EXPLORING PURCHASE INTENTION FOR CRAFT BEER (BOTTE/CAN) IN THAI MARKET AMONG BANGKOK AND METROPOLITAN CONSUMERS

TECHA INKHATHIRAWAT

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……
Mr. Techa Inkhathirawat
Candidate

……
Assoc. Prof. Randall Shannon,
Ph.D.
Advisor

……
Assoc. Prof. Astrid Kainzbauer,
Ph.D.
Chairperson

……
Assoc. Prof. Vichita Ractham,
Ph.D.
Dean
College of Management
Mahidol University

……
Manjiri Kunte,
Ph.D.
Committee member

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Techa Inkhathirawat

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TECHA INKHATHIRAWAT 6349105

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THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. RANDALL SHANNON, Ph.D., ASSOC. PROF. ASTRID KAINZBAUER, Ph.D., MANJIRI KUNTE, Ph.D.

ABSTRACT

Craft beer is a rising trend all around the world at the moment. Especially in the Thai market, prior COVID-19 pandemic craft beer is a major trend for the beer drinker in Thai market. However, there is still a lack of research and information on Thai consumers toward craft beer intention to buy. Moreover, the COVID-19 pandemic has heavily impacted the craft beer industry. It results in dramatically low consumption during the pandemic. This research study has the objective to explore consumer intention to buy craft beer in Thai Bangkok and metropolitan. Packaging, hedonic need, brand attitude, and innovativeness were studied toward the intention to buy craft beer (bottle/can). Besides, demographic and consumer characteristics were studied in this research.

The result represents novelty finding and occasionally buying shows positive influence toward intention to buy craft beer (bottle/can). The recommendation is developing new beer with unique flavour and promote special occasion to buy beer.

KEY WORDS: Craft beer / Intention to buy / Novelty finding / Occasionally buying / Bangkokian

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LIST OF ABBREVIATIONS

Abbreviation	Definition
Pack 1, packaging 1	Color of packaging of craft beer product (bottle/can) matters to me in purchasing it
Pack 2, packaging 2	Artwork and design of packaging builds a perception in my mind about craft beer product.
Pack 3, packaging 3	Artwork and design of packaging inspires me to purchase.
Pack 4, packaging 4	The quality of packaging material of craft beer product (bottle/can) means the product is better
Pack 5, packaging 5	I think product information on the package of craft beer product (bottle/can) is important.
Pack 6, packaging 6	I evaluate craft beer product (bottle/can) according to the printed information while purchasing.
Pack 7, packaging 7	I think attractive font styles used on the package of craft beer product (bottle/can) inspires me to purchase.
Brand 1	I buy a craft beer only the brand I know.
Brand 2	I buy craft beer because I like the brand
Brand 3	I think my chosen brand is good buy for money
Brand 4	If my favorite brand launches a new craft beer product, I will buy it.
Brand 5	I think I will drink my favorite craft brand in the upcoming 1-2 month.
Hedonic 1	I buy craft beer for beer tasting
Hedonic 2	I buy craft beer for learning more about the beer
Hedonic 3	I drink craft beer for my special occasion
Hedonic 4	I buy craft beer for finding a unique beer
Hedonic 5	I drink craft beer for my enjoyment

LIST OF ABBREVIATIONS (cont.)

Abbreviation	Definition
Inno 1, innovative 1	In general, I am among the first in my circle of friends to buy a new craft beer when it appears.
Inno 2, innovative 2	If I heard that a new craft beer was available in the store, I would be interested enough to buy it
Inno 3, innovative 3	If a friend has newly released craft beer, I would ask to taste it.
Inno 4, innovative 4	I usually prefer new craft beer over classic, oldie beer.
Inno 5, innovative 5	I like to buy a craft beer put out by new brand.
Inno 6, innovative 6	I know and taste the craft beer before other people do
Inno 7, innovative 7	I will buy a new craft beer even if I haven't know about it yet
Price 1	I tend to buy the lowest-priced of craft beer that will fit my needs.
Price 2	When buying craft beer, I look for the cheapest brand available.
Price 3	When it comes to buying craft beer, I rely heavily on price.
Price 4	Price is the most important factor when I am choosing a craft beer.
ITB	I am tending to buy craft beer within next 3 months

CHAPTER I
INTRODUCTION

Introduction

In recent years, a growing of craft beer market is increasing. Craft beer has been steadily gaining market share from the large national and international beer breweries. Most of the research has been focused on microbreweries and brewpubs. However, the operations offer only their in-house brewed beer. Rising of craft beer drinkers may be due to the trend, brewing technology, and spreading of knowledge of beer. Furthermore, social media has played an important role exploring of craft beer knowledge and leading to the gain of more drinkers over time. It is observed that people are willing to pay for their craft beer for many reasons. Hence, there is an opportunity for craft beer players to understand the consumer and develop the craft beer market by understanding the consumer.

There are many definitions of craft beer. For example, craft beer was defined into two variables which are the type of beer and the size of the production facility. By type of beer, craft beer can mean different varieties of beer-ale, stout, porter, even lager- but never brewed with adjuncts or artificial ingredients. Moreover, the Brewer association defined craft beer as small, independent, and traditional. Small mean brewing less than 6 million barrels per year. Independent means that less than 25% of the brewery is owned by a non-craft brewer. Traditional refers to a focus on beer that is made entirely or mostly from malt and not diluted with adjuncts like corn or rice. However, the Brewer Association changed its definition to include the limited use of adjuncts such as corn or rice in the brewing process in 2014.

As for Thailand, the craft beer market sector is growing rapidly. Even the law of Thailand is not supporting the brewing of a small volume of beer. However, people tend to find craft beer from the international brand to consumer on many occasions. Moreover, a main Thai players company launched many products into the craft beer market in recent 5 years. Therefore, there is room for opportunities to grow

in this market sector of the beer industry. However, with the outbreak of the COVID-19 pandemic and its implicated economic disruption, the beer industry has markedly been impacted; the lockdown of pub bars and restaurants for public consumption make rapidly decreased total beer consumption as a consequence. However, private consumption of beer is still high in demand in the Thai market. It seems that consumer change their channel of buying beer. Therefore, the marketer of a beer company needs to deeply understand customer demand and also factors that can influence consumer intention to buy.

CHAPTER II
PURPOSE OF STUDY

Purpose of study

The goal of purpose will reflect the statement of the problem and to find out what is known, what is not, and what variables can develop further. There are several purposes of this research study. The first purpose is to explore and take advantage of the research factors that can influence the intention to buy craft beer. It will help to know and understand different attitudes, psychology, and behavior among Thai craft beer drinkers. Second, this study can also give information on the characteristics of Thai craft beer buyers as well as many different characteristics. Lastly, recommendations will be given according to the survey result.

In terms of the benefits of this study, after the survey result is conducted, three benefits will get from this study. First, survey results can give information about customers who can be segmented as target customers and also know characteristics that can be influenced by mentioned constructs toward intention to buy craft beer. Secondly, craft beer marketers can understand more about the customer attitude and behavior during buying craft beer market. So, craft beer marketers can stimulate the intention to buy craft beer from the consumer by understanding constructs in this research. The third benefit is that craft beer marketers can create strategic proposals for craft beer products which is increasing the intention to buy from consumers from the data analysis.

However, this research study is also considered to benefit four parties that might be able to get the benefit. First is the private sector such as entrepreneurs, investors, business owners, and craft beer marketers. The second is the public sector which includes the physiological department, the retailer department, the packaging designer, and also the commercial department. Moreover, this study can also benefit all researchers such as marketing consultants, R&D, consumer insight analysts, and also anyone who might be interested in the topic.

CHAPTER III
LITERATURE REVIEWS

3.1 Craft beer

In the 1990s there was a rise in microbreweries in the U.S. beer industry. It makes consumers demand more variety of beer selection; beer products innovations and opportunities to expand employment (Carroll & Swaminathan, 2000). There is no clear definition of the characteristics between the mass beer market and the craft beer market. Craft beer is more about the drinking experience, but mass beer consumption is considered utility drinking (Gómez-Corona, Escalona-Buendía, García, Chollet, & Valentin, 2016). One definition of craft beer perceptions includes six dimensions which are a multi-sensory experience, a focal point of consumption usually at home or special event or activity, a product of high quality and local production, focus on attributes of the product (such as flavor, texture, packaging), consume either alone or very selective co-consumers, low availability, and to non-connoisseurs is expensive and impractical (Gómez-Corona, et al., 2016)

An important characteristic of craft beer perception is its identity. This identity has been expanding by both marketers and consumers. The differentiation of the brand will be one of the key strategies for product differentiation to create its own identity. Differentiation elements can be found in the entrepreneur personality who produces a craft beer.

3.2 Packaging

Packaging is one element in the product that is considered in the one marketing mix strategy. Kotler 2017 defines marketing strategies as the set of tactical marketing tools that the firm blends to produce the response it wants in the target market. The tactical marketing tools consist of every activity from the company to connect to consumers and serve value to customers. It can be divided into four major

categories which are product, price, place, and promotion. Kotler (2017) explains that not only offered a tangible object considered as a want or need for the consumer, but also includes services, events, persons, places, organizations, and ideas or a mixture of these. Therefore, marketing activities can also refer to varieties of many elements such as quality of product, design, features, brand name, services, and finally packaging.

In terms of physical products, packaging implies a physical container that is around the item itself, which holds, protects, preserves and identifies the product as well as facilitates its handling and commercialization (Giovannetti, 1995). Packaging can be categorized into three categories which are primary packaging, secondary packaging, and tertiary packaging. Primary packaging could be presented on designed at the selling point as a product unit. It is a directly touching point to consumers, such as in this study is a bottle or can of craft beer. Secondary packaging refers to containing one or more primary packages. It is for either to be sold as a set or to keep many units of products simply together, such as a pack of 2-beer cans. Tertiary packaging contains two primary and secondary packages. It is for managing and transporting several product units in a secure way such as carton boxes containing beer bottles. Silayoi and Speece (2004) state that packaging can be categorized and divided into two types of packaging: visual and information type. Visual elements refer to many visual designs such as colors, layout, typography, and product photography. It combined to create an image, but also to size and shape. These visual types usually enhance more to the affective side of decision-making. Informational elements can be packaging information such as product, brand, and nutritional information, which relate to the cognitive side of decision making.

3.3 Hedonic consumption

According to Hirschman & Holbrook (1982), hedonic consumption defines as various dimensions of consumer behavior that relate to the multi-sensory, fantasy, and emotional experience with products. Multisensory means the perception of experience in various sensory dimensions which include tastes sounds, scents, tactile impressions, and visual images. In addition, emotional arousal is related to another type of response to hedonic consumption. Emotions represent in many factors

motivational phenomena. They can be feelings such as joy, jealousy, fear, rage, and rapture. Emotive responses represent both physiological mind and body action. Furthermore, hedonic motivation can be linked to utilitarian consumption in terms of task orientation. The task is considered hedonic fulfillment, such as experiencing amusement, fun, fantasy, and sensory stimulation (Babin, Darden, & Griffin, 1994). The hedonic and sensory value of food or product can also be influenced by former experiences, advertising, information, and labels (Botelho et al., 2017; Sester et al., 2013). The expectation of a product can be indicated as hedonic consumption, which is related to the hedonic judgment of the subsequent stimulus (Napolitano et al., 2010; Zellner et al., 2004). The sensory characteristics play an important role in product consumption and product preferences. The sensory attributes of food products that most influence consumers are aroma, flavor, texture, color, and temperature (Daems and Delvaux, 1997).

3.4 Brand attitude

Attitude toward a brand of a product plays important role in marketing mix strategies. Attitude can be divided into three stages of dimensions which are affective, cognitive, and conative. The affective dimension refers to emotional response, feeling, and thought about a particular product/service. The cognitive dimension relates to knowledge about a particular product/service. It also influences beliefs on product/service. The conative dimension refers to someone's attitude that can be reflected in the person's action/behavior on a certain product/service.

Wilkie (1986) and Keller (1993) conduct consumer's attitudes toward a particular brand. They measured consumers' overall evaluation of that brand and forms the basis of the brand by the behavior of the consumers. Many studies found that the perception of brand image and experiences are the main factors of attitude toward brand perception (Carpenter and Nakamoto, 1989; Alpert and Kamins, 1995; Martinez and Chernatony, 2004; Ghen and Liu, 2004).

Consumer's brand attitude will influence their intention to buy in many ways. Flahery and Papps(2000) found that attitude toward a core brand is the main factor in decision-making on the purchase intention of products.

