10 Regression Coefficients: Drinking at Home	33
4.11 Regression Coefficients: Drinking Outside of Home	33
4.12 Backward Regression Coefficients: Drinking at Home	34
4.13 Backward Regression Coefficients: Drinking Outside of Home	35

LIST OF FIGURES

Figure	Page
2.1 Initial Framework	9
4.1 Respondents Categorized by Gender	16
4.2 Respondents Categorized by Income	16
4.3 Respondents Categorized by Age	17
4.4 Respondents Categorized by Drinking Frequency	18
4.5 Respondents Categorized by Most Favorite Drinks	19
4.6 Respondents Categorized by Beer Consumption	19
4.7 Intention to Buy Asahi When Drinking at Home	20
4.8 Intention to Buy Asahi When Drinking outside of Home	20
4.9 Brand Preference When Drinking at Home	21
4.10 Brand Preference When Drinking Outside of Home	22
4.11 Scree Plot	24

CHAPTER 1

INTRODUCTION

The research topic of this thematic paper is to study factors that influence consumers to drink Asahi Super Dry beer in Bangkok. Based in Tokyo, Asahi is a leading brewery and soft drink company in Japan. Asahi is imported in Thailand by Boonrawd Brewery since 2002. In Thailand, there are four products of Asahi Super Dry beer; they consist of large 640 ml Asahi bottle, small 330 ml Asahi can 330 ml, Asahi draft beer 15, and Asahi draft beer 30 liters.

In Thailand, the brewing industry is characterized by the dominance of three brewers which are Boonrawd Brewery, Thai Beverage, and Thai Asia Pacific Brewery. Today, Boonrawd Brewery sells several brands, including Singha and Leo as domestic beers, and Asahi, Carlsberg, Corona, and Kronenbourg as imported beers. Thai Beverage also sells several brands which are Chang, Archa, and Federbrau. In addition, Thai Asia Pacific Brewery sells Heineken and Tiger beer. Moreover, recently craft beer, a beer made in a traditional or non-mechanized way by a small brewery, has expanded impressively in the Thai market. Many of these breweries thrive off product differentiation, taste, unique labels, and locality; such as Mahanakorn Brewery, Chalawan Pale Ale, Chiang Mai Beer, and so on. All these brands compete against each other to gain more market share in Thailand's beer market.

Beer market size in Thailand tends to increase continuously. According to Positioningmag.com (2015), the value of Thailand's beer market increased from 131 million baht in 2013 to 140 million baht in 2015, around 7 percent growth. And in 2016, Prachachat.net (2016) revealed that total Thailand's beer market in 2016 increased from 37 percent in 2013 to about 49 million baht. For the last 4 years, Thailand's beer market had dramatic growth, and has tendency to increase every years.

The Beer market in Thailand has continuously grown and has a tendency to keep rising every year. However, recently there is one factor that may lead to a decline in beer consumption: the Thai government announced new beer taxes. Thailand's Excise Department said a new Excise Tax Act comes into effect this September in

2017. It is likely to increase the cost of a bottle by around 4% to 5% according to wholesale distributors. The new excise tax merges seven excise tax laws into one and it changes the tax collection from factory price to retail price before VAT, which the department claims will be fairer for tax payers. The tax ceiling on beer, wine and liquor will be 30% of the retail price, or 3,000 baht per a liter of alcohol. Therefore, new excise tax will be one factor that can cause the beer market to be more competitive, while consumer demand may become more sensitive to prices. Moreover, it can change consumer's drinking behavior.

Even though the beer market size in Thailand has increased for many years, the competition in this market is intense and increase in beer taxes may influence beer consumption in Thailand. Finding the most important factors that influence consumers to drink Asahi Super Dry beer in Bangkok is necessary. Therefore, determining the key factors that influence the decision making of the Thai beer drinkers may help to strengthen the Asahi brand and increase its profits.

1.1 Research Question

This study investigates how Thai consumers perceive Asahi Super Dry beer, Japan's number one beer. The main research question of this study is "What are the key factors that motivate consumer to drink Asahi Super Dry beer in Bangkok?" and "What are target consumer demographics, characteristics, behavior and decision making process toward Asahi Super Dry beer?"

1.2 Research Objective

1. To closely identify Asahi Super Dry beer target consumers (in terms of demographic, psychographic, behavioral, etc., variables) that can lead to design a key marketing action plan and consumer engagement program.

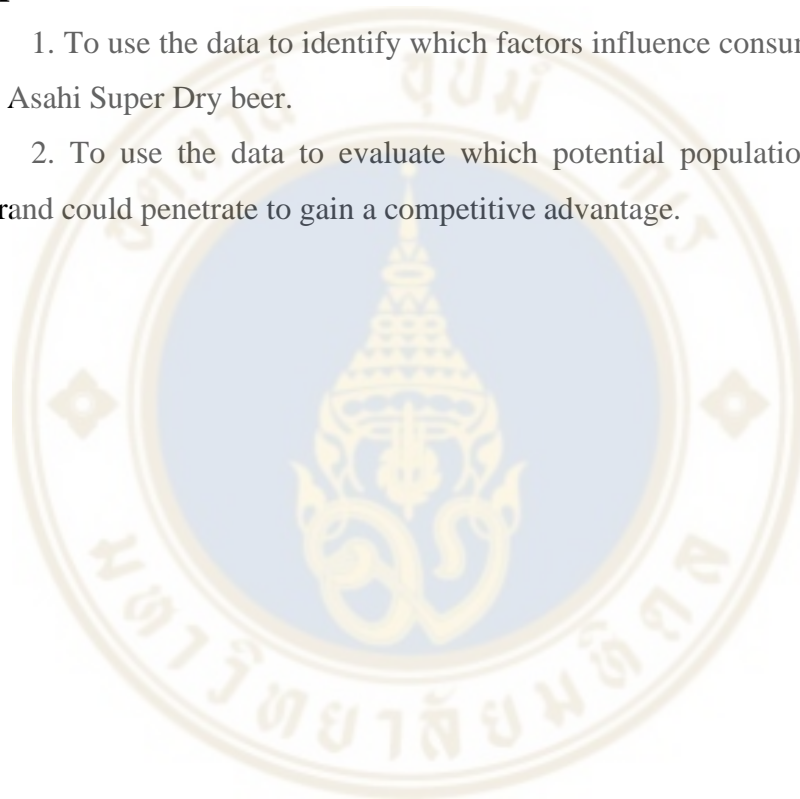
2. To understand the key factors that motivate consumer to drink Asahi Super Dry beer in Bangkok.

1.3 Research Scope

The scope of the research is limited to beer consumers in Bangkok. The method to collect data is a quantitative research approach by online questionnaire. The total sample size will be approximately 100 respondents, which will measure factors that drive them to drink Asahi Super Dry beer.

1.4 Expected Benefits

1. To use the data to identify which factors influence consumers in Bangkok to drink Asahi Super Dry beer.
2. To use the data to evaluate which potential population segments that Asahi brand could penetrate to gain a competitive advantage.



CHAPTER II

LITERATURE REVIEW

This chapter aims to study on the relevant theories which were selected from a variety of sources in order to review their investigations into the factors that influence consumer to select and drink a particular beer, or beer brand. The chapter presents a theoretical background, consisting of general concepts of consumer, consumer behavior demographic factors, psychological factors, motivation, and purchase intention.

2.1 General Concepts of Consumer and the Consumer Behavior

Jesal Shethna (2016) stated that consumer is the king of the market who dominates the market and sets market trends. Consumer buys goods or services and is the final user of the goods and services produced by the company. Consumer is the decision maker and thus plays a very important role in the demand and supply chain of every economic system.

After you already knew who your consumer is, you must know what consumer behavior is. Consumer behavior is the sequence of a process of consumer's buying behavior towards products and services (Hoyer and MacInnis, 2000). Hoyer and Wayer (2007) also stated that consumer behavior is the process of consumer purchase of goods and services to satisfy of their needs and wants. Abhijeet Pratap (2017) noted that consumer behavior can be affected by several factors. These factors include cultural factors, social factors, personal factors and psychological factors. The effects related to the difference from person to person based on his age, income, sex, education are called demographic factors. Meanwhile, Callwood (2013) supported that another factor is psychological factor that influence an individual's decision to make a purchase. It is categorized into the four main factors; individual's motivations, perceptions, learning, and beliefs and attitudes.

2.2 Demographic Factors

According to investpedia.com (n.d.), demographics describe the study of a group of people based on various factors such as gender, age, income level, race, among others. The demographics can be used to learn more about a population's characteristics, policy development and economic market research (investpedia.com, n.d.). Demographics is also used as a business marketing tool to determine the best way to segment and reach different groups of customers and assess their behavior. Moreover, demographics helps company to find out suitable products and services to right consumer. So, in terms of marketing, change in these demographics characteristics affected consumer's attitude and buying behavior patterns which can be the basis of a potential market segment of different needs for products and services (Mowen & Minor, 2001, p286). In addition, demographic variables play an important role in consumer's purchase decision process and can cause deviation from general patterns of consumer decision making (Lee, 2005)

Fisher (1952), Lyndall (1955), and Zwick (1957) are the researchers that discovered the importance of demographics; demographic characteristics affect consumer behavior and they all agreed that demographic variables need to be incorporated in a model of consumer behavior. Factors such as gender, age, income, and etc. have emerged as good predictors of consumer behavior (Pol, 1991). The demographics in this report can be categorized as follows:

2.2.1 Gender

Gender can be broadly classified into two categories; male and female. Swarna (2012) stated that gender had an important role in consumer behaviors because men and women behaved differently; they bought different products and had different ways of liking and obtaining. The research showed that men and women have different needs, wants and behavioral process. In general, the studies showed that most of women purchase most of goods items and other household goods, decisions were independent from their husbands. On the other hand, men made decision to purchase automobiles, TVs, cameras and other consumer durables (Kumar, 2014). Moreover, in term of alcohol consumption behavior, gender is an individual factor that affects drinking beer too (Putthangguranon, 2001). Preston (1964) similarly asserted that

drinking is often a symbol that differentiates the sexes. Windham and Aldridge (1965) additionally pointed out that women traditionally tended to be economically dependent on and subordinate to men. It can be implied that gender can influence consumer's behavior toward products and services.