3.5 Innovativeness

Consumers approach products in many ways. Some consumers want to try out new products. For others, it means taking unnecessary risks. The most innovative consumers are most willing to try new products and take a high risk in doing it. In the case of craft beer, innovative craft beer drinkers will likely try new beer. According to the diffusion of innovations theory by Rogers (1995), there are five distinct groups of people that can be identified as innovative they are. The first groups are innovators, which are the most innovative members of the population. The second is called the pioneers who are also very innovative. The third group is called the early majority who are somewhat interested in innovations. The fourth group is called the late majority and consists of people who are not interested in keeping up with innovations. The fifth group is called laggards who are those that are the last to pick on an innovation. Innovative can be determined as innate innovativeness and domain-specific innovativeness. Innate innovativeness is the level of overall innovativeness that a person is born with. Domain-specific innovativeness is the level of innovativeness in a specific product category. Domain-specific innovativeness is usually a better predictor of a consumer's tendency to purchase new products in that category than innate innovativeness (Bartels & Reinders, 2010). When measuring domain-specific innovativeness, only the innovativeness of the category in question is taken into account, in this study will include only craft beer, no other products or product categories are included or compared.

3.6 Price Consciousness

The degree, to which the consumer is willing to pay for a product, or pay more, is largely correlated with their price sensitivity and overall purchase behaviors and characteristics. Lichtenstein et al. (1988) explain the cognitive process of how consumers perceive prices of products and convert them into meaningful thoughts or actions, or how consumers respond to and evaluate price. Consumer individuals encode price and the perceived message uniquely. Prices were translated into more personal and psychological on objective pricing. The individual consumer interprets price and perceives price differently which depends on many factors such as previous

experiences memory, socio-economic, and demographic characteristics. Lichtenstein, et al. (1988) defined price-conscious as price acceptability or the decision-making of price stored in memory. A price consciousness shopper is a person who determines the greater price from the acceptable price in their perception to pay. They may refuse to buy it. Moreover, the price consciousness shopper will refuse to buy for unique features of a product if the higher price for the features is not considered significantly different (Lichtenstein., et al., 1988). A former study found that the more price-conscious a consumer is, then the less willing to buy a product. Therefore, price-conscious is showing a negative relationship with willingness to pay (Johansson, 1985; Lichtenstein et al., 1993).

3.7 Conceptual framework

According to the literature review discussion, a conceptual framework has been created. The conceptual framework is presented in Figure 3.1.

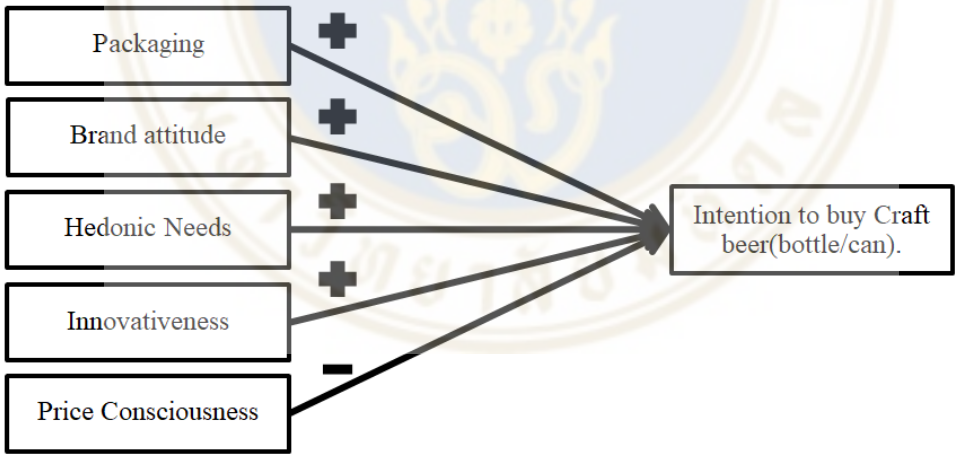

Figure 3.1 theoretical framework of this study

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CHAPTER IV
RESEARCH METHODOLOGY

4.1 Sample

The sampling method in this research is using convenience sampling. The sample size of the research is equal to 122. Survey questionnaires will be sent to craft beer drinkers who have age above 20 years old due to Thai regulation of alcohol drinkers. Survey questionnaires will give via google form as an online survey and distribute the link to access the google form via social media platforms such as Facebook, Line application, and what's app. The respondents have mainly focused on craft beer drinkers in Bangkok metropolitan (Nakhon Pathom, Pathum Thani, Nonthaburi, Samut Prakan, or Samut Sakhon). However, the target population will exclude non-beer drinkers in Bangkok and also beer drinkers who are not living in Bangkok and the metropolitan.

4.2 Scale and measures

A quantitative study is conducted for this research. The online surveys are conducted via Google forms. The purpose of the quantitative study is to explore the levels of impact in each variable on the intention to buy craft beer. Collecting data in each variable, five sets of questions were asked based on the literature review. There is a screening question to screen only the target respondents to get the accurate result from real consumers of craft beer. Moreover, general questions were asked to see the characteristic of consumer behaviors toward craft beer consumption. Furthermore, variable questions were asked randomly. In this study, the intention to buy craft beer is set as a dependent construct. There are five independents construct were conducted in this research study. The random question variables are in scope of packaging, brand attitude, innovativeness, hedonic need, and price consciousness. A four-point Likert scale is used to measure the degree of agreement that ranges from 1 (strongly disagree)

to 4 (strongly agree). Moreover, the survey also collects data on demographics which are age group, gender, income, status, education, and occupation, to identify the characteristic that might associate buying craft beer.

4.3 Statistic analysis

After results from survey are received, the results are analyzed by SPSS program which show relationship between intention to buy and 5 constructs. These ultimately helped to define some recommendations with regards to consumers' intention to buy craft beer in Bangkok and the metropolitan area.

CHAPTER V
RESULT FINDING

5.1 Demographics

For the quantitative of this study, a total of 122 samples were collected. All of the respondents are Thais. The respondent's data were used SPSS system for analysis.

Table 5.1 Demographics of 122 respondents.

No	Details	Frequency	Percent
Age	Under 20	2	1.6
	20-22	4	3.3
	23-27	12	9.8
	28-35	82	67.2
	36-45	20	16.4
	46-55	2	1.6
Gender	Male	80	65.6
	Female	34	27.9
	LGBTQ+	8	6.6
Income	0 - 7,500 baht	2	1.6
	7,501 - 18,000 baht	6	4.9
	18,001 - 24,000 baht	10	8.2
	24,001 - 35,000 baht	14	11.5
	35,001 - 50,000 baht	34	27.9
	50,001 - 85,000 baht	32	26.2
	85,001 - 160,000 baht	22	18.0
	More than 160,000 baht	2	1.6

Table 5.1 Demographics of 122 respondents (cont.)

No	Details	Frequency	Percent
Marital Status	Single with no child	90	73.8
	Single with Child/Children	4	3.3
	Married with no Child/Children	14	11.5
	Married with Child/Children	14	11.5
Occupation	Employee in private company/ state enterprise/Government officer	106	86.9
	Business Owner	12	9.8
	Student	4	3.3
Education	High school or lower	2	1.6
	Bachelor	62	50.8
	Higher bachelor	58	47.5

Table 5.1 shows age ranges from all 122 respondents, 2 respondents (1.6%) have age under 20. 4 respondents (3.3%) have age 20-22. 12 respondents (9.8%) have age between 23-27. 82 respondents (67.2%) have age between 28-35. 20 respondents (16.4%) have age between 36-45. 2 respondents (1.6%) have age between 46-55.

Gender from all 122 respondents, 80 respondents are male (65.6%). 34 respondents are female (27.9%). 8 respondents are LGBTQ+ (6.6%).

Income of respondents, 2 respondents (1.6%) has income lower than 7,500 baht. 6 respondents(4.9%) have income between 7,501-18,000. 10 respondents(8.2%) have income between 18,001-24,000. 14 respondents(11.5%) have income between 24,001-35,000. 34 respondents(27.9%) have income between 35,001-50,000. 32 respondents(26.2%) have income between 50,001-85,000. 22 respondents(18.0%) have income between 85,001-160,000. 2 respondents (1.6%) have income more than 160,000 baht.

Marital status from 122 respondents, 90 respondents (73.8%) are single with no child. 4 respondents (3.3%) are single with child/children. 14 respondents

(11.5%) are married with no child. 14 respondents (11.5%) are married with child/children.

Occupations from 122 respondents, 106 respondents (86.9%) are employee in private company/ state enterprise. 12 respondents (9.8%) are business owner. 4 respondents (3.3%) are students.

Education of 122 respondents, high school or lower level of respondents has 2 respondents (1.6%). Respondents have bachelor degree with 62 respondents (50.8%). Respondents have higher bachelor degree with 58 respondents (47.5%).

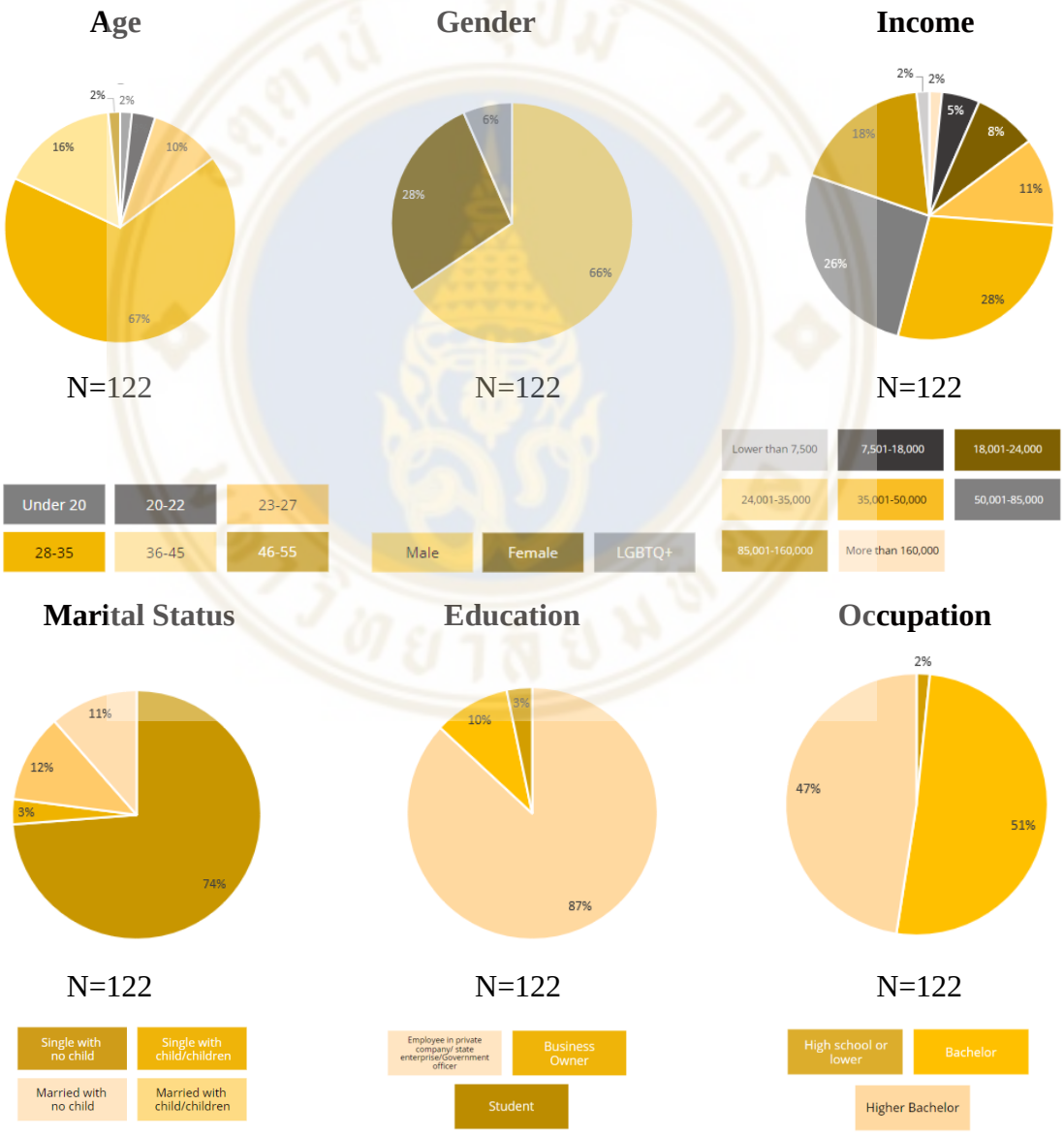

Figure 5.1 Pie graph of percentage of respondent's demographics.

Table 5.2 Descriptive of demographics of 122 respondents

	Number of respondents	Minimum	Maximum	Mean	Std. Deviation
Age	122	1	6	3.98	0.782
Gender	122	1	3	1.41	0.613
Income	122	1	8	5.18	1.505
Status	122	1	4	1.61	1.080
Occupation	122	1	4	1.20	0.598
Education	122	1	3	2.46	0.532

Table 5.2 shows that samples size has characteristic as age mostly 28-35, gender mostly male respondents, income average 35,001-50,000 baht/ month, status mostly single with no child, occupation mostly employee in private company/ state enterprise/Government officer and education mostly bachelor.

5.2 General question

General questions were asked about respondents' behaviors toward drinking craft beer. The result is shown in the bellowed table.

Table 5.3 General questions of 122 respondents' behavior.