2.2.2 Age

Age is also factor that affects consumer's behavior towards purchasing decision and beer consumption behavior (Dowdall & Wechsler, 2002). It can be said that if consumer's age changes, the consumer's behavioral process and purchasing decision change too. According to Danny Brager (2014), he stated that there are four main generations for beverage alcohol consumption; Millennials (21-36 years old), Generation X (37-48 years old), Baby Boomers (49-67 years old) and the Greatest Generation (over 68 years old). For instance, drinking beer for millennials takes place in social settings while other age groups drink beer as after work de-stressor. Moreover, Millennials are now enjoying craft beer more than any other consumer group as statistics show 15% of their off-premise purchases are craft beers (Fona.com, 2016). So, trends by ages can help marketers to shape their store, as well as marketing and promotions to penetrate each consumer group.

2.2.3 Income

Income is another factor that affects the buying decisions and consumer behavior of people. At different income levels, the difference in product choices and buying patterns can easily be noticed. For example, people in the middle class often make decisions based on utility, while the upper class additionally wants style, design and special features (Abhijeet Pratap, 2017). Rakesh Kumar (2014) supported that people with low income spent their money for food, rent and other essentials in daily life; when they become more affluent, they tend to buy higher quality products and buy more non-essentials.

2.2.4 Education

According to Abhijeet Pratap (2017), he stated that education affected how people view things around them and also the level of making purchase behavior. The more educated a person is, the higher the level of discretion he will display when making a purchase. Education also affects beer drinking behavior. Different occupations also make difference in drinking alcoholic beverages, as well as the use of cigarette and drugs (Downdall & Wechsler, 2002).

2.2.5 Occupation

Occupation is individual factor and influences their buying behavior. Most of people tend to buy products and services that advocate their profession and role in the society (Businessjagon.com, 2017). Managementstudyguid.com (2017) supported that for individual of job also has a direct influence on the products and brands depend on himself/herself. For instance, as chief executive office, Tim always wears premium brands. He was really conscious about the clothes he wore, the perfume he used, and the watch he wore. Jack worked as a professor and part-time faculty member in a school. Jack preferred brands which were not very expensive and never really bothered about Tim's thoughts.

In conclusion, all demographic factors including gender, age, income, education, and occupation influence customer behavior in general. Only some of demographic factors affect beer purchasing intention. According to Ramasut and Saranpratanon's study (2009) on attitudes toward beer products in Bangkok, only the difference in gender and income level affect attitudes towards beer while age, education, and occupation has no influence on attitudes towards beer products.

2.3 Psychological Factors – Motivation

Elizabeth Mot (2016) stated that when you are a marketer and advertiser, convincing consumer of what you are selling is the central job. For companies, marketing plans, strategies, tactics, and advertising are very important tools. To succeed in positioning of brand and right target consumer's wants and needs, marketers must take advantage of the psychological factors that explain and predict what consumer are interested in and influencing what consumer are going to buy.

Motivation affects the purchasing behavior of customers. Different person has also different needs, such as physiological needs, biological needs, social needs and etc. Moreover, the nature of the requirements is that some are more urgent, while others are less pressing. So, need becomes a motive when it is the most urgent and leads the individual to seek their satisfaction (Kasi, 2017). Moreover, Elizabeth Mot (2016) stated that “motivation is activating the internal needs and requirements of the consumer”. It can also be described as goals consumers. Motivation arouses and directs the consumers towards certain goals.

In summary, psychological factors especially motivation can influence intention to buy for Asahi Superdry beer. Understanding of reason motivating beer consumers helps marketer to make the right strategy. Thus, exploring the customer's motivation can help answer our research questions. Several motivations that might affect intention to buy beer will be discussed in the conceptual framework.

2.4 Conceptual framework

From mbaskool.com (2017), purchase intention or intention to buy is the willingness of a customer to buy a certain product or a certain service. Purchase intention is a variable that depends on several external and internal factors. The following factors will be analyzed to answer whether they affect purchase intention or not.

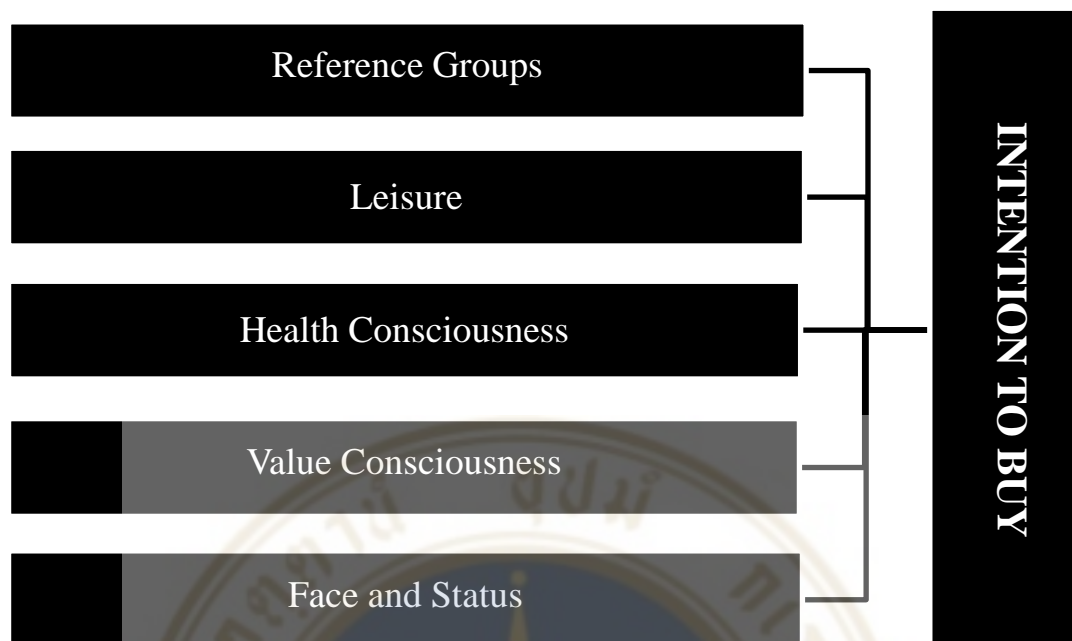


Figure 2.1 Initial framework

2.4.1 Reference Groups Influence (Value Expressive Influences)

According to Park and Lessing study (1977), reference group influence is defined as the influence from an actual or imaginary individual or group conceived of having significant relevance on an individual's evaluation, aspirations, or behavior. Value expressive influence is one of three motivational components of reference group influence. It relates to the individual's desire to enhance his/her self-concept in the eye of others (Park and Lessing, 1977). Therefore, consumer who has high reference group influence is more likely to drink Asahi Superdry Beer.

H1.High Reference Groups Influence consumers are more likely to buy Asahi Superdry Beer.

2.4.2 Leisure

Unger and Kernan (1983) conducted research about leisure. In their research, they measure leisure from a subjective perspective. Most definitional discussions of leisure from this perspective relate leisure to free time, recreation, and play. Unger and Kernan (1983) propose six determinants of leisure: intrinsic

satisfaction, perceived freedom, involvement, arousal, mastery, and spontaneity. Drinking beer can be leisure because it helps to reduce stress at work, forget short-term problems or blocking out painful memories, cure for loneliness, avoid being bored when you have nothing to do and etc. Therefore, consumers who prefer leisure will be more likely to drink Asahi Superdry Beer.

H2. Leisure preference has a positive effect on consumption of Asahi Superdry Beer.

2.4.3 Health Consciousness

Gould (1988) studied about health consciousness. His Health Consciousness Scale seems to tap an overall alertness, self-consciousness, involvement, and self-monitoring of one's health. This research will measure whether alcoholic beverage consumers are concerned about the health effects or not. Therefore, health consciousness be a factor influencing this consumer group

H3. Health consciousness consumer is less likely to buy Asahi Superdry Beer.

2.4.4 Value Consciousness

Lichtenstein, Netemeyer, and Burton (1990) defined value consciousness as a concern for paying lower prices, subject to some quality constraint. It used to measure a consumer's expressed tendency to buy products perceived to be good value for the money. Therefore, consumer who concerns for lower price is less likely to drink Asahi Superdry Beer.

H4. Value conscious consumer is less likely to buy Asahi Superdry Beer.

2.4.5 Face and Status

Brown and Levinson (1978) who studied about face theory and politeness theory explained that, "Face is something that is emotionally invested, and can be lost, maintained, or enhanced, and must be constantly attended to in interaction". Face can also be one of environmental factors that influence purchasing decision in every culture. Therefore, Face and Status can be an influencing factor for the decision to drink Asahi Superdry Beer.

H5.Face and Status for consumer is more likely to buy Asahi Superdry Beer.

In the last section of literature review, the author found many factors which drive consumer's purchase intention on Asahi Superdry Beer. However, there is no exact result from the previous research that identifies the factors drive consumer to buy Asahi Superdry beer. So, the author has set the five hypotheses about the purchase intention for the Asahi Superdry beer and the factors that influence consumers in Bangkok to drink Asahi Beer Superdry.



CHAPTER III

METHODOLOGY

This research aims to explore the key factors that motivate consumer to drink Asahi Super Dry beer in Bangkok and to identify Asahi Super Dry beer target consumers that can lead to design a key marketing action plan and consumer engagement program. This Chapter describes the research design for collecting data for this study.

3.1 Research Design

The study uses a questionnaire survey and quantitative research methods. This study uses a quantitative research approach by distributing the online questionnaires to gather a large sample of respondents. Moreover, the result of online survey is more likely to be representative for the overall population's point of view, compared to conducting the alternative of conducting a small number of in-depth interviews.

3.2 Sample and Data Collection

The online questionnaires are randomly distributed with intended sample size of 60 respondents. The target population for the questionnaire is the consumer who drinks beer regularly in order to find out what are the key factors that motivate beer consumers to select Asahi Super Dry beer in Bangkok? The survey questions were designed concerning the consumer's reference group, leisure preference, health consciousness, value consciousness and face and status that are relevant to beer purchase intention. After collecting the online questionnaires survey data, the author will use SPSS to analyze the basic descriptive statistics and conduct hypothesis tests.

3.3 Data Collection Methodology

3.3.1 Population

This research population focuses only on people drinking beer regularly who live in the Bangkok area. Beer consumption is defined as consumption at least one time beer consumption per week, including drinking beer at home and on-premise outlet. The motivation is that this population has high potential to be a valued customer and they have much experience to know beer brands and provide the useful point of view in the survey. Moreover, target population should also be able to access the Internet and social media due to the online questionnaire approach. This research does not limit the age, income, or occupation of the respondents, beyond having Internet access.

3.3.2 Sampling

The quota sampling approach is used in this research. The sample size is around 114 respondents drinking beer at least once a month in the past three months. Location of respondents is limited to living in Bangkok only, to avoid the bias of brand preference because most of Asahi beer has been sold in Bangkok. The research uses the online close-ended questionnaire because of the short data collection period and convenience for respondents to access the questionnaire.

3.3.3 Data Collection

Data collection will be conducted with the online close-ended questionnaire that is separated into 5 parts: Introduction, Screening questions, General Questions, Specific questions, and Demographic questions.

- Introduction will explain the objective of the survey and estimated time using for finishing the questionnaire.
- Screening questions will select only our target, which are the beer drinking consumers who live in Bangkok.

- General questions will explore target behavior, both the beer consumption behavior and the activity in the on premise outlets that lead to revisiting. These questions will find out what factors motivate the targets to select Asahi Superdry beer.

- Specific questions will explore deeply the detail of variables according to the framework. This part will ask the respondents the opinion in many aspects and cover many variables: Reference groups, Leisure, Health consciousness, Value consciousness and Face and status.

- Demographic questions will collect the general information about the respondents such as age, education level, occupation, income and etc. To find out the relationship between the demographics, behavior, and variables that encourages the long-term success of Asahi Super Dry beer to gain a competitive advantage and market share.

3.4 Data Analysis

To answer the main research questions, this research applies three analysis method including factor analysis, regression analysis, and one way ANOVA. In this research, PASW the analytical program will be used to analyse the collected information.

3.4.1 Factor Analysis

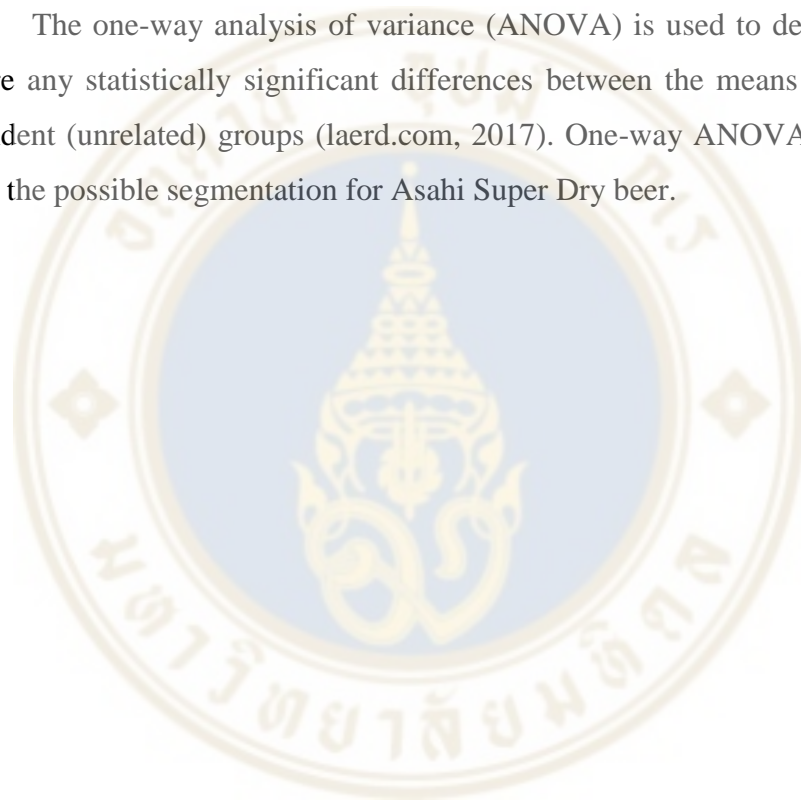
It is a useful tool for investigating variable relationships for complex concepts such as socioeconomic status, dietary patterns, or psychological scales (theanalysisfactor.com, 2017). According to theanalysisfactor.com (2017), the key concept of factor analysis is that multiple observed variables have similar patterns of responses because they are all associated with a latent (i.e. not directly measured) variable. The research plans to apply factor analysis after the data collection is completed. Running factor analysis aims to explore the relation between several related questions (variables) and group them into factors.

3.4.2 Regression Analysis

According to businessdictionary.com (2017), regression analysis is a statistical approach to forecasting a change in a dependent variable (sales revenue, for example) on the basis of change in one or more independent variables (population and income, for example). This research plans to apply regression analysis to discover possible factors influencing purchase intention for Asahi Super Dry beer.

3.4.3 One- way ANOVA

The one-way analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of two or more independent (unrelated) groups (laerd.com, 2017). One-way ANOVA will be used to identify the possible segmentation for Asahi Super Dry beer.



CHAPTER IV

RESEARCH FINDING

After the fielding of the online survey, 112 complete responses are collected. The results of the study are presented and analyzed as follows.

4.1 Respondents

4.1.1 Gender

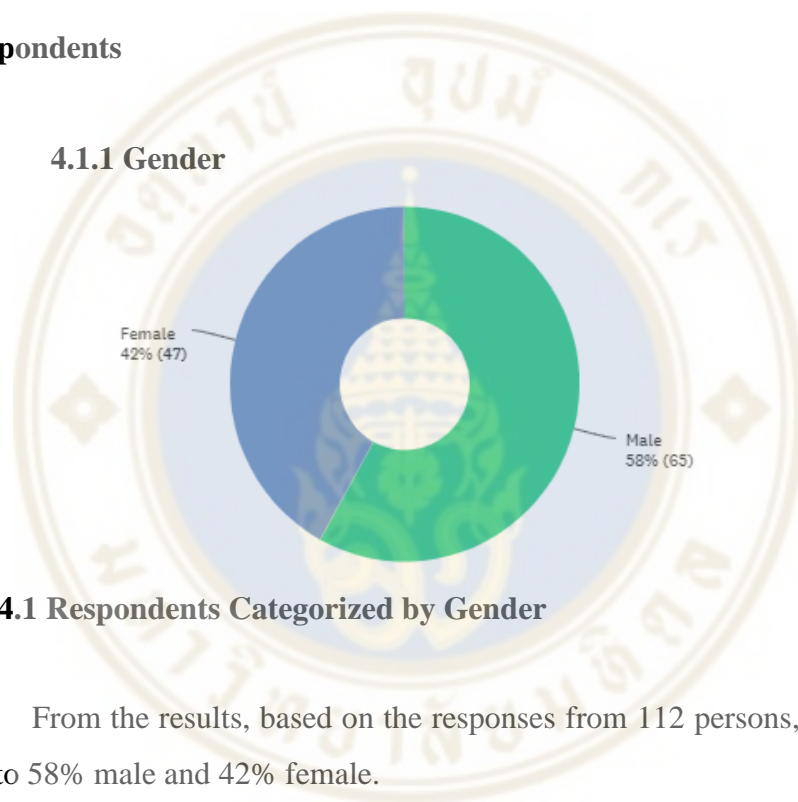


Figure 4.1 Respondents Categorized by Gender

From the results, based on the responses from 112 persons, we can separate gender to 58% male and 42% female.

4.1.2 Income

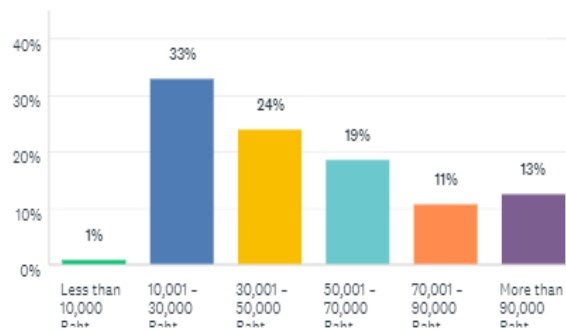


Figure 4.2 Respondents Categorized by Income

For our demographic questions, for income from the result it shows that most of our respondents have range of income between 10,001 - 30,000 Baht per month, which is represented as 33% of total, following by 30,001 - 50,000 Baht per month which represented by 24%, 50,001 – 70,000 Baht, More than 90,000 Baht, 70,001 – 90,000 Baht per month represented as 19%, 13%, and 11% of total, and the respondents who have least percentage in range of income is that less than 10.000 Baht per month, which is 1% of total.