		Frequency	Percent
How often do you drink a craft beer bottle/can?	Everyday	2	1.6
	4-5 days per week	8	6.6
	Once a week	36	29.5
	twice a month	30	24.6
	Once a month	18	14.8
	Less than once a month	28	23.0

Table 5.3 General questions of 122 respondents' behavior (cont.)

		Frequency	Percent
Where do you usually buy craft beer?	Supermarket	50	41.0
	Convenience Store	14	11.5
	Specialty beer store	44	36.1
	Restaurant	10	8.2
	Buy online	4	3.3
How much do you usually spend per week on craft beer bottle/can?	Less than 100 baht	16	13.1
	101-500	74	60.7
	501-1,000	24	19.7
	1,001-1,500	2	1.6
	More than 1,500	6	4.9
What type of packaging size do you usually buy craft beer bottle/can?	Big bottle (600-650ml or more)	16	13.1
	Small bottle (300-350ml or less)	50	41.0
	Big Can (450-500ml or more)	18	14.8
	Small Can (300-350ml or less)	4	3.3
	I do not concern packaging size and packaging type when I buy craft beer.	34	27.9
How many units bottle/can do you usually buy craft beer?	1-3 units	92	75.4
	4-6 units	22	18.0
	7-10 units	4	3.3
	More than 13 unit (ex. beer case)	4	3.3

Table 5.3 shows drinking frequency from all 122 respondents, 2 respondents (1.6%) drink craft beer bottle/can every day. 8 respondents (6.6%) drink craft beer bottle/can 4-5 days per week. 36 respondents (29.5%) craft beer bottle/can once a week. 30 respondents (24.6%) craft beer bottle/can twice a month. 18 respondents (14.8%) craft beer bottle/can once a month. 28 respondents (23.0%) craft beer bottle/can less than once a month.

Place to buy from all 122 respondents, 50 respondents buy craft beer bottle/can at supermarket (41%). 14 respondents buy craft beer bottle/can at convenience store (11.5%). 44 respondents buy craft beer bottle/can at specialty beer store (36.1%). 10 respondents buy craft beer bottle/can at restaurant (8.2%). 4 respondents buy craft beer bottle/can from online channel (3.3%).

Spending for craft beer bottle/can per week of respondents, 16 respondents (13.1%) spend less than 100 baht per week for craft beer bottle/can. 74 respondents (60.7%) spend 101-500 baht per week. 24 respondents (19.7%) spend 501-1,000 baht per week. 2 respondents (1.6%) spend 1,001-1,500 baht per week. 6 respondents (4.9%) spend more than 1,500 baht per week.

Package size of craft beer bottle/can from 122 respondents, 16 respondents (13.1%) buy craft beer in big bottle (600-650ml or more). 50 respondents (41.0%) buy craft beer in small bottle (300-350ml or less). 18 respondents (14.8%) buy craft beer in big Can (450-500ml or more). 4 respondents (3.3%) buy craft beer in small Can (300-350ml or less). 34 respondents (27.9%) do not concern packaging size and packaging type when they buy craft beer.

Amount of unit of craft beer bottle/can from 122 respondents,92 respondents (75.4%) buy craft beer bottle/can 1-3 units. 22 respondents (19%) buy craft beer bottle/can 4-6 units. 4 respondents (3.3%) buy craft beer bottle/can 7-10 units. 4 respondents (3.3%) buy craft beer bottle/can more than 13 units.

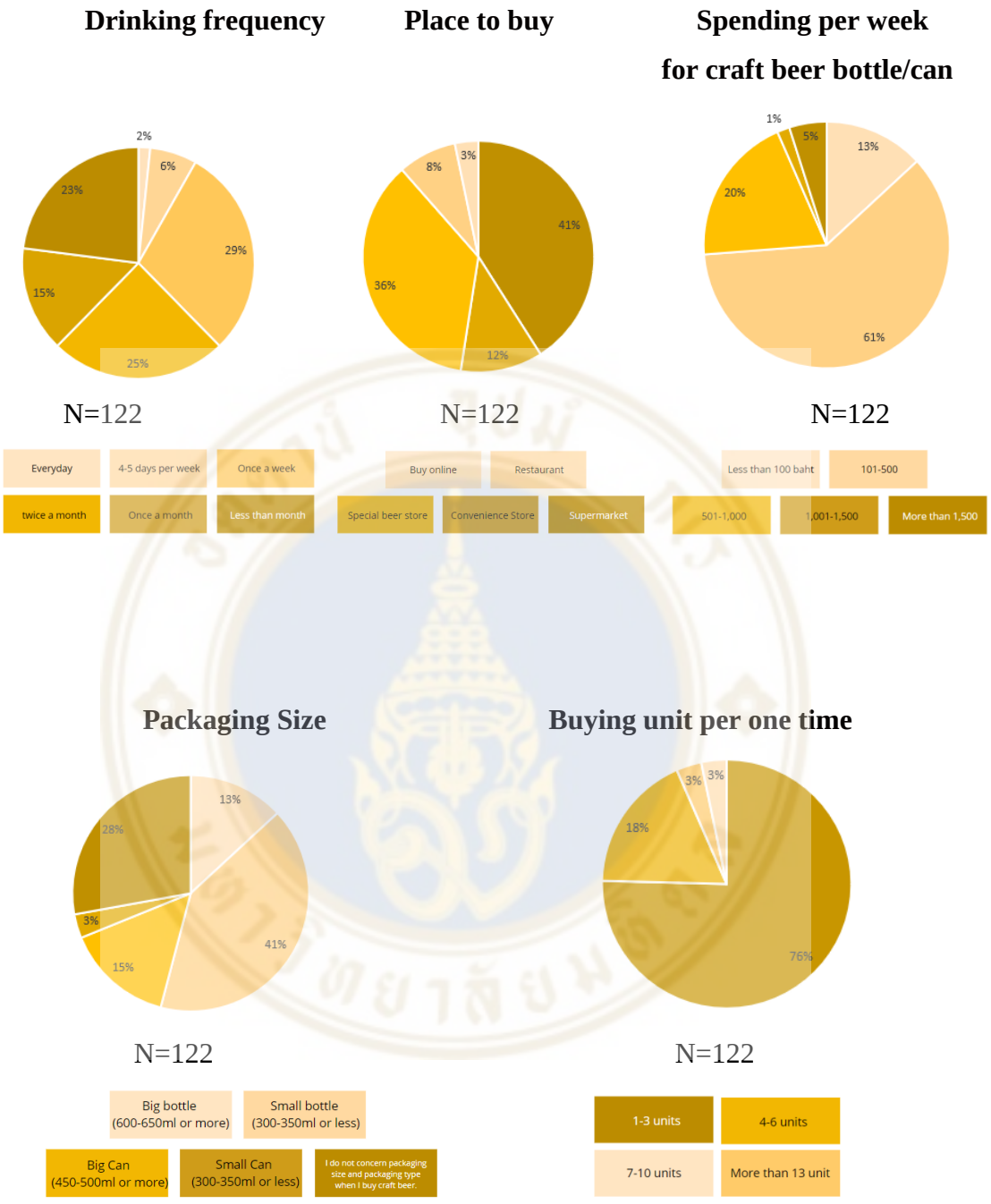

Figure 5.2 Pie graph of percentage of respondents on general questions

Table 5.4 Descriptive of general questions

	Number of respondents	Minimum	Maximum	Mean	Std. Deviation
Drinking craft beer frequency	122	1	6	4.13	1.330
Place to buy craft beer	122	1	5	2.21	1.166
Spending per week for craft beer bottle/can	122	1	5	2.25	0.884
Packaging Size	122	1	5	2.92	1.447
Buying unit per one time	122	1	5	1.38	0.836

Table 5.4 shows the general information for descriptive shows that samples size mostly drink craft beer bottle/can once a week, buy craft beer bottle/can at a supermarket, buying 101-500 THB per week, usually buy craft beer in a small bottle (300-350ml or less) and mostly buy craft beer bottle/can 1-3 units per one time shopping.

5.3 Descriptive of survey questionnaire

The answers from 122 respondents are run for descriptive toward variables for finding trend of consumer agreement

5.3.1 Descriptive of packaging variable

The answers from 122 respondents are run for descriptive toward packaging variable.

Table 5.5 Descriptive of packaging variable

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	Number of respondents	Minimum	Maximum	Mean	Std. Deviation
(Pack5) I think product information on the package of craft beer product (bottle/can) is important.	122	1	4	3.46	0.670
(Pack2) Artwork and design of packaging builds a perception in my mind about craft beer product.	122	1	4	3.43	0.802
(Pack3) Artwork and design of packaging inspires me to purchase.	122	1	4	3.30	0.915
(Pack1) Color of packaging craft beer product matters to me in purchasing it	122	1	4	3.25	0.846

Table 5.5 Descriptive of packaging variable (cont.)

	Number of respondents	Minimum	Maximum	Mean	Std. Deviation
(Pack7) I think attractive font styles used on the package of craft beer product (bottle/can) inspires me to purchase.	122	1	4	2.95	0.917
(Pack6) I evaluate craft beer product (bottle/can) according to the printed information while purchasing.	122	1	4	2.87	0.823
(Pack4) The quality of packaging material of craft beer product (bottle/can) means the product is better.	122	1	4	2.66	1.010

Table 5.5 shows in term of packaging, respondents highly agree on question in packaging 5, packaging 2, packaging 3 and packaging 1. It shows that respondents highly agree on product information on the package of craft beer product (bottle/can) is important with mean score 3.46. However, respondents slightly disagree in statement on question packaging 7, packaging 6 and packaging 4 which least agree on the quality of packaging material of craft beer product (bottle/can) means the product is better with mean score 2.66.

5.3.2 Descriptive of brand attitude variable

The answers from 122 respondents are run for descriptive toward brand attitude variable.

Table 5.6 Descriptive of brand attitude variable

	Number of respondents	Minimum	Maximum	Mean	Std. Deviation
(Brand4) If my favorite brand launches a new craft beer product, I will buy it.	122	1	4	3.38	0.816
(Brand3) I think my chosen brand is good buy for money	122	1	4	3.31	0.804
(Brand5) I think I will drink my favorite craft brand in the upcoming 1-2 month.	122	1	4	3.18	0.863
(Brand2) I buy craft beer because I like the brand	122	1	4	2.51	0.973
(Brand1) I buy a craft beer only the brand I know.	122	1	4	1.97	0.908

In addition, table 5.6 shows brand attitude has highly agreed on question brand 4, brand 3 and brand 5. The highest mean score is brand 4 question with mean score 3.38. It shows that respondents highly agree with statement of if my favorite brand launches a new craft beer product, I will buy it. In other hand, the least mean

score is brand 1 question which means that respondent strongly disagree in statement I buy a craft beer only the brand I know. The respondents also slightly disagree on question brand 2 as well.

5.3.3 Descriptive of hedonic need variable

The answers from 122 respondents are run for descriptive toward hedonic need variable.

Table 5.7 Descriptive of hedonic need variable

	Number of respondents	Minimum	Maximum	Mean	Std. Deviation
(Hedonic1) I buy craft beer for beer tasting	122	2	4	3.77	0.494
(Hedonic5) I drink craft beer for my enjoyment	122	2	4	3.59	0.665
(Hedonic4) I buy craft beer for finding a unique beer	122	1	4	3.26	0.925
(Hedonic3) I drink craft beer for my special occasion	122	1	4	3.25	0.939
(Hedonic2) I buy craft beer for learning more about the beer	122	1	4	3.15	0.924

Tables 5.7 shows in term of hedonic needs, respondent highly agree on every question. The highest mean score of hedonic need is hedonic 1 which state as I buy craft beer for beer tasting.

5.3.4 Descriptive of innovation variable

The answers from 122 respondents are run for descriptive toward innovation variable.

Table 5.8 Descriptive of innovativeness variable

	Number of respondents	Minimum	Maximum	Mean	Std. Deviation
(Inno3) If a friend has newly released craft beer, I would ask to taste it.	122	1	4	3.26	0.907
(Inno7) I will buy a new craft beer even if I haven't known about it yet	122	1	4	3.23	0.860
(Inno2) If I heard that a new craft beer was available in the store, I would be interested enough to buy it	122	1	4	3.18	0.863
(Inno5) I like to buy a craft beer put out by new brand.	122	1	4	3.07	0.869
(Inno4) I usually prefer new craft beer over classic, oldie beer.	122	1	4	2.93	0.869

Table 5.8 Descriptive of innovativeness variable (cont.)

	Number of respondents	Minimum	Maximum	Mean	Std. Deviation
(Inno1) In general, I am among the first in my circle of friends to buy a new craft beer when it appears.	122	1	4	2.46	0.937
(Inno6) I know and taste the craft beer before other people do	122	1	4	2.16	1.047

Tables 5.8 shows in term of innovativeness, respondents agree on question innovative 3, innovative 7, innovative 2 and innovative 5. The highest mean score is the innovative 3 question with 3.26. However, innovative 4, innovative 1 and innovative 6 are concerned as slightly disagree. The least mean score is 2.16 on the innovative 6 question. It shows that respondents disagree on knowing and tasting the craft beer before other people do.