4.1.3 Age

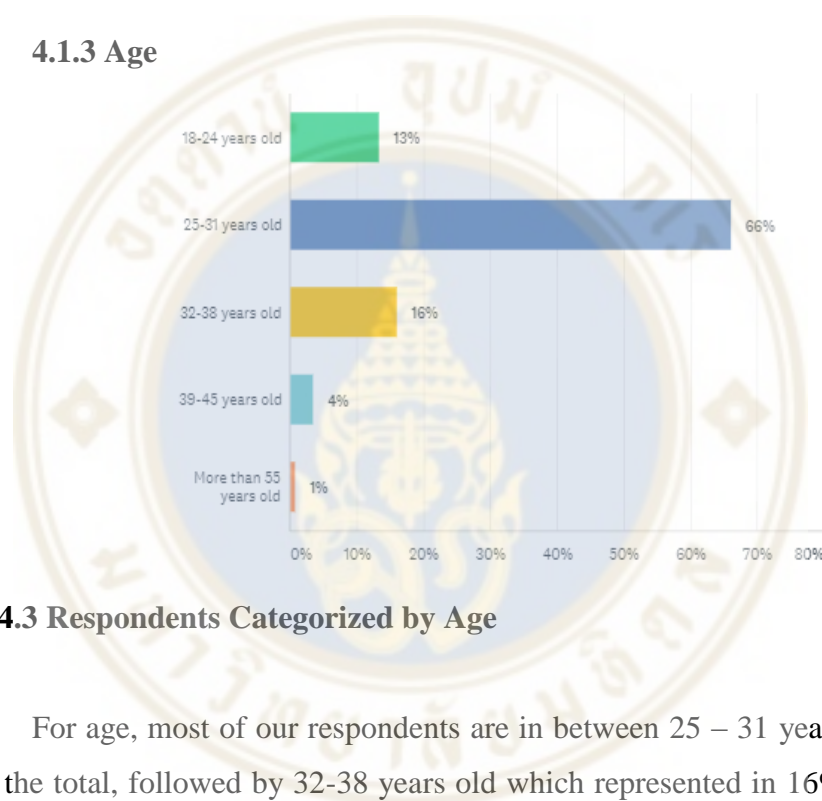


Figure 4.3 Respondents Categorized by Age

For age, most of our respondents are in between 25 – 31 years old which is 66% of the total, followed by 32-38 years old which represented in 16%, 16-24 years old shown in 13% of respondents, following by 39-45 years old shown in 4% and More than 55 years old shown 1% of total.

4.2 Drinking Behavior

The results of our specific question are shown as drinking behavior of our respondents.

4.2.1 Drinking Frequency

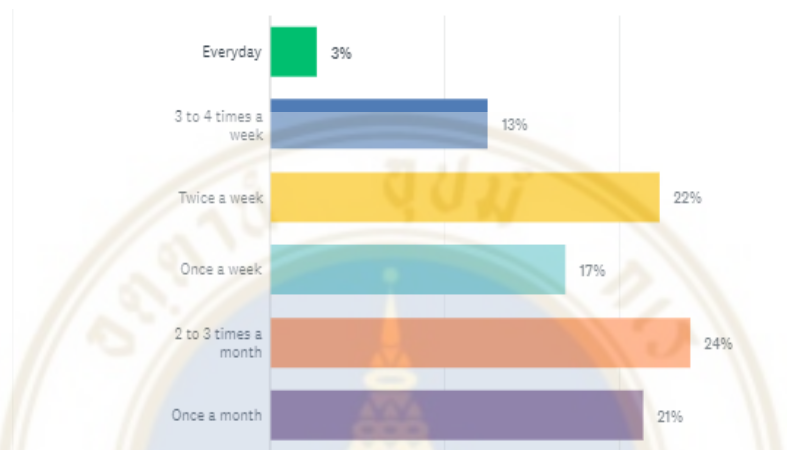


Figure 4.4 Respondents Categorized by Drinking Frequency

As per question of how often that our respondents usually drink the beverages that contain alcohol it shows that most our respondents usually go out and drinks 2 to 3 times a month which is around 24% of the total. Also, there is around 22%-21% of total who usually go to drink twice a week or once a month, and there only few who usually drink beverages that contain alcohol everyday which is around 3% of total respondents.

4.2.2 Most Favorite Drinks

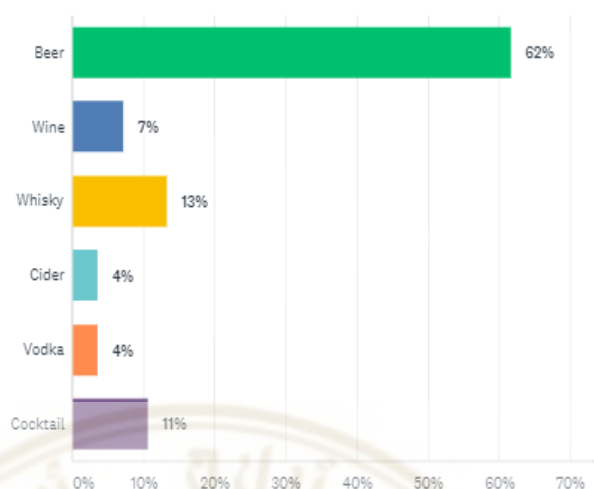


Figure 4.5 Respondents Categorized by Most Favorite Drinks

From the question which alcohol drinks that people favor most, as the result shown that there is almost 62% of respondents whose answer is beer, followed by whisky, cocktail and wine which are shown as 13%, 11% and 7%. For cider and vodka, there are only 4% of respondents who like this kind of alcohol.

4.2.3 Beer Consumption per Time in Past 2 Weeks

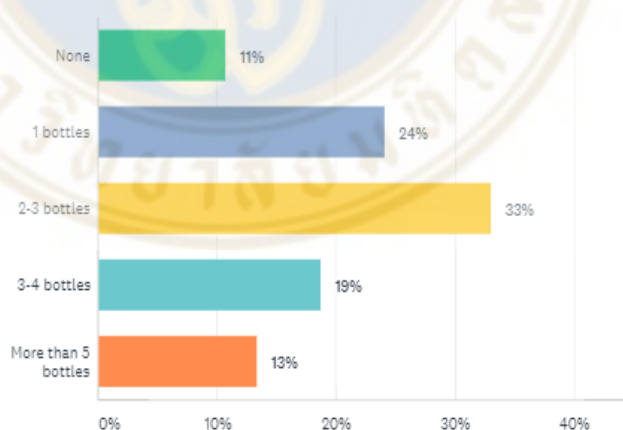


Figure 4.6 Respondents Categorized by Beer Consumption

For the question, how many beer bottles (640 ml.) did you drink at one time on average in past 2 weeks, as the result shown that on average people usually drinks alcohol drinking on average 2-3 bottles at one time which is taken most part from our questionnaire, represented as 33% of total, followed by 1 bottle per time is shown by

24% of total, and 3-4 bottles with 19% and more than 5 bottles per time at 13% of total.

4.2.4 Intention to Buy Asahi When Drinking at Home



Figure 4.7 Intention to Buy Asahi When Drinking at Home

As from the question, please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home, the result shows that most of the respondents are unlikely and very unlikely to buy Asahi Superdry beer, at around 48% and 13%. And, respondents who are likely and very likely to buy Asahi Superdry beer are around 34% and 4% to drink at home.

4.2.5 Intention to Buy Asahi When Drinking at Restaurant, Bar or Other Venue Outside the House

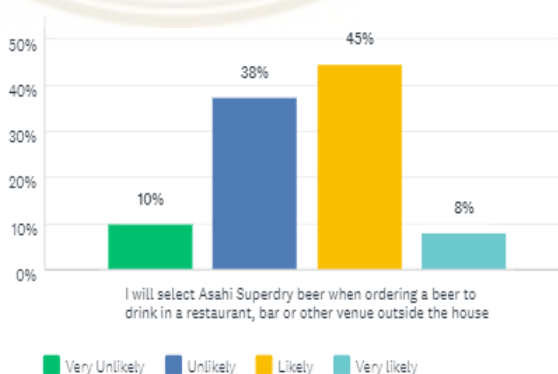


Figure 4.8 Intention to Buy Asahi When Drinking Outside of Home

As from the question, please indicate how likely it is that you will select Asahi Superdry beer when ordering a beer to drink in a restaurant, bar or other venue outside the house, the result shows that most of respondents are likely and very likely to buy Asahi Superdry beer there are around 45% and 8%. And, respondents are unlikely and very unlikely to buy Asahi Superdry beer there are around 38% and 10% to drink outside the house.