5.3.5 Descriptive of price consciousness variable

The answers from 122 respondents are run for descriptive toward price consciousness variable.

Table 5.9 Descriptive of price consciousness variable

	Number of respondents	Minimum	Maximum	Mean	Std. Deviation
(Price3) When it comes to buying craft beer, I rely heavily on price.	122	1	4	2.51	0.920
(Price4) Price is the most important factor when I am choosing a craft beer.	122	1	4	2.39	0.967
(Price1) I tend to buy the lowest-priced of craft beer that will fit my needs.	122	1	4	2.36	0.873
(Price2) When buying craft beer, I look for the cheapest brand available.	122	1	4	1.74	0.769

Tables 5.9 shows in term of price consciousness, respondents strongly disagree on price 2 question which state as when buying craft beer, I look for the cheapest brand available with mean score 1.74. Moreover, respondents slightly disagree on question price 3, price 4and price 1.

5.4 Reliability analysis

The internal consistency of the constructs used in the questionnaire was assessed through Cronbach's Alpha. The results are presented in Table 5.9

Table 5.10 Reliability analysis

Variables	Cronbach's Alpha	Items
Packaging	0.747	7
Brand Attitude	0.641	5
Hedonic need	0.527	5
Innovativeness	0.826	7
Price consciousness	0.769	4

Table 5.10 shows Cronbach's alpha was used to check the internal consistency of variables. A reliability coefficient value should be more than 0.40 is an acceptable condition as presented in the table. Therefore, packaging, brand attitude, hedonic need, innovativeness, and price consciousness have Cronbach's alpha value of more than 0.4 which means these questionnaires are appropriate.

5.5 Test of differences analysis

In this study, one-way ANOVA was used for finding the differences between variable questions, general questions, and demographics. 26 differences in relations were found among the variable questions, general questions, and demographics in Table 5.11.

Table 5.11 Test of differences analysis

No	Factors	Variables	Question no.		Sig.
1	Age	Place to buy		Where do you usually buy craft beer (bottle/can)?	0.012

Table 5.11 Test of differences analysis (cont.)

No	Factors	Variables	Question no.		Sig.
2		Brand attitude	3	I think my chosen brand is good buy for money	0.003
3		Innovativeness	4	I usually prefer new craft beer over classic, oldie beer.	0.003
4	Gender	Place to buy		Where do you usually buy craft beer (bottle/can)?	0.027
5		Spending per week		How much do you usually spend per week on craft beer (bottle/can)?	0.001
6		Amount of unit		How many units (bottle/can) do you usually buy craft beer (bottle/can) per week?	0.000
7		Brand attitude	5	I think I will drink my favorite craft brand in the upcoming 1-2 month.	0.001
8		Price consciousness	2	When buying craft beer, I look for the cheapest brand available.	0.012
9		Price consciousness	3	When it comes to buying craft beer, I rely heavily on price.	0.000
10		Price consciousness	4	Price is the most important factor when I am choosing a craft beer.	0.015

Table 5.11 Test of differences analysis (cont.)

No	Factors	Variables	Question no.		Sig.
11	Income	Packaging	5	I think product information on the package of craft beer product (bottle/can) is important.	0.012
12		Brand attitude	1	I buy a craft beer only the brand I know.	0.023
13		Hedonic needs	2	I buy craft beer for learning more about the beer	0.001
14	Marital Status	Packaging	4	The quality of packaging material of craft beer product (bottle/can) means the product is better.	0.014
15		Brand attitude	3	I think my chosen brand is good buy for money	0.000
16		Price consciousness	4	Price is the most important factor when I am choosing a craft beer.	0.025
17	Occupation	Packaging	2	Artwork and design of packaging builds a perception in my mind about craft beer product.	0.010
18		Packaging	3	Artwork and design of packaging inspires me to purchase.	0.015

Table 5.11 Test of differences analysis (cont.)

No	Factors	Variables	Question no.		Sig.
19		Hedonic needs	4	I buy craft beer for finding a unique beer	0.003
20		Innovativeness	7	I will buy a new craft beer even if I haven't know about it yet	0.000
21	Education	Packaging	5	I think product information on the package of craft beer product (bottle/can) is important.	0.011
22		Brand attitude	3	I think my chosen brand is good buy for money	0.015
23		Hedonic needs	1	I buy craft beer for beer tasting	0.015
24		Innovativeness	5	I like to buy a craft beer put out by new brand.	0.006
25		Innovativeness	7	I will buy a new craft beer even if I haven't know about it yet	0.000
26		Price consciousness	3	When it comes to buying craft beer, I rely heavily on price.	0.001

5.5.1 Test of difference among age group

Test of difference in drinking frequency, a place to buy, brand attitude, innovativeness, and price consciousness among age groups (One way-ANOVA).

Table 5.12 ANOVA test of difference among age group

		Sum of Squares	df	Mean Square	F	Sig.
Where to Buy	Between Groups	19.353	5	3.871	3.094	0.012
	Within Groups	145.106	116	1.251		
	Total	164.459	121			
(Brand3) I think my chosen brand is good buy for money	Between Groups	10.915	5	2.183	3.766	0.003
	Within Groups	67.249	116	0.580		
	Total	78.164	121			
(Inno4) I usually prefer new craft beer over classic, oldie beer.	Between Groups	12.765	5	2.553	3.762	0.003
	Within Groups	78.711	116	0.679		
	Total	91.475	121			

Table 5.12 shows significant values are less than 0.05, the overall model is appropriate.

Table 5.13 Descriptive test among age group

		N	Mean	Std. Deviation	Std. Error	Sig.
Where to Buy	23-27	12	2.83	0.937	0.271	0.022
	28-35	82	2.34	1.229	0.136	0.047
	36-45	20	1.50	0.688	0.154	

Table 5.13 Descriptive test among age group (cont.)

		N	Mean	Std. Deviation	Std. Error	Sig.
(Brand3) I think my chosen brand is good buy for money	23-27	12	4.00	0.000	0.000	0.018
	28-35	82	3.22	0.786	0.087	
(Inno4) I usually prefer new craft beer over classic, oldie beer.	23-27	12	3.67	0.492	0.142	0.027
	28-35	82	2.85	0.904	0.100	
	36-45	20	2.60	0.681	0.152	0.008

Table 5.13 can interpret result place to buy craft beer bottle/can among age group has 2 differences in age group 23-27 (mean=2.83, S.D. =0.937) usually buy craft beer at specialty beer store when compared to age group 36-45 which buy craft beer at supermarket and convenience store(mean=1.5, S.D. =0.688). Moreover, age group 28-35 (mean=2.34, S.D. =1.229) usually buy craft beer at specialty beer store and convenience store when compared to age group 36-45 which buy craft beer at supermarket and convenience store(mean=1.5, S.D. =0.688).

In a statement I think my chosen brand is good buy for money, it has 1 difference. Age group 23-27(mean=4.00, S.D. =0.000) has higher agree on chosen craft beer brand is good for their money when compared to age group 28-35 (mean=3.22, S.D. =0.786).

In a statement I usually prefer new craft beer over classic, oldie beer, it has 2 differences. Age group 23-27(mean=3.67, S.D. =0.492) has higher agree on prefer new craft beer over classic beer when compared to age group 28-35 (mean=2.85, S.D. =0.904). Moreover, age group 23-27(mean=3.67, S.D. =0.492) has higher agree on prefer new craft beer over classic beer when compared to age group 36-45 (mean=2.60, S.D. =0.681)

5.5.2 Test of difference among gender group

Test of difference of place to buy, spending per week, amount of units, brand attitude, and price consciousness among gender groups (One way-ANOVA).

Table 5.14 ANOVA test of difference among gender group

		Sum of Squares	df	Mean Square	F	Sig.
Where to Buy	Between Groups	9.644	2	4.822	3.707	0.027
	Within Groups	154.815	119	1.301		
	Total	164.459	121			
Spending per week	Between Groups	10.264	2	5.132	7.239	0.001
	Within Groups	84.359	119	0.709		
	Total	94.623	121			
Amount Unit	Between Groups	10.165	2	5.082	8.119	0.000
	Within Groups	74.491	119	0.626		
	Total	84.656	121			
(Brand5) I think I will drink my favorite craft brand in the upcoming 1-2 month.	Between Groups	9.797	2	4.899	7.266	0.001
	Within Groups	80.235	119	0.674		
	Total	90.033	121			
(Price2) When buying craft beer, I look for the cheapest brand available.	Between Groups	5.121	2	2.561	4.583	0.012
	Within Groups	66.485	119	0.559		
	Total	71.607	121			
(Price3) When it comes to buying craft beer, I rely heavily on price.	Between Groups	14.792	2	7.396	10.035	0.000
	Within Groups	87.700	119	0.737		
	Total	102.492	121			

Table 5.14 ANOVA test of difference among gender group (cont.)

		Sum of Squares	df	Mean Square	F	Sig.
(Price4) Price is the most important factor when I am choosing a craft beer.	Between Groups	7.665	2	3.832	4.325	0.015
	Within Groups	105.450	119	0.886		
	Total	113.115	121			

Table 5.14 shows significant values are less than 0.05, the overall model is appropriate

Table 5.15 Descriptive test among gender group

		N	Mean	Std. Deviation	Std. Error	Sig.
Where to Buy	Male	80	2.08	1.111	0.124	0.047
	Female	34	2.65	1.252	0.215	
Spending per week	Male	80	2.05	0.593	0.066	0.001
	Female	34	2.71	1.292	0.222	
Amount Unit	Male	80	1.18	0.444	0.050	0.000
	Female	34	1.82	1.314	0.225	
(Brand5) I think I will drink my favorite craft brand in the upcoming 1-2 month.	Male	80	3.00	0.928	0.104	0.047
	Female	34	3.41	0.609	0.104	
(Price2) When buying craft beer, I look for the cheapest brand available.	Male	80	1.88	0.817	0.091	0.009
	Female	34	1.41	0.500	0.086	

Table 5.15 Descriptive test among gender group (cont.)

		N	Mean	Std. Deviation	Std. Error	Sig.
(Price3) When it comes to buying craft beer, I rely heavily on price.	Male	80	2.65	0.943	0.105	0.001
	Female	34	2.00	0.696	0.119	
(Price4) Price is the most important factor when I am choosing a craft beer.	Male	80	2.53	1.031	0.115	0.022
	Female	34	2.00	0.696	0.119	

Table 5.15 shows the place to buy among gender group has 1 difference. The male group (mean= 2.08, S.D. =1.111) buy craft beer bottle/can at a convenience store when compared to the female group (mean=2.65, S.D. =1.252) bought craft beer bottle/can both in a convenience store and specialty beer store.

Spending per week among the gender group has 1 difference. . Male group (mean= 2.05, S.D. =0.593) usually buy craft beer bottle/can at 101-500 baht when compared to the female group (mean=2.71, S.D. =1.292) buy craft beer bottle/can 501-1,000 baht.

Amount unit of buying among gender group has 1 difference. . Male group (mean= 1.18, S.D. =0.444) buy craft beer bottle/can 1-3 unit per time when compared to the female group (mean=1.82, S.D. =1.314) buy craft beer bottle/can both 4-6 unit per time

In a statement I think I will drink my favorite craft brand in the upcoming 1-2 months, it has 1 difference. The male group (mean=3.00, S.D. =0.928) has less agree on drinking their favorite craft beer in the upcoming 1-2 months when compared to the female group (mean=3.41, S.D. =0.609).

In a statement when buying craft beer, I look for the cheapest brand available, it has 1 difference. The male group (mean=1.88, S.D. =0.817) has a higher

agree on looking for the cheapest craft beer when buying compared to the female group (mean=1.41, S.D. =0.500).

In a statement when it comes to buying craft beer, I rely heavily on price, it has 1 difference. The female group (mean=2.00, S.D. =0.696) has less agree on buying craft beer relying on price when compared to the male group (mean=2.65, S.D. =0.943).

In a statement price is the most important factor when I am choosing a craft beer, it has 1 difference. The male group (mean=2.53, S.D. =1.031) has a higher agreement on price is the most important factor when buying craft beer compared to the female group (mean=2.00, S.D. =0.696).

5.5.3 Test of difference among income group

Test of difference in packaging, brand attitude, and hedonic needs among income groups (One way-ANOVA).

Table 5.16 ANOVA test of difference among income group

		Sum of Squares	df	Mean Square	F	Sig.
(Pack5) I think product information on the package of craft beer product (bottle/can) is important.	Between Groups	7.796	7	1.114	2.731	0.012
	Within Groups	46.499	114	0.408		
	Total	54.295	121			
(Brand1) I buy a craft beer only the brand I know.	Between Groups	13.025	7	1.861	2.443	0.023
	Within Groups	86.844	114	0.762		
	Total	99.869	121			
(Hedonic2) I buy craft beer for learning more about the beer	Between Groups	19.661	7	2.809	3.826	0.001
	Within Groups	83.683	114	0.734		
	Total	103.344	121			

Table 5.16 shows significant values are less than 0.05, the overall model is appropriate.

Table 5.17 Descriptive test among income group

		N	Mean	Std. Deviation	Std. Error	Sig.
(Pack5) I think product information on the package of craft beer product (bottle/can) is important.	24,001-35,000	14	3.00	0.961	0.257	0.033
	85,001-160,000	22	3.73	0.456	0.097	
(Brand1) I buy a craft beer only the brand I know.	18,001-24,000	10	1.40	0.516	0.163	0.046
	35,001-50,000	34	2.41	0.925	0.159	0.029
	50,001-85,000	32	1.69	0.859	0.152	
(Hedonic2) I buy craft beer for learning more about the beer	35,001-50,000	34	2.59	0.783	0.134	0.009
	50,001-85,000	32	3.38	0.942	0.166	
	85,001-160,000	22	3.36	0.790	0.168	

Table 5.17 shows a statement I think product information on the package of craft beer products (bottle/can) is important. It has 1 difference. 85,001-160,000 group (mean=3.73, S.D. =0.456) has higher agree on information of packaging is important compared to 24,001-35,000 group (mean=3.00, S.D. =0.961).

In a statement I buy a craft beer only the brand I know, it has 2 differences. 35,001-50,000 group (mean=2.41, S.D. =0.925) has higher agree on buying craft beer only known brand compared to 18,001-24,000 group (mean=1.40, S.D. =0.516). 35,001-50,000 group (mean=2.41, S.D. =0.925) has higher agree on buying craft beer only known brand compared to 50,001-85,000 group (mean=1.69, S.D. =0.859).

In a statement I buy craft beer for learning more about the beer, it has 2 differences.35,001-50,000 group (mean=2.59, S.D. =0.783) has less agree buying craft beer for learning about beer compared to 50,001-85,000 group (mean=3.38, S.D. =0.942). 35,001-50,000 group (mean=2.59, S.D. =0.783) has less agree buying craft beer for learning about beer compared to 85,001-160,000 group (mean=3.36, S.D. =0.790).

5.5.4 Test of difference among marital status group

Test of difference of spending per week, amount units, packaging, brand attitude, hedonic needs, innovativeness, and price consciousness among marital status groups (One way-ANOVA)

Table 5.18 ANOVA test of difference among marital status group

		Sum of Squares	df	Mean Square	F	Sig.
(Pack4) The quality of packaging material of craft beer product (bottle/can) means the product is better.	Between Groups	10.541	3	3.514	3.669	0.014
	Within Groups	113.000	118	0.958		
	Total	123.541	121			
(Brand3) I think my chosen brand is good buy for money	Between Groups	17.085	3	5.695	11.002	0.000
	Within Groups	61.079	118	0.518		
	Total	78.164	121			
(Price4) Price is the most important factor when I am choosing a craft beer.	Between Groups	8.607	3	2.869	3.239	0.025
	Within Groups	104.508	118	0.886		
	Total	113.115	121			

Table 5.18 shows significant values are less than 0.05, the overall model is appropriate.

Table 5.19 Descriptive test among marital status group

		N	Mean	Std. Deviation	Std. Error	Sig.
(Pack4) The quality of packaging material of craft beer product (bottle/can) means the product is better.	Married with no child	14	2.00	1.109	0.296	0.047
	Married with child (children)	14	3.00	0.784	0.210	
(Brand3) I think my chosen brand is good buy for money	Single with no child	90	3.44	0.689	0.073	0.001
	Married with no child	14	2.57	0.938	0.251	0.000
	Married with child (children)	14	3.57	0.514	0.137	
(Price4) Price is the most important factor when I am choosing a craft beer.	Single with no child	90	2.44	0.937	0.099	0.048
	Married with no child	14	1.71	0.726	0.194	

Table 5.19 shows on a statement the quality of packaging material of craft beer product (bottle/can) means the product is better, it has 1 difference. The married with no child group (mean=2.00, S.D. =1.109) has less agree on the quality of packaging material reflecting craft beer products compared to the married with child (children) group (mean=3.00, S.D. =0.784).

In a statement I think my chosen brand is a good buy for the money, it has 2 differences. Single with no child group (mean=3.44, S.D. =0.689) has a higher agree on chosen brand is a good for the money compared to the married with no child group

(mean=2.57, S.D. =0.938). The married with no child group (mean=2.57, S.D. =0.938) has less agree on chosen brand is good for money compared to Married with child (children) (mean=3.57, S.D. =0.514).

In a statement price is the most important factor when I am choosing a craft beer, it has 1 difference. Single with no child group (mean=2.44, S.D. =0.937) has higher agree on price is the most important factor compared to married with no child group (mean=1.71, S.D. =0.7264).

5.5.5 Test of difference among occupation group

Test of difference in packaging, hedonic needs, and innovativeness among occupation groups (One way-ANOVA).

Table 5.20 ANOVA test of difference among occupation group

		Sum of Squares	df	Mean Square	F	Sig.
(Pack2) Artwork and design of packaging builds a perception in my mind about craft beer product.	Between Groups	5.754	2	2.877	4.750	0.010
	Within Groups	72.082	119	0.606		
	Total	77.836	121			
(Pack3) Artwork and design of packaging inspires me to purchase.	Between Groups	6.937	2	3.468	4.370	0.015
	Within Groups	94.440	119	0.794		
	Total	101.377	121			
(Hedonic4) I buy craft beer for finding a unique beer	Between Groups	9.512	2	4.756	6.015	0.003
	Within Groups	94.094	119	0.791		
	Total	103.607	121			
(Inno7) I will buy a new craft beer even if I haven't known about it yet	Between Groups	17.530	2	8.765	14.478	0.000
	Within Groups	72.044	119	0.605		
	Total	89.574	121			

Table 5.20 shows significant values are less than 0.05, the overall model is appropriate.

Table 5.21 Descriptive test among occupation group

		N	Mean	Std. Deviation	Std. Error	Sig.
(Pack2) Artwork and design of packaging builds a perception in my mind about craft beer product.	Employee in private company/ state enterprise/Government officer	106	3.47	0.746	0.072	0.024
	Business Owner	12	2.83	1.115	0.322	
(Pack3) Artwork and design of packaging inspires me to purchase.	Employee in private company/ state enterprise/Government officer	106	3.34	0.872	0.085	0.044
	Business Owner	12	2.67	1.155	0.333	0.032
(Hedonic4) I buy craft beer for finding a unique beer	Employee in private company/ state enterprise/Government officer	106	3.32	0.890	0.086	0.009
	Business Owner	12	2.50	1.000	0.289	0.012

Table 5.21 Descriptive test among occupation group (cont.)

		N	Mean	Std. Deviation	Std. Error	Sig.
(Inno7) I will buy a new craft beer even if I haven't known about it yet	Employee in private company/ state enterprise/Government officer	106	3.36	0.807	0.078	0.013
	Business Owner	12	2.67	0.492	0.142	0.000

Table 5.21 shows in statement artwork and design of packaging builds a perception in my mind about craft beer product, it has 1 difference. The business owner group (mean=2.83, S.D. =1.115) has less agreement on artwork and design of packaging build perception in mind compared to the employee in the private company group (mean=3.47, S.D. =0.745).

In a statement Artwork and design of packaging inspires me to purchase, it has 1 difference. The business owner group (mean=2.67, S.D. =1.155) has less agree on artwork and design of packaging inspire to purchase compared to the employee in the private company group (mean=3.34, S.D. =0.872).

In a statement I buy craft beer for finding a unique beer, it has 1 difference. The business owner group (mean=2.50, S.D. =1.000) has less agree on buying craft beer for finding unique beer compared to the employee in the private company group (mean=3.32, S.D. =0.890).

In a statement I will buy a new craft beer even if I haven't known about it yet, it has 1 difference. The business owner group (mean=2.67, S.D. =0.492) has less agree on buying craft beer without knowing it yet compared to the employee in the private company group (mean=3.36, S.D. =0.807).

5.5.6 Test of difference among education group

Test of difference in packaging, brand attitude, hedonic needs, innovativeness, and price consciousness among education groups (One way-ANOVA).

Table 5.22 ANOVA test of difference among education group

		Sum of Squares	df	Mean Square	F	Sig.
(Pack5) I think product information on the package of craft beer product (bottle/can) is important.	Between Groups	3.999	2	2.000	4.731	0.011
	Within Groups	50.296	119	0.423		
	Total	54.295	121			
(Brand3) I think my chosen brand is good buy for money	Between Groups	5.301	2	2.650	4.329	0.015
	Within Groups	72.863	119	0.612		
	Total	78.164	121			
(Hedonic1) I buy craft beer for beer tasting	Between Groups	2.001	2	1.000	4.318	0.015
	Within Groups	27.573	119	0.232		
	Total	29.574	121			
(Inno5) I like to buy a craft beer put out by new brand.	Between Groups	7.502	2	3.751	5.316	0.006
	Within Groups	83.973	119	0.706		
	Total	91.475	121			
(Inno7) I will buy a new craft beer even if I haven't known about it yet	Between Groups	15.349	2	7.675	12.304	0.000
	Within Groups	74.225	119	0.624		
	Total	89.574	121			
(Price3) When it comes to buying craft beer, I rely heavily on price.	Between Groups	11.035	2	5.517	7.179	0.001
	Within Groups	91.457	119	0.769		
	Total	102.492	121			

Table 5.22 shows significant values are less than 0.05, the overall model is appropriate.

Table 5.23 Descriptive test among education group

		N	Mean	Std. Deviation	Std. Error	Sig.
(Pack5) I think product information on the package of craft beer product (bottle/can) is important.	Bachelor	62	3.61	0.491	0.062	0.016
	Higher bachelor	58	3.28	0.790	0.104	
(Brand3) I think my chosen brand is good buy for money	Bachelor	62	3.48	0.718	0.091	0.027
	Higher bachelor	58	3.10	0.852	0.112	
(Hedonic1) I buy craft beer for beer tasting	Bachelor	62	3.65	0.603	0.077	0.015
	Higher bachelor	58	3.90	0.307	0.040	
(Inno5) I like to buy a craft beer put out by new brand.	Bachelor	62	2.84	0.853	0.108	0.016
	Higher bachelor	58	3.28	0.833	0.109	
(Inno7) I will buy a new craft beer even if I haven't known about it yet	Bachelor	62	3.06	0.885	0.112	0.001
	Higher bachelor	58	3.48	0.682	0.090	
(Price3) When it comes to buying craft beer, I rely heavily on price.	Bachelor	62	2.26	0.886	0.113	0.013
	Higher bachelor	58	2.72	0.874	0.115	

Table 5.23 shows on a statement I think product information on the package of craft beer product (bottle/can) is important, it has 1 difference. The bachelor group (mean=3.61, S.D. =0.491) has a higher agreement on whether product

information is important compared to the Higher bachelor group (mean=3.28, S.D. =0.790).

In a statement I think my chosen brand is a good buy for the money, it has 1 difference. The Bachelor group (mean=3.48, S.D. =0.718) has a higher agree on chosen brand is good to buy compared to the Higher bachelor group (mean=3.10, S.D. =0.852).

In a statement I buy craft beer for beer tasting, it has 1 difference. The Bachelor group (mean=3.65, S.D. =0.603) has a higher agree on buying craft beer for beer tasting compared to the Higher bachelor group (mean=3.90, S.D. =0.307).

In a statement I like to buy a craft beer put out by a new brand, it has 1 difference. The Bachelor group (mean=2.84, S.D. =0.853) has less agree on buying craft beer with new brands compared to The Higher bachelor group (mean=3.28, S.D. =0.833).

In a statement I will buy a new craft beer even if I haven't known about it yet, it has 1 difference. The Bachelor group (mean=3.06, S.D. =0.885) has less agree on buying new craft beer without knowing it compared to the Higher bachelor group (mean=3.48, S.D. =0.682).

In a statement when it comes to buying craft beer, I rely heavily on price, it has 1 difference. The Bachelor group (mean=2.26, S.D. =0.886) has less agree on buying craft beer rely heavily on price compared to the Higher bachelor group (mean=2.72, S.D. =0.874).

5.6 Factor analysis

In this study, factor analysis was used for reducing the unrelated question and to reorganize into new variables to improve the significance level and develop a more appropriate model.

5.6.1 Total Variance Explained on first run

Table 5.24 Total Variance Explained on first run

	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% f Variance	Cumulative %
1	6.528	23.314	23.314	3.215	11.482	11.482
2	3.216	11.486	34.800	3.051	10.895	22.377
3	2.605	9.305	44.105	2.762	9.864	32.241
4	1.994	7.121	51.226	2.377	8.490	40.731
5	1.699	6.069	57.295	2.350	8.392	49.123
6	1.395	4.981	62.276	2.033	7.260	56.383
7	1.180	4.215	66.492	1.801	6.431	62.815
8	1.109	3.961	70.452	1.755	6.266	69.081
9	1.032	3.687	74.139	1.416	5.058	74.139

Extraction Method: Principal Component Analysis.