4.2.6 Brand Preference When Drinking at Home

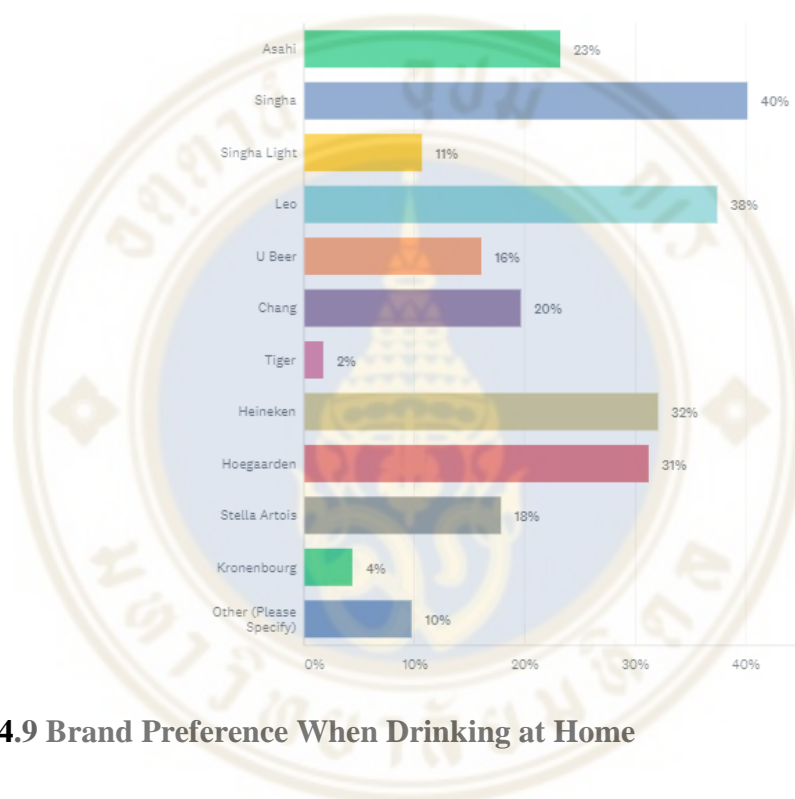


Figure 4.9 Brand Preference When Drinking at Home

For beer brands, respondents consume regularly at home, as the result shown that there is 40% of respondents whose answer is Singha, followed by Leo, Heineken and Hoegaarden represented as 38%, 32% and 31% of total respectively. And, Asahi represented in fifth rank, with 23% of the total.

4.2.7 Brand Preference When Drinking at Restaurant, Bar or Other Venue Outside the House

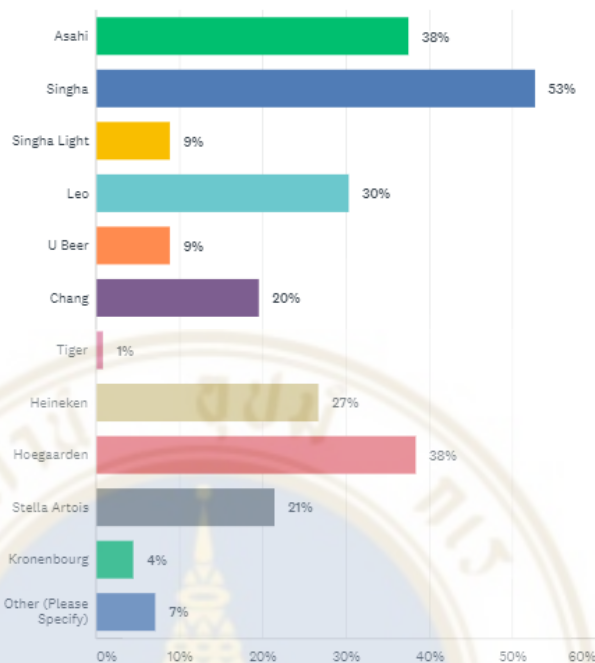


Figure 4.10 Brand Preference When Drinking Outside of Home

For beer brands, respondents consume regularly at restaurant, bar or other venue outside the house, as the result shown that there is 53% of respondents answer Singha, for Asahi and Hoegaarden showed similarly around 38% of total for each brand, followed by Leo and Heineken represented as 30%, and 27% of total.

4.3 Factor Analysis

4.3.1 Total Variance Explained

Total Variance Explained is used to determine the number of significant factors. It is important to note that only extracted and rotated values are meaningful for interpretation. The factors are arranged in the descending order based on the most explained variance

Table 4.1 Total Variance Explained**Total Variance Explained**

Component	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.057	20.378	20.378	2.400	15.997	15.997
2	2.225	14.837	35.214	2.014	13.425	29.421
3	1.719	11.457	46.671	1.939	12.927	42.349
4	1.387	9.246	55.917	1.763	11.751	54.099
5	1.141	7.606	63.524	1.414	9.424	63.524

Extraction Method: Principal Component Analysis.

As a result, it is shown that there are 5 components which are enjoyment, stress reduction, social signal, health consciousness and reference influence with eigenvalues above 1.0.

4.3.2 Scree Plot Graph

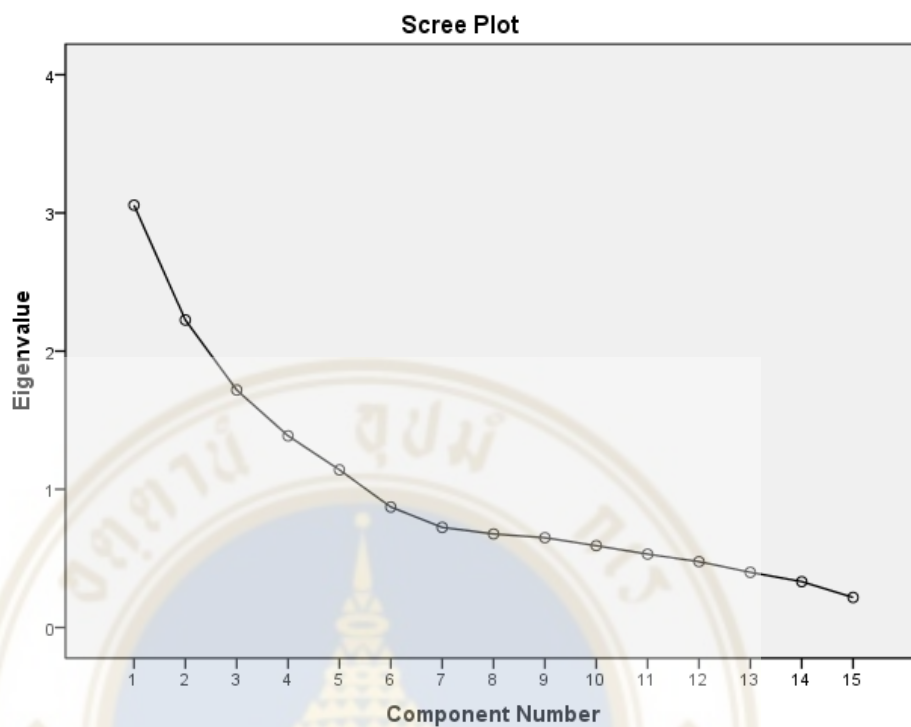


Figure 4.11 Scree Plot

As a result, it is shown that the graph is conducted with 15 different characteristics. The scree plot clearly shown five factors explained most of the variability because the line starts to slightly sloping down after fifth factor. The remaining factors explain a very small proportion of the variability and are likely unimportant. The Eigenvalue of each five factors is higher than 1 and total cumulative variance is approximately 63.5

4.3.3 Rotated Component Matrix

Table 4.2 Rotated Component Matrix

Rotated Component Matrix ^a					
	Component				
	1	2	3	4	5
Q10.18 I drink beer because it makes me feel fresh	.765				
Q10.10 I drink beer because I enjoy its taste	.751		ENJOYMENT		
Q10.14 I drink beer to feel relaxed in my free time	.705				
Q10.13 I drink beer to feel relaxed after work	.661				
Q10.17 I drink beer because I want to forget problems		.782	STRESS REDUCTION		
Q10.15 I drink beer when I feel stressed		.766			
Q10.20 I drink beer because it makes me sleep easier		.626			
Q10.25 I drink beer because it makes me look sophisticated			.785		
Q10.6 I choose to drink beer because my favorite celebrity drinks it			.776	SOCIAL SIGNAL	
Q10.26 I drink beer because it improves my self-confidence			.773		
Q10.22 I prefer a beer that has a low calories				.846	
Q10.19 I prefer a beer that has low sugar		HEALTH CONSCIOUSNESS		.750	
Q10.23 I prefer a beer that don't make me hangover				.598	
Q10.1 I choose to drink beer because my friends drink it too		REFERNENCE INFLUENCE			.778
Q10.12 I drink beer when I go out with friends					.700

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

As a result of rotated component matrix, it is shown that we can re-categorize the components into new factors that affect the intention to buy which are enjoyment, stress reduction, social signal, health consciousness and reference influence.

4.3.4 Descriptive Statistics

Table 4.3 Factors Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Enjoyment	112	1	4	3.10	.536
Stress Reduction	112	1	4	2.52	.660
Social Signal	112	1	4	1.93	.637
Health Consciousness	112	1	4	2.65	.676
Reference Influence	112	2	4	3.09	.550
Valid N (listwise)	112				

By looking in the table show the average, standard deviation, and min and max for “Enjoyment”, “Stress Reduction”, “Social Signal”, “Health Consciousness” and “Reference Influence”. The means (averages) themselves can also be interpreted, to see which variables people tend to rate higher as followed.

- Enjoyment; most of respondents agree for the factor of enjoyment (3.10) that drinking beer because of feeling fresh, enjoying its taste, relaxing after work and free time.
- Stress Reduction; most of respondents disagree and also agree in the same proportion because of the mean in the middle as 2.52 for the factor of stress reduction that forgetting the problems, feeling the stress and sleeping easier can affect to purchase intention.