Table 5.24 shows the total variance Explained table shows components 1, 2, 3, 4, 5, 6, 7, 8, and 9 have a total of value more than 1.0 which means they can be the potential components for grouping. However, it needs to be confirmed by scree plot and rotated component matrix.

5.6.2 Scree plot on first run

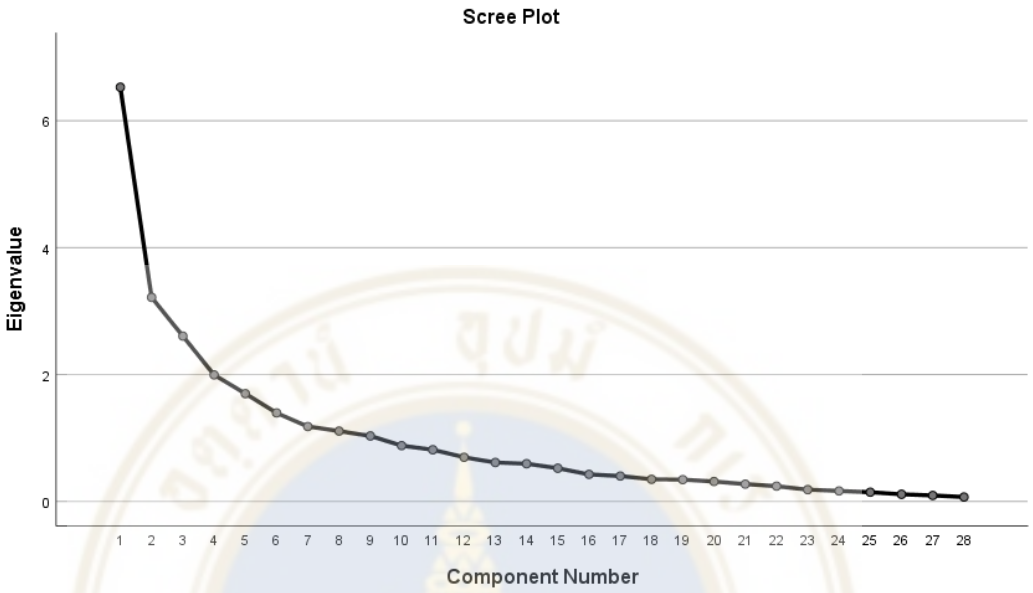

Figure 5.3 Scree plot on first run

The scree plot graph unclearly separates the 9 components from each other. Therefore, this graph needs to be confirmed by a rotated component matrix. However, the graph needs to be redoing to have clear separate components.

5.6.3 Rotated Component Matrix on first run

Table 5.25 Rotated Component Matrix on first run

	Component								
	1	2	3	4	5	6	7	8	9
(Inno5) I like to buy a craft beer put out by new brand.	0.772								
(Inno4) I usually prefer new craft beer over classic, oldie beer.	0.740								
(Inno6) I know and taste the craft beer before other people do	0.734								
(Hedonic4) I buy craft beer for finding a unique beer	0.660								
(Inno2) If I heard that a new craft beer was available in the store, I would be interested enough to buy it	0.534			0.513					
(Pack2) Artwork and design of packaging builds a perception in my mind about craft beer product.		0.848							
(Pack3) Artwork and design of packaging inspires me to purchase.		0.834							
(Pack1) Color of packaging of craft beer product (bottle/can) matters to me in purchasing it.		0.832							

Table 5.25 Rotated Component Matrix on first run (cont.)

	Component								
	1	2	3	4	5	6	7	8	9
(Pack7) I think attractive font styles used on the package of craft beer product (bottle/can) inspires me to purchase.		0.576				0.503			
(Price4) Price is the most important factor when I am choosing a craft beer.			0.874						
(Price3) When it comes to buying craft beer, I rely heavily on price.			0.850						
(Price1) I tend to buy the lowest-priced of craft beer that will fit my needs.			0.592				0.564		
(Price2) When buying craft beer, I look for the cheapest brand available.			0.532			-0.452			-0.402
(Hedonic2) I buy craft beer for learning more about the beer				0.820					
(Inno3) If a friend has newly released craft beer, I would ask to taste it.				0.647					
(Inno1) In general, I am among the first in my circle of friends to buy a new craft beer when it appears.				0.638					

Table 5.25 Rotated Component Matrix on first run (cont.)

	Component								
	1	2	3	4	5	6	7	8	9
(Brand1) I buy a craft beer only the brand I know.					0.780				
(Hedonic1) I buy craft beer for beer tasting					-0.745				
(Brand2) I buy craft beer because I like the brand					0.677				
(Pack4) The quality of packaging material of craft beer product (bottle/can) means the product is better.			0.401		0.512				
(Hedonic5) I drink craft beer for my enjoyment						0.732			
(Inno7) I will buy a new craft beer even if I haven't known about it yet	0.410					0.552			
(Brand3) I think my chosen brand is good buy for money							0.726		
(Brand5) I think I will drink my favorite craft brand in the upcoming 1-2 month.						0.405	0.568		
(Hedonic3) I drink craft beer for my special occasion								0.779	
(Brand4) If my favorite brand launches a new craft beer product, I will buy it.								0.576	
(Pack6) I evaluate craft beer product (bottle/can) according to the printed information while purchasing.							0.404	-0.450	0.435

Table 5.25 Rotated Component Matrix on first run (cont.)

	Component								
	1	2	3	4	5	6	7	8	9
(Pack5) I think product information on the package of craft beer product (bottle/can) is important.									0.762

Table 5.25 shows the rotated component matrix-1st run table shows that there are crossing loads between components and also low scores in some questions. Therefore, some questions need to be cut. However, questions need to be cut one by one and see improvement of graphs and questions. Lastly, non-relevant questions need to be cut from the group. The questions which are cut as following below (cut one by one).

Cutting question

Packaging 4: The quality of packaging material of craft beer products (bottle/can) means the product is better.

Packaging 5: I think product information on the package of craft beer products (bottle/can) is important.

Packaging 7: I think attractive font styles used on the package of craft beer products (bottle/can) inspire me to purchase.

Brand attitude5: I think I will drink my favorite craft brand in the upcoming 1-2 months.

Hedonic needs 5: I drink craft beer for my enjoyment

Innovativeness 2: If I heard that a new craft beer was available in the store, I would be interested enough to buy it

Price-conscious 2: When buying craft beer, I look for the cheapest brand available.

After cut the questions, factor analysis was run again for further improvement of analysis.

5.6.4 Total Variance Explained on final run

Table 5.26 Total Variance Explained on final run

	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% f Variance	Cumulative %
1	4.895	23.310	23.310	2.744	13.069	13.069
2	2.561	12.195	35.505	2.602	12.392	25.460
3	2.390	11.379	46.884	2.405	11.452	36.912
4	1.813	8.634	55.518	2.352	11.199	48.110
5	1.477	7.034	62.552	2.082	9.912	58.022
6	1.114	5.304	67.856	2.065	9.833	67.856

Extraction Method: Principal Component Analysis.

Table 5.26 shows the total variance explained table shows that components 1, 2, 3, 4, 5, and 6 have a total value of more than 1.0 which means they are significant components for grouping of factor analysis. However, it needs to be checked and confirmed by scree plot and rotated component matrix.

5.6.5 Scree plot on final run

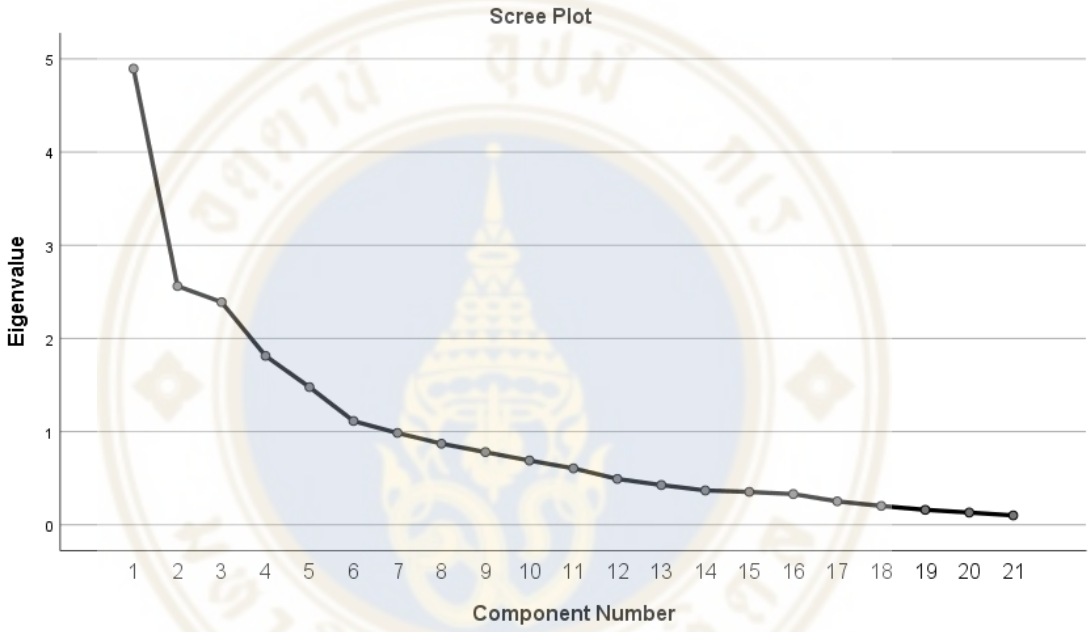

Figure 5.49 Scree plot on final run

The scree plot graph shows clearly separates the 6 components from each other. Therefore, this graph can be the one evidence to confirm factor analysis running has a clear view of grouping.

5.6.6 Rotated Component Matrix on final run

Table 5.27 Rotated Component Matrix on final run

	Component					
	1	2	3	4	5	6
(Inno5) I like to buy a craft beer put out by new brand.	0.805					
(Inno4) I usually prefer new craft beer over classic, oldie beer.	0.749					
(Inno6) I know and taste the craft beer before other people do	0.718					
(Hedonic4) I buy craft beer for finding a unique beer	0.610					
(Inno7) I will buy a new craft beer even if I haven't known about it yet	0.485					
(Pack2) Artwork and design of packaging builds a perception in my mind about craft beer product.		0.865				
(Pack3) Artwork and design of packaging inspires me to purchase.		0.844				
(Pack1) Color of packaging of craft beer product (bottle/can) matters to me in purchasing it		0.832				
(Price4) Price is the most important factor when I am choosing a craft beer.			0.848			
(Price3) When it comes to buying craft beer, I rely heavily on price.			0.824			
(Price1) I tend to buy the lowest-priced of craft beer that will fit my needs.			0.700			

Table 5.27 Rotated Component Matrix on final run (cont.)

	Component					
	1	2	3	4	5	6
(Pack6) I evaluate craft beer product (bottle/can) according to the printed information while purchasing.			0.565			
(Hedonic2) I buy craft beer for learning more about the beer				0.742		
(Inno1) In general, I am among the first in my circle of friends to buy a new craft beer when it appears.				0.726		
(Inno3) If a friend has newly released craft beer, I would ask to taste it.				0.683		
(Hedonic3) I drink craft beer for my special occasion					0.801	
(Brand4) If my favorite brand launches a new craft beer product, I will buy it.					0.716	
(Brand3) I think my chosen brand is good buy for money					0.605	
(Brand1) I buy a craft beer only the brand I know.						0.818
(Hedonic1) I buy craft beer for beer tasting						-0.748
(Brand2) I buy craft beer because I like the brand						0.641

Table 5.27 shows the rotated component matrix shows the 6 new groups of variables which will be named novelty finding, beer exploring, information influence, packaging design, occasionally buying, and beer preference.

The below table shows groups of questionnaires are built up as new 6 groups variables.

Group 1 Novelty Finding	
(Inno5) I like to buy a craft beer put out by new brand.	0.805
(Inno4) I usually prefer new craft beer over classic, oldie beer.	0.749
(Inno6) I know and taste the craft beer before other people do	0.718
(Hedonic4) I buy craft beer for finding a unique beer	0.610
(Inno7) I will buy a new craft beer even if I haven't known about it yet	0.485
Group 2 Packaging Design	
(Pack2) Artwork and design of packaging builds a perception in my mind about craft beer product.	0.865
(Pack3) Artwork and design of packaging inspires me to purchase.	0.844
(Pack1) Color of packaging of craft beer product (bottle/can) matters to me in purchasing it	0.832
Group 3 Information Influence	
(Price4) Price is the most important factor when I am choosing a craft beer.	0.848
(Price3) When it comes to buying craft beer, I rely heavily on price.	0.824
(Price1) I tend to buy the lowest-priced of craft beer that will fit my needs.	0.700
(Pack6) I evaluate craft beer product (bottle/can) according to the printed information while purchasing.	0.565

Group 4 Beer Exploring	
(Hedonic2) I buy craft beer for learning more about the beer	0.742
(Inno1) In general, I am among the first in my circle of friends to buy a new craft beer when it appears.	0.726
(Inno3) If a friend has newly released craft beer, I would ask to taste it.	0.683
Group 5 Occasionally Buying	
(Hedonic3) I drink craft beer for my special occasion	0.801
(Brand4) If my favorite brand launches a new craft beer product, I will buy it.	0.716
(Brand3) I think my chosen brand is good buy for money	0.605
Group 6 Beer Preference	
(Brand1) I buy a craft beer only the brand I know.	0.801
(Hedonic1) I buy craft beer for beer tasting	0.716
(Brand2) I buy craft beer because I like the brand	0.605

5.6.7 New conceptual framework

Based on the above discussion, a new conceptual framework has been developed. The conceptual framework is presented in Figure 5.5.

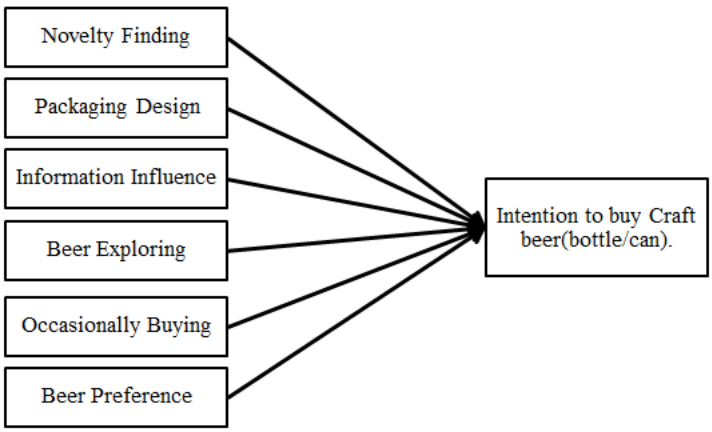

Figure 5.5 New conceptual framework

Figure 5.5 shows six new variables which novelty finding, beer exploring, information influence, packaging design, occasionally buying, beer preference toward the intention to buy craft beer bottle/can.

After factor analysis generated new 6 variables, all new 6 factors variables were used to find correlation among impulsive buying by using linear regression as follows.

5.7 Regression analysis

In this study, regression analysis was used for investigating the positive and negative impact of new variables on the intention to buy craft beer bottles/cans.

5.7.1 Regression analysis with enter method

First regression was applied with the entering method. The dependent variable is the intention to buy a craft beer bottle/can. Independent variables are novelty finding, packaging design, information influence, beer exploring, occasionally buying, and beer preference.

Table 5.28 Model summary regressions with enter method.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1	df2	Sig. F Change
1	.532[a]	0.283	0.245	0.583	0.283	7.558	6	115	0.000

Table 5.28 shows the adjusted R Square of the model is 0.245 which shows that independent variables can explain dependent variables 24.5%.

Table 5.29 ANOVA regressions with enter method.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.410	6	2.568	7.558	.000[b]
	Residual	39.081	115	0.340		
	Total	54.492	121			

Table 5.29 shows the significant values are less than 0.05, the overall model is appropriate.

Table 5.30 Coefficient regressions with enter method.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.352	0.462		2.928	0.004
	Novelty	0.225	0.096	0.228	2.339	0.021
	Packdesign	0.113	0.078	0.126	1.446	0.151
	PriceInfoInflu	0.001	0.082	0.001	0.009	0.993
	BeerExplorer	0.068	0.086	0.075	0.799	0.426
	OccasionBuy	0.313	0.091	0.310	3.425	0.001
	BeerPrefer	-0.043	0.116	-0.031	-0.366	0.715

Table 5.30 shows the significant value of novelty finding, and occasion buying are 0.021, 0.001 as consequence. The significance is lower than 0.05 which mean values are appropriate.

The above table shows the beta value of novelty finding is +0.228 which has a positive influence on the intention to buy craft beer bottles/cans. Moreover, the beta value of occasion buying is +0.310 which means it has a positive influence on the intention to buy craft beer bottles/cans.

Furthermore, regression analysis with the backward method was used to improve the result of the enter method.

5.7.2 Regression analysis with backward method

Regression was applied with the backward method. Dependent variable: Intention to buy craft beer bottle/can. Independent variables: novelty finding, packaging design, information influence, beer exploring, occasionally buying, beer preference.

Table 5.31 Model summary regressions with backward method.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2	Sig. F Change
4	.527[d]	0.278	0.259	0.578	-0.004	0.689	1	117	0.408

Table 5.31 shows the adjusted R Square of the model is 0.259 which shows that independent variables can explain dependent variables by 25.9%. The adjusted R square of the backward method is higher which can better explain the model than the enter method.

Table 5.32 ANOVA regressions with backward method.

Model		Sum of Squares	df	Mean Square	F	Sig.
4	Regression	15.133	3	5.044	15.123	.000[e]
	Residual	39.359	118	0.334		
	Total	54.492	121			

Table 5.32 shows the significant values are less than 0.05, the overall model is appropriate.

Table 5.33 Coefficient regressions with backward method.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
4	(Constant)	1.324	0.333		3.977	0.000
	Novelty	0.261	0.085	0.265	3.059	0.003
	Packdesign	0.118	0.077	0.132	1.537	0.127
	OccasionBuy	0.310	0.084	0.308	3.707	0.000

Table 5.33 shows the significant value of novelty finding and occasion buying are 0.003, and 0.000 as consequence. The significance is lower than 0.05 which mean values are appropriate.

The above table shows the beta value of novelty finding is +0.265 which has a positive influence on the intention to buy craft beer bottles/cans. Moreover, the beta value of occasion buying is +0.308 which means it has a positive influence on the intention to buy craft beer bottles/cans.

Furthermore, the question of novelty findings was further analyzed with linear regression again to find more details on the intention to buy craft beer bottles/cans.

5.7.3 Regression analysis with backward method toward novelty finding

Regression was applied with the backward method. The dependent variable: intention to buy craft beer bottle/can. The Independent variable is novelty findings which consist of questions Hedonic4, Innovativeness7, Innovativeness4, Innovativeness6, and Innovativeness5.

Table 5.34 Model summary regressions with backward method toward novelty finding.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.501[a]	0.251	0.218	0.593	0.251	7.763	5	116	0.000

Table 5.34 shows the adjusted R Square of the model is 0.218 which shows that independent variables can explain dependent variables 21.8%.

Table 5.35 ANOVA regressions with backward method toward novelty finding.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.663	5	2.733	7.763	.000[b]
	Residual	40.829	116	0.352		
	Total	54.492	121			

Table 5.35 shows the significant values are less than 0.05, the overall model is appropriate.

Table 5.36 Coefficient regressions with backward method toward novelty finding.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.044	0.258		7.917	0.000
	(Inno4) I usually prefer new craft beer over classic, oldie beer.	0.207	0.100	0.268	2.076	0.040
	(Inno5) I like to buy a craft beer put out by new brand.	-0.119	0.102	-0.154	-1.162	0.248
	(Inno6) I know and taste the craft beer before other people do	-0.073	0.062	-0.114	-1.173	0.243
	(Inno7) I will buy a new craft beer even if I haven't known about it yet	0.202	0.072	0.259	2.825	0.006
	(Hedonic4) I buy craft beer for finding a unique beer	0.222	0.073	0.306	3.035	0.003

Table 5.36 shows the significant value of innovativeness4, innovative7 and hedonic4 are 0.040, 0.006, and 0.003 as consequence. The significance is lower than 0.05 which mean values are appropriate.

The above table shows the beta value of innovativeness4 is +0.268 which has a positive influence on the intention to buy craft beer bottles/cans. Moreover, the beta value of innovative7 is +0.259 which means it has a positive influence on the intention to buy craft beer bottles/cans. Additionally, the beta value of hedonic4 is +0.306 which means it has a positive influence on the intention to buy craft beer bottles/cans.

Moreover, the question of occasionally buying was further analyzed with linear regression again to find more details on the intention to buy craft beer bottles/cans.

5.7.4 Regression analysis with backward method toward occasionally buying

Regression was applied with the backward method. Dependent variable: Intention to buy craft beer bottle/can. Independent variables: occasionally buying which consists of questions Hedonic3, Brand3, and Brand4.

Table 5.37 Model summary regressions with backward method toward occasionally buying.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2	Sig. F Change
2	.433[b]	0.187	0.174	0.610	-0.002	0.279	1	118	0.598

Table 5.37 shows the adjusted R Square of the model is 0.174 which shows that independent variables can explain dependent variables 17.4%.

Table 5.38 ANOVA regressions with backward method toward occasionally buying.

Model		Sum of Squares	df	Mean Square	F	Sig.
2	Regression	10.215	2	5.108	13.727	.000[c]
	Residual	44.277	119	0.372		
	Total	54.492	121			

Table 5.38 shows the significant values are less than 0.05, the overall model is appropriate.

Table 5.39 Coefficient regressions with backward method toward occasionally buying.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
2	(Constant)	2.260	0.259		8.740	0.000
	(Hedonic3) I drink craft beer for my special occasion	0.237	0.065	0.331	3.644	0.000
	(Brand4) If my favorite brand launches a new craft beer product, I will buy it.	0.142	0.075	0.173	1.901	0.060

The significant value of Hedonic3 and Brand4 are 0.000, and 0.060 as consequence. The significance is lower than 0.05 which mean values are appropriate.

The above table shows the beta value of Hedonic3 is +0.331 which has a positive influence on the intention to buy craft beer bottles/cans. Moreover, the beta value of Brand4 is +0.173 which means it has a positive influence on the intention to buy craft beer bottles/cans.

CHAPTER VI
DISCUSSION

6.1 Discussion

The main goal of this study was to explore the intention to buy craft beer in the Thai market among Bangkok metropolis and metropolitan consumers. Five variables were studied to see the influence on intention to buy craft beer in the Thai market. They are includes packaging, brand attitude, hedonic needs, innovativeness, and price-conscious. After the result was received, there are 122 respondents as our target group. The result was analyzed by SPSS-software.

6.2 Findings and theoretical implications

The over result is appropriate according to the reliability test in which all variables have more than 0.4 value of Cronbach's alpha. Each finding variable will be further discussed below.

6.2.1 Packaging

In this study, primary packaging was conducted to measure the influence on intention to buy craft beer bottle/can products. The color, artwork, design, quality of material, and product information of packaging were asked in the survey questionnaire. The test of difference shows that artwork and design of the packaging have different thinking among the occupation demographic of these respondents. The employee is inspired to buy craft beer bottle/can by the artwork and design of packaging more than the business owner. Moreover, packaging information is highly concerned by the high-income group than the lower-income group. In addition, the groups of bachelors also agree that product information is important. It can be applied to the product which targets these segments characteristic that craft beer bottles/cans provide product information on their packaging. Moreover, married with child

(children) agree more about the quality of the material packaging means the product is better. Therefore, product developers should select good quality packaging material and artwork with the design and provide product information packaging will influence on different customer segmentation.

6.2.2 Brand attitude

In this study, questionnaires ask respondents about several stages of attitude which is included affective, cognitive, and conative questions. According to the test of difference, single with no child tend to think the chosen brand is a good buy for their money when compared to another marital status. Moreover, the female gender agrees that they will purchase their favorite brand. Therefore, marketers should focus the branding strategy to suit the single female to encourage them to purchase more craft beer bottle/can products. The interesting income perspective is that low and high income does not rely much on brand. They are willing to purchase on new brand without knowing it. However, for the middle income, they prefer to buy a known brand which means they are much more considerate about the brand when buying craft beer bottles/cans. Additionally, the bachelor's degree group and young age agree that the brand of craft beer that they buy is good for the money.

6.2.3 Hedonic needs

Hedonic needs questionnaires were asked mainly about sensory and emotional motivation toward craft beer bottles/cans. According to the test of difference, as mentioned the income group high-income group highly agreed on buying craft beer for beer learning. Moreover, the employee group agreed with buying craft beer for finding a unique beer. Both bachelors and higher bachelors have highly agreed on buying craft beer for beer tasting. Therefore, companies need to produce an innovative craft beer for the market to capture the need of customers.

6.2.4 Innovativeness

In this study, innovativeness was measured only domain-specific innovativeness which is a better predictor of consumer tendency to purchase new products in a particular category which includes only craft beer. According to the test

of difference, younger age agreed that they buy special beer more than a classic beer. Moreover, higher bachelor highly agrees to buy craft beer out on by new brand. In addition, the employee and the higher bachelors buy craft beer even not knowing about it.