- Social Signal; most of respondents disagree as 1.93 that looking sophisticated, improving self-confident and following celebrity
- Health Consciousness; most of respondents answered the same proportion of disagree and agree as means 2.65 that drinking beer causes having low calories, low sugar and not hanging over.
- Reference Influence; most of respondents agree for drinking beer because their friends drink it and go out with friends as score 3.09

4.4 Cross Tabulation

Table 4.4 Cross Tabulation between Intention to Buy at Home and Age

Age * Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home – Cross Tabulation

			Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home?				Total
			Very Unlikely	Unlikely	Likely	Very Likely	
Q12 Age	18-24 years old	Count	4	6	5	0	15
		% within Q12 Age	26.7%	40.0%	33.3%	.0%	100.0%
		% within Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home?	26.7%	11.1%	13.2%	.0%	13.4%
		% of Total	3.6%	5.4%	4.5%	.0%	13.4%
25-31 years old		Count	7	37	27	3	74
		% within Q12 Age	9.5%	50.0%	36.5%	4.1%	100.0%
		% within Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home?	46.7%	68.5%	71.1%	60.0%	66.1%
		% of Total	6.3%	33.0%	24.1%	2.7%	66.1%
32-38 years old		Count	4	10	4	0	18
		% within Q12 Age	22.2%	55.6%	22.2%	.0%	100.0%
		% within Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home?	26.7%	18.5%	10.5%	.0%	16.1%
		% of Total	3.6%	8.9%	3.6%	.0%	16.1%
39-45 years old		Count	0	0	2	2	4
		% within Q12 Age	.0%	.0%	50.0%	50.0%	100.0%
		% within Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home?	.0%	.0%	5.3%	40.0%	3.6%
		% of Total	.0%	.0%	1.8%	1.8%	3.6%
More than 55 years old		Count	0	1	0	0	1
		% within Q12 Age	.0%	100.0%	.0%	.0%	100.0%
		% within Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home?	.0%	1.9%	.0%	.0%	.9%
		% of Total	.0%	.9%	.0%	.0%	.9%
Total		Count	15	54	38	5	112
		% within Q12 Age	13.4%	48.2%	33.9%	4.5%	100.0%
		% within Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home?	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	13.4%	48.2%	33.9%	4.5%	100.0%

From the result the cross tabulation, 25-31 years old respondent tend to select Asahi Supedry beer when buying beer to drink at home than the other age group. The focus should be on this group because there is high chance to sell it. And respondents who have age between 39-45 years old has high propensity to purchase Asahi Superdry beer for drinking at home too, but there were only 4 respondents for this group in the research. The result from this age group might not be representative for the whole population. Thus, this group is not considered as a potential segment for Asahi Superdry beer.



Table 4.5 Cross Tabulation between Intention to Buy at Home and Income

Income * Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home – Cross Tabulation

			Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home?				
			Very Unlikely	Unlikely	Likely	Very Likely	Total
Q13 Income	Less than 10,000 Baht	Count	1	0	0	0	1
		% within Q13 Income	100.0%	.0%	0%	0%	100.0%
		% within Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home?	6.7%	.0%	0%	0%	.9%
		% of Total	9%	0%	0%	0%	.9%
10,001 - 30,000 Baht	10,001 - 30,000 Baht	Count	6	14	17	0	37
		% within Q13 Income	16.2%	37.8%	45.9%	0%	100.0%
		% within Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home?	40.0%	25.9%	44.7%	0%	33.0%
		% of Total	5.4%	12.5%	15.2%	0%	33.0%
30,001 - 50,000 Baht	30,001 - 50,000 Baht	Count	2	18	7	0	27
		% within Q13 Income	7.4%	66.7%	25.9%	0%	100.0%
		% within Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home?	13.3%	33.3%	18.4%	0%	24.1%
		% of Total	1.8%	16.1%	6.3%	0%	24.1%
50,001 - 70,000 Baht	50,001 - 70,000 Baht	Count	5	10	3	3	21
		% within Q13 Income	23.8%	47.6%	14.3%	14.3%	100.0%
		% within Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home?	33.3%	18.5%	7.9%	60.0%	18.8%
		% of Total	4.5%	8.9%	2.7%	2.7%	18.8%
70,001 - 90,000 Baht	70,001 - 90,000 Baht	Count	1	6	5	0	12
		% within Q13 Income	8.3%	50.0%	41.7%	.0%	100.0%
		% within Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home?	6.7%	11.1%	13.2%	0%	10.7%
		% of Total	.9%	5.4%	4.5%	0%	10.7%
More than 90,000 Baht	More than 90,000 Baht	Count	0	6	6	2	14
		% within Q13 Income	0%	42.9%	42.9%	14.3%	100.0%
		% within Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home?	0%	11.1%	15.8%	40.0%	12.5%
		% of Total	0%	5.4%	5.4%	1.8%	12.5%
Total	Total	Count	15	54	38	5	112
		% within Q13 Income	13.4%	48.2%	33.9%	4.5%	100.0%
		% within Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home?	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	13.4%	48.2%	33.9%	4.5%	100.0%

From above table, respondents who have income between 10,001 – 30,000 baht are majority of respondents and the result shows there have higher propensity to buy Asahi Superdry beer when buying beer to drink at home than the other age group. Thus, this group is considered as a potential segment for Asahi Superdry beer.

4.5 One-Way Anova

Table 4.6 One-way ANOVA between Intention to Buy at Home and Demographic

**Q6 Please indicate how likely it is that you will select Asahi Superdry beer
when buying beer to drink at home - ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Q11 Gender	Between Groups	.454	3	.151	.610	.610
	Within Groups	26.822	108	.248		
	Total	27.277	111			
Q12 Age	Between Groups	2.613	3	.871	1.558	.204
	Within Groups	60.378	108	.559		
	Total	62.991	111			
Q13 Income	Between Groups	13.372	3	4.457	2.382	.073
	Within Groups	202.057	108	1.871		
	Total	215.429	111			

Intention to buy is used to be factor for one way ANOVA compared with gender, age, and income. Gender, age, and income are not statistically significant because their number is higher than 0.050. So, differences of gender, age, and income do not affect purchase intention for Asahi Superdry beer drinking at home. Only income is significant at the 10% level.

Table 4.7 One-way ANOVA between Intention to Buy Outside of Home and Demographic

Q7 Please indicate how likely it is that you will select Asahi Superdry beer when ordering a beer to drink at restaurant, bar or other venue outside the house - ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Q11 Gender	Between Groups	.043	3	.014	.057	.982
	Within Groups	27.233	108	.252		
	Total	27.277	111			
Q12 Age	Between Groups	2.515	3	.838	1.497	.220
	Within Groups	60.476	108	.560		
	Total	62.991	111			
Q13 Income	Between Groups	15.524	3	5.175	2.796	.044
	Within Groups	199.905	108	1.851		
	Total	215.429	111			

Intention to buy is used to be factor for one way ANOVA compare with gender, age, and income. Income is the only one that is statistically significant. So, the segmentation can be classified by income.

4.6 Regression Analysis

The 5 factors from factors analysis are used for regression analysis. The new variables were created according to result from factor analysis; enjoyment, stress reduction, social signal, health consciousness and reference influence. All these factors are independent variables. Dependent variable is intention to buy.

Table 4.8 Regression Analysis: Drinking at Home

Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home - ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.051	5	1.610	3.091	.012 ^a
	Residual	55.226	106	.521		
	Total	63.277	111			

a. Predictors: (Constant), Friend, Status, Health, Relaxation, Problem

b. Dependent Variable: Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home?

The result of the F-test of the regression analysis showed that it is significant. Thus, the result can be used to identify the factors that influence purchase intention.

Table 4.9 Regression Analysis: Drinking Outside of Home

Q7 Please indicate how likely it is that you will select Asahi Superdry beer when ordering a beer to drink at restaurant, bar or other venue outside the house - ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.691	5	1.138	1.937	.094 ^a
	Residual	62.300	106	.588		
	Total	67.991	111			

a. Predictors: (Constant), Friend, Status, Health, Relaxation, Problem

b. Dependent Variable: Q7 Please indicate how likely it is that you will select Asahi Superdry beer when ordering a beer to drink in a restaurant, bar or other venue outside the house?

The result of regression analysis showed that it is not significant at the 5% level, but only at 10%. Thus, the result cannot be used to identify the factors that influence purchase intention, unless we use a lower significance level of 10%.

Table 4.10 Regression Coefficients: Drinking at Home

Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home - Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.448	.616		2.352	.020
	Enjoyment	.168	.133	.119	1.257	.212
	Stress Reduction	.086	.115	.075	.744	.458
	Social Signal	.330	.113	.278	2.915	.004
	Health Consciousness	.037	.104	.033	.359	.720
	Reference Influence	-.203	.130	-.148	-1.563	.121

a. Dependent Variable: Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home?

The only factor that is statistically significant is social signal. The number is 0.004 which is below 0.050. Enjoyment, stress reduction, health consciousness, and reference influence are not statistically significant. The backward regression analysis showed that it is obvious that social signal is the only factor that affects purchase intention.

Table 4.10 Regression Coefficients: Drinking Outside of Home

Q7 Please indicate how likely it is that you will select Asahi Superdry beer when ordering a beer to drink at restaurant, bar or other venue outside the house - Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.362	.654		2.084	.040
	Enjoyment	.240	.142	.165	1.696	.093
	Stress Reduction	.178	.122	.150	1.456	.148
	Social Signal	.084	.120	.068	.696	.488
	Health Consciousness	.083	.110	.072	.753	.453
	Reference Influence	-.138	.138	-.097	-1.006	.317

a. Dependent Variable: Q7 Please indicate how likely it is that you will select Asahi Superdry beer when ordering a beer to drink in a restaurant, bar or other venue outside the house?

From regression analysis showed above table, enjoyment, stress reduction, social signal, health consciousness and reference influence are not statistically

significant because their p-value is more than 0.050. All factors do not influence purchase intention for Asahi when ordering a beer to drink outside the house. But at a 10% significance level, enjoyment is significant with a positive influence on purchase intention.