6.2.5 Price consciousness

This study found that the female group and married with no child group strongly disagree that price is the most important factor when buying craft beer. Moreover, the female group disagrees with buying craft beer from the cheapest brand than male respondents. Additionally, the bachelors disagree with relying on price when by craft beer. It can imply that the bachelor group and the female group without a child to take care of might be potential target customers for craft beer

6.2.6 Demographics

This study found that the young age group prefers to buy craft beer at the specialty beer store. Middle age prefers to buy craft beer in supermarket and convenience store. Moreover, younger age prefers to try craft beer over oldie beer. Females prefer to buy craft beer at specialty beer stores more than males. Females tend to buy more units of craft beer per shopping time than male consumers. As a consequence female customers tend to spend on craft beer more than male customers. Moreover, they are not sensitive to price when buying craft beer compares to the male group. They are more easily influenced by brands than the male group. The male group also prefers to buy craft beer at supermarkets and convenience stores. High-income and low-income groups tend to buy a craft beer without knowing the brand. In contrast, the middle income cares about the brand when compared with the high and the low-income groups. Single with no child group agrees that price is important for buying craft beer. Therefore, they need to sure a chosen craft beer is good for money to buy. For higher bachelor's degree groups, they buy craft beer because of beer tasting. However, they are still concerned about the price when they buy craft beer. In contrast with the bachelor's degree group, they are more concerned about the worth to buy a craft beer. The product information can help this group to understand the beer worth buying. However, they do not concern about price when buying craft beer. The

business owner group does not rely on packaging design and artwork. They are less interested in trying the new unique beer. On the other hand, the employee is influenced by packaging design and artwork. They are willing to try a new beer and taste unique beer. They agree on buying new beer without knowing it.

6.2.7 Factor analysis and regression analysis

Since 1st run of factor analysis shows an insufficient model. Therefore, 7 questions were cut out and run factor analysis again. The model is appropriate which comes with new variables group including novelty finding, packaging design, information influence, beer exploring, occasionally buying, and beer preference. New six variables were run linear regression analysis toward intention to buy craft beer bottle/can. Novelties finding and occasionally buying have a positive influence on the intention to buy craft beer bottle/can as result.

The novelties finding in this study is a mixture of components of innovativeness and hedonic needs. It is one of the motivations which have a positive influence on the intention to buy craft beer with a beta value of +0.265. Consumers are interested in new craft beer with a unique beer taste according to the survey questionnaires. Therefore, companies need to do new product development launching in the Thai craft beer market.

The occasionally buying in this study is a mixture of components of brand attitude and hedonic needs. It has a positive influence on the intention to buy craft beer with a beta value of +0.310. The questionnaire from occasionally buying confirms that if the brand launches a new product, the consumer tends to buy it. Moreover, consumers tend to buy craft beer for special occasions. Therefore, companies need to do a new product with the essence of special customer occasions which links to craft beer products.

CHAPTER VII
CONCLUSION

Conclusion

Previous research has acknowledged the intention to buy craft beer in many dimensions. However, there is little market research on the Thai craft beer market about the intention to buy craft beer bottles/cans. This study has provided an exploration of the factors which influence intention to buy craft beer bottle/can, and identified the characteristics associated with consumers who are craft beer drinker in Bangkok and its metropolitan. The study focuses on quantitative approaches by using questionnaire surveys and analyzed by SPSS software. The initial five variables were conducted toward the intention to buy craft beer bottle/can which includes packaging, brand attitude, innovativeness, hedonic needs, and price consciousness. However, after running factor analysis to test its significant levels by using SPSS, a new set of variables was used to better analyze the data. The new six variables include novelty finding, packaging design, information influence, beer exploring, occasionally buying, and beer preference.

The result of linear regression analysis among six factors toward intention to buy craft beer bottle/can is that only two variables have significant levels which are novelty finding and occasionally buying. Whereas packaging design, information influence, beer exploration, and beer preference have no significance with the intention to buy a craft beer bottle/can. The finding shows novelty finding and occasionally buying has a positive influence on intention to buy craft beer bottle/can among Bangkok metropolitan and metropolitan.

Moreover, the finding indicates the differences in craft beer buying among demographic groups. Young consumers tend to try a new brand and new beer without influence from the craft brand. The young age and female group usually buy craft beer at specialty beer stores; whereas middle age and male consumers would like to buy craft beer at convenience stores and supermarkets. The female group is a potential

craft beer consumer in this study research. They buy craft beer more units and spend more as a consequence. Female is not priced sensitive when they buy craft beer. Therefore, launching a new product with a unique beer flavor is a key strategy for the Thai craft beer market.

Lastly, this study can provide better insight into the intention to buy craft beer of Bangkok consumers. It could be a benefit for marketing implications and any academicians. Moreover, understanding novelty finding and occasionally buying help marketers to better do strategic planning to increase the sale of craft beer in the Thai market.

CHAPTER VIII
RECOMMENDATION

8.1 Marketers for Craft Beer Company Sector

Novelty finding has a positive influence on the intention to buy craft beer bottle/can in Bangkok and metropolitan. Marketers should focus on developing the uniqueness of the flavor of craft beer. A marketing strategy should relate to launching a new product every quarter of the year. Consumers have a craft beer for beer tasting and their new experience. The unique taste of craft beer plays an important role in the intention to buy craft beer. Moreover, the packaging also plays an important role in consumers perceiving overall craft beer quality. However, the brand attitude of craft beer is not an important factor in the intention to buy craft beer. Therefore, marketers might less focus on branding activities and focus on new product development.

Occasionally buying also has a positive influence on the intention to buy craft beer bottle/can in Bangkok and metropolitan. Marketers should communicate through an advertisement for a specific occasion such as a celebration, or party. Moreover, marketers can also communicate how their product suite to consumers on special occasions. In addition, marketers can also enhance the craft beer intention to buy by creating an event with the restaurants to encourage consumers to drink and buy more craft beer. These strategies will help to enhance the intention to buy craft beer bottles/cans.

8.2 Future researcher for intention to buy craft beer bottle/can in Thai market

Since the quantitative approach was conducted in this research, it is necessary to dig deeper into the qualitative approach with an interview from many aspects such as consumers, craft beer marketers, beer product specialists, and craft beer sellers. The interview question should develop from the survey questionnaires.

Novelty finding and occasionally buying need to be asked to get more many-dimension of information from all aspects.

Moreover, the quantitative survey might expand out from Bangkok to other areas to understand more characteristics and motivation to buy craft beer from many regions in Thailand.

CHAPTER IX
LIMITATION

Limitation

This study has some limitations. Therefore, finding interpretation needs to be done carefully. During the collection of data, there was a spreading of the Covid-19 pandemic; therefore, an offline survey is hardly collected. Since the survey was posted on craft beer lovers on the Facebook page, it will be only online respondents which might limit offline respondents. Since the quantitative survey was collected by online survey, if respondents need more explanation to the survey questionnaire, it might not possible which might lead to misunderstanding to answer the questionnaire. Moreover, the result of this study might not broad in terms of demographic which results in an undiversified age group, occupation group, and education group. The majority of the age group is 28-35 years old. The majority group of occupations is employees in private companies/ state enterprises/Government officers. The majority group of education is in bachelors and higher bachelors. This study was conducted by a student during the period of study for a master's degree at Mahidol University with a limited time.

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APPENDICES

Appendix A

Introduction of survey

Dear participants, thank you for accepting our invitation. We appreciate your participation in our online survey. It will only last for 15 minutes.

Appendix B

Screening questions

1. Do you live in Bangkok and Metropolitan? (Bangkok, Nakhon Pathom, Pathum Thani, Nonthaburi, Samut Prakan, or Samut Sakhon)
    a. Yes
    b. No (Thank you for your time, end of question)

2. Have you brought craft beer (can or bottle) (according to the below) in past 3 months? Craft beer in this study means that beer contain in bottle or can which has perceptions includes six dimensions which are multi-sensory experience, focal point of consumption usually at home or special event or activity, product of high quality and local production, focus on attributes of product (such as flavor, texture, packaging), consume either alone or very selective co-consumers, low availability, and to non-connoisseurs is expensive and impractical.

    a. Yes
    b. No (Thank you for your time, end of question)

Appendix C

General questions

3. How often do you drink a craft beer (bottle/can)?
    a. Everyday
    b. 4-5 days per week
    c. 2-3 days per week

d. Once a week
e. Twice a month
f. Once a month
g. Less than once packa month

4. Where do you usually buy craft beer (bottle/can)?
    a. Supermarket
    b. Convenience store (ex. 7-11)
    c. Specialty beer store (craft beer bar, bottle/can shop)
    d. Restaurant
    e. Buy online
5. How much do you usually spend per week on craft beer (bottle/can)?
    a. Less than 100 baht
    b. 101-500 baht
    c. 501-1,000 baht
    d. 1,001-1,5000 baht
    e. More than 1,500 baht
6. What type of packaging size do you usually buy craft beer (bottle/can)?
    a. Big bottle (600-650ml or more)
    b. Small bottle (300-350ml or less)
    c. Big Can (450-500ml or more)
    d. Small Can (300-350ml or less)
    e. I do not concern packaging size and packaging type when I buy craft beer.
7. How many units (bottle/can) do you usually buy craft beer (bottle/can) per week?
    a. 1-3 units
    b. 4-6 units
    c. 7-10 units
    d. 11-13 units
    e. More than 13 unit (ex. beer case)

Appendix D

Variable question

Rank your level of agreement with each statement

1-Strongly Disagree 2-Disagree 3-Agree 4-Strongly Agree

Table 11.1 Survey questionnaire with packaging variable

Packaging	1	2	3	4
8. Color of packaging of craft beer product (bottle/can) matters to me in purchasing it				
9. Artwork and design of packaging builds a perception in my mind about craft beer product.				
10. Artwork and design of packaging inspires me to purchase.				
11. The quality of packaging material of craft beer product (bottle/can) means the product is better				
12. I think product information on the package of craft beer product (bottle/can) is important.				
12. I evaluate craft beer product (bottle/can) according to the printed information while purchasing.				
13. I think attractive font styles used on the package of craft beer product (bottle/can) inspires me to purchase.				

Rank your level of agreement with each statement

1-Strongly Disagree 2-Disagree 3-Agree 4-Strongly Agree

Table 11.2 Survey questionnaire with brand Attitude variable

Brand Attitude	1	2	3	4
14. I buy a craft beer only the brand I know.				

Table 11.2 Survey questionnaire with brand Attitude variable (cont.)

Brand Attitude	1	2	3	4
15. I buy craft beer because I like the brand				
16. I think my chosen brand is good buy for money				
17. If my favorite brand launches a new craft beer product, I will buy it.				
18. I think I will drink my favorite craft brand in the upcoming 1-2 month.				

Rank your level of agreement with each statement

1-Strongly Disagree 2-Disagree 3-Agree 4-Strongly Agree

Table 11.3 Survey questionnaire with hedonic needs variable

Hedonic Needs	1	2	3	4
19. I buy craft beer for beer tasting				
20. I buy craft beer for learning more about the beer				
21. I drink craft beer for my special occasion				
22. I buy craft beer for finding a unique beer				
23. I drink craft beer for my enjoyment				

Rank your level of agreement with each statement

1-Strongly Disagree 2-Disagree 3-Agree 4-Strongly Agree

Table 11.4 Survey questionnaire with innovativeness variable

Innovativeness	1	2	3	4
24. In general, I am among the first in my circle of friends to buy a new craft beer when it appears.				
25. If I heard that a new craft beer was available in the store, I would be interested enough to buy it				

Table 11.4 Survey questionnaire with innovativeness variable (cont.)

Innovativeness	1	2	3	4
26. If a friend has newly released craft beer, I would ask to taste it.				
27. I usually prefer new craft beer over classic, oldie beer.				
28. I like to buy a craft beer put out by new brand.				
29. I know and taste the craft beer before other people do				
30. I will buy a new craft beer even if I haven't know about it yet				

Rank your level of agreement with each statement

1-Strongly Disagree 2-Disagree 3-Agree 4-Strongly Agree

Table 11.5 Survey questionnaire with Price consciousness variable

Price consciousness	1	2	3	4
31. I tend to buy the lowest-priced of craft beer that will fit my needs.				
32. When buying craft beer, I look for the cheapest brand available.				
33. When it comes to buying craft beer, I rely heavily on price.				
35. Price is the most important factor when I am choosing a craft beer.				
31. I tend to buy the lowest-priced of craft beer that will fit my needs.				

Rank your level of agreement with each statement

1-Strongly Disagree 2-Disagree 3-Agree 4-Strongly Agree

Table 11.6 Survey questionnaire with Intention to buy variable

Intention to buy	1	2	3	4
36. I am tending to buy craft beer within next 3 months				

Appendix E

Demographic question

37. How old are you?

a. Under 18
b. 18-22
c. 23-27
d. 28-35
e. 36-45
f. 46-55
g. More than 55

38. What is your gender?

a. Male
b. Female
c. LGBTQ+

39. What is your average monthly income?

a. 0 - 7,500 baht
b. 7,501 - 18,000 baht
c. 18,001 - 24,000 baht
d. 24,001 - 35,000 baht
e. 35,001 - 50,000 baht
f. 50,001 - 85,000 baht
g. 85,001 - 160,000 baht

h. More than 160,000

40. What is your current marital status?

a. Single

b. Married with no child

c. Married with child (children)

41. What is your occupation?

a. Employee in private company/ state enterprise/Government officer

b. Business Owner

c. Retired

d. Student

e. Unemployed

42. What is your education level?

a. High school or lower

b. Bachelor

c. Higher bachelor

Thank you for taking the time to complete this survey. We truly value the information you have provided. Your responses will contribute to our analyses of exploring research for Mahidol University. We are extremely grateful for your contributing your valuable time, your honest information,