4.7 Backward Regression

Table 4.11 Backward Regression Coefficients: Drinking at Home

Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home - Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.448	.616		2.352	.020
	Enjoyment	.168	.133	.119	1.257	.212
	Stress Reduction	.086	.115	.075	.744	.458
	Social Signal	.330	.113	.278	2.915	.004
	Health Consciousness	.037	.104	.033	.359	.720
	Reference Influence	-.203	.130	-.148	-1.563	.121
2	(Constant)	1.553	.539		2.880	.005
	Enjoyment	.167	.133	.119	1.256	.212
	Stress Reduction	.092	.113	.080	.812	.419
	Social Signal	.331	.113	.280	2.944	.004
	Reference Influence	-.210	.127	-.153	-1.648	.102
3	(Constant)	1.614	.533		3.025	.003
	Enjoyment	.192	.129	.137	1.491	.139
	Social Signal	.357	.108	.301	3.305	.001
	Reference Influence	-.196	.126	-.143	-1.555	.123
4	(Constant)	2.102	.423		4.966	.000
	Social Signal	.369	.108	.311	3.404	.001
	Reference Influence	-.168	.125	-.123	-1.343	.182
5	(Constant)	1.615	.220		7.354	.000
	Social Signal	.351	.108	.296	3.254	.002

a. Dependent Variable: Q6 Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home?

The above table showed coefficients from backward regression analysis for selecting Asahi Superdry beer when buying beer to drink at home. In the 5th model only 1 factor was in the result while the other factors were removed. From coefficient table in 5th model, only social signal influenced the dependent variable or intention to

buy Asahi Superdry beer for drinking at home because the significance of coefficient was below 0.050.

Table 4.12 Backward Regression Coefficients: Drinking Outside of Home

Q7 Please indicate how likely it is that you will select Asahi Superdry beer when ordering a beer to drink at restaurant, bar or other venue outside the house - Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.362	.654		2.084	.040
	Enjoyment	.240	.142	.165	1.696	.093
	Stress Reduction	.178	.122	.150	1.456	.148
	Social Signal	.084	.120	.068	.696	.488
	Health Consciousness	.083	.110	.072	.753	.453
	Reference Influence	-.138	.138	-.097	-1.006	.317
2	(Constant)	1.437	.643		2.233	.028
	Enjoyment	.241	.141	.165	1.702	.092
	Stress Reduction	.201	.117	.169	1.710	.090
	Health Consciousness	.086	.110	.074	.783	.435
	Reference Influence	-.132	.137	-.093	-.962	.338
3	(Constant)	1.683	.560		3.004	.003
	Enjoyment	.239	.141	.164	1.693	.093
	Stress Reduction	.216	.115	.182	1.873	.064
	Reference Influence	-.149	.135	-.105	-1.101	.273
4	(Constant)	1.328	.458		2.897	.005
	Enjoyment	.222	.140	.152	1.580	.117
	Stress Reduction	.196	.114	.165	1.717	.089
5	(Constant)	1.894	.288		6.584	.000
	Stress Reduction	.244	.111	.206	2.207	.029

a. Dependent Variable: Q7 Please indicate how likely it is that you will select Asahi Superdry beer when ordering a beer to drink in a restaurant, bar or other venue outside the house?

The above table showed coefficients from backward regression analysis for selecting Asahi Superdry beer when ordering a beer to drink at restaurant, bar or other venue outside the house. In the 5th model only 1 factor was in the result while the other factors were removed. From coefficient table in 5th model, only stress reduction influenced the dependent variable or intention to order Asahi Superdry beer for ordering at restaurant, bar or other venue outside the house because the significance of coefficient was below 0.050.

CHAPTER V

CONCLUSIONS

5.1 Discussions

Asahi is a leading brewery company in Japan. Asahi Superdry beer is an alcoholic beverage containing around five degrees of alcohol content. Asahi is imported in Thailand by Boonrawd Brewery since 2002. To identify the suitable positioning for Asahi Superdry beer, this research collected the information about consumer motivations to drink any kinds of alcoholic beverages, and purchase intention for Asahi Superdry beer in particular. This research collected data from 112 survey respondents and analyzed the information by factor analysis, regression analysis, and one-way ANOVA.

The result from the analysis showed that respondents are both men and women, who drink alcoholic beverages 2-3 times a month. Most of the respondents prefer drinking beer and drink 2 to 3 bottles of beer per one time.

The result from the factor analysis provided five underlying factors explaining the respondents' preferences and reasons for drinking any alcoholic beverage. The factors consist of enjoyment, stress reduction, social signaling, health consciousness, and reference influence.

Regarding intention to buy, the questions can be categorized in to two questions; how likely it is that you will selecting Asahi Superdry beer when buying beer to drink at home and when ordering a beer to drink at restaurant, bar or venue outside the house. The result of the regression analysis showed that only social signal is statistically significant. Thus it is the only factor influencing purchase intention when buying beer to drink at home. For drinking outside the house, only stress reduction influences purchase intention for Asahi when ordering a beer to drink outside the house, because it is statistically significant according to the backward regression analysis.

For possible market segmentation, the result is from a one-way ANOVA of purchase intention with age, gender, and income in buying Asahi to drink at home. All factors are not significant; so they are not useful for segmentation. While another factor, Income is the only one that is statistically significant. So, the segmentation can be classified by income in terms of ordering Asahi to drink outside the home. Cross tabulation provided ages who strongly intend to order Asahi Superdry beer to drink at home, 25 to 31 years old respondents have tendency to purchase more than the other age groups. And, for income between 10,001 – 30,000 baht are majority of respondents, so they have higher propensities to buy Asahi Superdry beer. Thus, this group is considered as a potential segment for Asahi Superdry beer to drink at home.

In conclusion, the answer for the main research hypotheses is as follows.

- H1: High Reference Groups Influence consumers are more likely to buy Asahi Superdry Beer. This hypothesis is false because High reference groups factor is not statistically significant. So, reference groups do not affect purchase intention for Asahi Superdry Beer when buying beer to drink at home and when ordering a beer to drink at restaurant, bar or other venue outside the house.
- H2: Leisure preference has a positive effect on consumption of Asahi Superdry Beer. This hypothesis is false because enjoyment factor which related to leisure is not statistically significant. So, leisure does not affect the purchase intention for Asahi Superdry Beer when buying beer to drink at home and when ordering a beer to drink at restaurant, bar or other venue outside the house.
- H3: Health consciousness consumers are less likely to buy Asahi Superdry Beer. This hypothesis is false because the factor is not statistical significant. So, health do not affect purchase intention for Asahi Superdry Beer when buying beer to drink at home and when ordering a beer to drink at restaurant, bar or other venue outside the house.
- H4: Value conscious consumer is less likely to buy Asahi Superdry Beer. This hypothesis could not be tested and is not supported, because the factor analysis did not show the result for value conscious factor.

- H5. Face and Status for consumer is more likely to buy Asahi Superdry Beer. This hypothesis is correct because the social signal factor, which is related to face and status, is statistically significant for when buying beer to drink at home. But, it is false for when ordering a beer to drink at restaurant, bar or other venue outside the house because it is not statistically significant.

5.2 Contribution to Study

This research supports the conceptual framework for purchase intention or intention to buy as identified from earlier research in the literature. There are five critical factors that influence of drinking Asahi Super Dry beer which are enjoyment, stress reduction, social signal, health consciousness, and reference influence. But, according to the results, no all factors have a statistically significant influence on consumers' decision to drink Asahi Super Dry beer.

5.3 Recommendations

The results of the current research shows the most important factors to influence consumers to drink Asahi Superdry beer in Bangkok, categorized into two markets; drinking at home and ordering outside home. Social Signal is the key factor for drinking at home. So, Asahi brand should focus on this factor as an important selling point of Asahi. Asahi brand should design their packaging design to look more sophisticated and premium. Moreover, Asahi brand should choose the premium distribution channel including premium modern trade.

Another factor is stress reduction for when ordering a beer to drink at restaurant, bar or other venue outside the house. Asahi brand should focus on sponsorship for concert at on premise channel and provide some activities for people who drink Asahi beer to make them feel enjoy and fun.

For ages who strongly agree to order Asahi Superdry beer to drink at home, 25 to 31 years old respondents have tendency to purchase more than the other age

groups and for income between 10,001 – 30,000 baht. So, Asahi brand should focus attention to this group of people likely to go out and buy Asahi.

5.4 Limitations

Firstly, the results might not be strong enough to represent the perceptions of all consumers because most of respondents ages are not distributed equally, the highest proportion is in 25-31 years old range, while the other groups has smaller proportion and some groups have only few respondents. So, this result might not be representative for all age group. Moreover, most of respondents are from Bangkok, so the results might not be representative for the whole country.

Secondly, this research used basic statistics to analyze the data and has small sample size of 112 respondents, due to time constraints. Hence, there are some insignificant outcomes of the hypothesis tests.

5.5 Future Research

For the future research, increasing the accuracy of the result, the research should collect a larger sample size to be more representative. Further research should collect more various respondent profiles. Firstly, older age groups should be explored about factors that influence consumers to drink Asahi Superdry beer in Bangkok, so the understanding about beer consumption will be more precise. Secondly, more range of respondent incomes should be collected to observe more about beer drinking consumption in different income ranges. Further research should collect respondents who have income more than 10,001-30000 and less than 10,000 baht. So, beer drinking behavior in different income segments can be understood. Thirdly, further research should collect respondents in different regions because this research only includes the respondents from Bangkok. The differences in region might affect beer drinking behavior especially for Asahi Superdry beer. Lastly, further research should explore more about the factors that influence consumers to drink Asahi Superdry beer to deeper understand consumer behavior. There might be undiscovered factors that have potential for developing the marketing strategy of Asahi Superdry beer.

REFERENCES

- Asahi Breweries. (n.d.). In Wikipedia. Retrieved September 25, 2017, from https://en.wikipedia.org/wiki/Asahi_Breweries
- Bearben, W. O., Netemeyer, R. G., & Haws, K. L. (2011). *Handbook of Marketing Scale: Multi-item Measures for Marketing and Consumer Behavior Research*. United States of American: SAGE Publications, Inc.
- Beer in Thailand. (n.d.). In Wikipedia. Retrieved September 25, 2017, from https://en.wikipedia.org/wiki/Beer_in_Thailand
- Brager, D. (2014). Generations on Tap: Beverage Alcohol Purchases Vary by Age Group. Retrieved October 7, 2017, from <http://www.nielsen.com/us/en/insights/news/2014/generations-on-tap-beverage-alcohol-purchases-vary-by-age-group.html>
- Engs, R., & Hanson, D. (1990). Gender differences in drinking patterns and problems among college students: A review of the literature.
- FONA. (2016). Millennials & Alcoholic Beverages. Retrieved October 7, 2017, from <https://www.fona.com/resource-center/blog/millennials-alcoholic-beverages>
- Investopedia. (n.d.). Psychological Factors Influencing Consumer Behavior. Retrieved October 7, 2017, from <http://www.investopedia.com/terms/d/demographics.asp>
- Ground Report. (2016). Demographics. Retrieved October 7, 2017, from <http://www.investopedia.com/terms/d/demographics.asp>
- KASI. (2010). Factors affecting Consumer Behavior. Retrieved October 7, 2017, from <http://www.mba-tutorials.com/marketing/621-factors-affecting-consumer-behavior.html>
- Lund Research Ltd. (2017). *One-way ANOVA in SPSS Statistics*. Retrieved from statistics.laerd.com: <https://statistics.laerd.com/spss-tutorials/one-way-anova-using-spss-statistics.php>

- mbaskool.com. (2017). *Purchase Intention*. Retrieved October 7, 2017, from <http://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/10976-purchase-intention.html>
- Managementstudyguide. (n.d.). Psychological Factors affecting Consumer Behavior. Retrieved October 7, 2017, from <http://managementstudyguide.com/personal-factors-affecting-consumer-behaviour.htm>
- Mott, E. (n.d.). Psychological Factors That Influence Consumer Buying Behavior. Retrieved October 7, 2017, from <http://smallbusiness.chron.com/psychological-factors-influence-consumer-buying-behavior-80618.html>
- Mowen, J. & Minor, M. (2001). *Consumer Behavior: A Framework*. Prentice Hall, New Jersey.
- Ngamsangchaikit, W. (2017). Cost of a tipple to rise. Retrieved September 25, 2017, from <http://www.ttrweekly.com/site/2017/04/cost-of-a-tipple-to-rise/>
- Paksrikunkhamthorn, N. (2015). Beer Market in Thailand. Retrieved September 25, 2017, from <https://positioningmag.com/61737>
- Prachachat Business Online. (2017). เบียร์ 1.8 แสนล้านเดือด! "สิงห์-ช้าง" แลกหมัด แย่งมาร์เก็ตแชร์. Retrieved September 25, 2017, from https://www.prachachat.net/news_detail.php?newsid=1483269512
- Putthangguranon, R. (2001). *Alocholic beverage consumption behavior in Bangkok*. Master Thesis. Kasetsart University, Retrieved October 7, 2017 from library of Faculty of Economics, Kasetsart Universty.
- Pratap, A. (2017). *Effect of Demographic Factors on Consumer Behavior: Age, sex, Income and Education*. Retrieved October 7, 2017, from <https://www.cheshnotes.com/2017/07/effect-of-demographic-factors-on-consumer-behavior-age-sex-income-and-education/>
- Rahn, M. (2017). *Factor Analysis: A Short Introduction, Part 1*. Retrieved October 7, 2017, from <http://www.theanalysisfactor.com/factor-analysis-1-introduction/>

Shethna, J. (2016). 4 Important Factors that Influence Consumer Behaviour. Retrieved October 7, 2017, from <https://www.educba.com/4-factors-influencing-consumer-behaviour/>

Vilčeková, L., & Sabo, M. (2013). The influence of demographic factors on attitudes toward brands and brand buying behavior of Slovak consumers. *International Journal of Education and Research*, 1(11), 1-10.

WebFinance Inc. (2017). *regression analysis (RA)*. Retrieved from <http://www.businessdictionary.com/definition/regression-analysis-RA.html>





APPENDIX A Questionnaire

INTRODUCTION

I am a graduate student at College of Management, Mahidol University. This questionnaire is a part of my research project for the Thematic Paper course. It should take about ten minutes of your time to complete this questionnaire. The topic of the research is to identify factors that influence consumers to buy a particular brand of beer. Your answers in this questionnaire will be treated confidentially and anonymously. If you have any questions about this questionnaire or any concerns regarding your participation, please contact r9eraz@hotmail.com

SCREENING QUESTIONS

1. Do you drink alcoholic beverages?

Yes

No [Thank you for your time]

GENERAL QUESTIONS

2. During the past 3 months, how often did you usually have any kind of drink containing alcohol?

Everyday

3 to 4 times a week

Twice a week

Once a week

2 to 3 times a month

Once a month

Less than once a month [Thank you for your time]

3. Which of the following alcoholic drinks is your most favorite? [Please choose one answer only]

- Beer

 Wine
 Whisky

 Cider
 Vodka

 Cocktail
 Other (Please Specify)

4. How many beer bottles (640 ml.) did you drink at on average in past 2 weeks?

- None

 1 bottles
 2-3 bottles

 3-4 bottles
 More than 5 bottles

5. Have you drink Asahi Superdry beer in the past 2 weeks?

- Yes

 No

6. Please indicate how likely it is that you will select Asahi Superdry beer when buying beer to drink at home?

	Very unlikely	Unlikely	Likely	Very likely
I will select Asahi Superdry beer when buying beer to drink at home				

7. Please indicate how likely it is that you will select Asahi Superdry beer when ordering a beer to drink in a restaurant, bar or other venue outside the house?

	Very unlikely	Unlikely	Likely	Very likely
I will select Asahi Superdry beer when ordering a beer to drink in a restaurant, bar or other venue outside the house				

8. Which of the following beer brands do you consume regularly at home? (Select all that apply)

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Asahi | <input type="checkbox"/> Singha |
| <input type="checkbox"/> Singha Light | <input type="checkbox"/> Leo |
| <input type="checkbox"/> U Beer | <input type="checkbox"/> Chang |
| <input type="checkbox"/> Tiger | <input type="checkbox"/> Heineken |
| <input type="checkbox"/> Hoegaarden | <input type="checkbox"/> Stella Artois |
| <input type="checkbox"/> Kronenbourg | <input type="checkbox"/> Other (Please Specify) |

9. Which of the following beer brands do you consume regularly in a restaurant, bar or other venue outside the house? (Select all that apply)

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Asahi | <input type="checkbox"/> Singha |
| <input type="checkbox"/> Singha Light | <input type="checkbox"/> Leo |
| <input type="checkbox"/> U Beer | <input type="checkbox"/> Chang |
| <input type="checkbox"/> Tiger | <input type="checkbox"/> Heineken |
| <input type="checkbox"/> Hoegaarden | <input type="checkbox"/> Stella Artois |
| <input type="checkbox"/> Kronenbourg | <input type="checkbox"/> Other (Please Specify) |

SPECIFIC QUESTIONS

10. Please indicate to what extent you agree or disagree with each of the following statements

	Strongly Disagree	Disagree	Agree	Strongly Agree
Reference Groups (Value Expressive Influences)				
I choose to drink beer because my friends drink it too				
I choose to drink beer because I saw other people drink it				
I choose to drink beer because my family drink it				
I choose to drink beer because it makes me be part of the group				
I choose to drink beer because it enhances the image that others have of me				
I choose to drink beer because my favorite celebrity drinks it				
I choose to drink beer because I believe it has high quality				
I choose to drink beer because I believe it has high value for money				
I choose to drink beer because it fits my lifestyle				
Leisure				
I drink beer because I enjoy its taste				
I drink beer when I get bored				
I drink beer when I go out with friends				
I drink beer to feel relaxed after work				
I drink beer to feel relaxed in my free time				
I drink beer when I feel stressed				
I drink beer when I feel lonely				
I drink beer because I want to forget problems				

I drink beer because it makes me feel fresh				
Health Consciousness				
I prefer a beer that has low sugar				
I drink beer because it makes me sleep easier				
I prefer a beer that has a low alcohol degree				
I prefer a beer that has a low calories				
I prefer a beer that don't make me hangover				
I drink beer because it reduces risk of heart disease				
Face and Status				
I drink beer because it makes me look sophisticated				
I drink beer because it improves my self-confidence				
I drink beer because it makes me respected by others				
I drink beer because it help me to show who I am				
I drink beer to look adult				
I prefer an expensive beer to show my status				

DEMOGRAPHIC QUESTIONS

11. What is your gender?

Male

Female

12. How old are you?

Less than 18 years old

18-24 years old

25-31 years old

32-38 years old

39-45 years old

45-55 years old

More than 55 years old

13. Could you please indicate your approximately monthly personal income?

Less than 10,000 Baht

10,001 – 30,000 Baht

30,001 – 50,000 Baht

50,001 – 70,000 Baht

70,001 – 90,000 Baht

More than 90,000 Baht

Thank you for your participation All your information will be kept confidential