

**IMPACT OF EXTRINSIC CUES ON THAI WINE: HOW THE
COUNTRY OF ORIGIN AND MEDAL INFLUENCE THAI
CONSUMER'S INTENTION TO BUY THAI WINE**



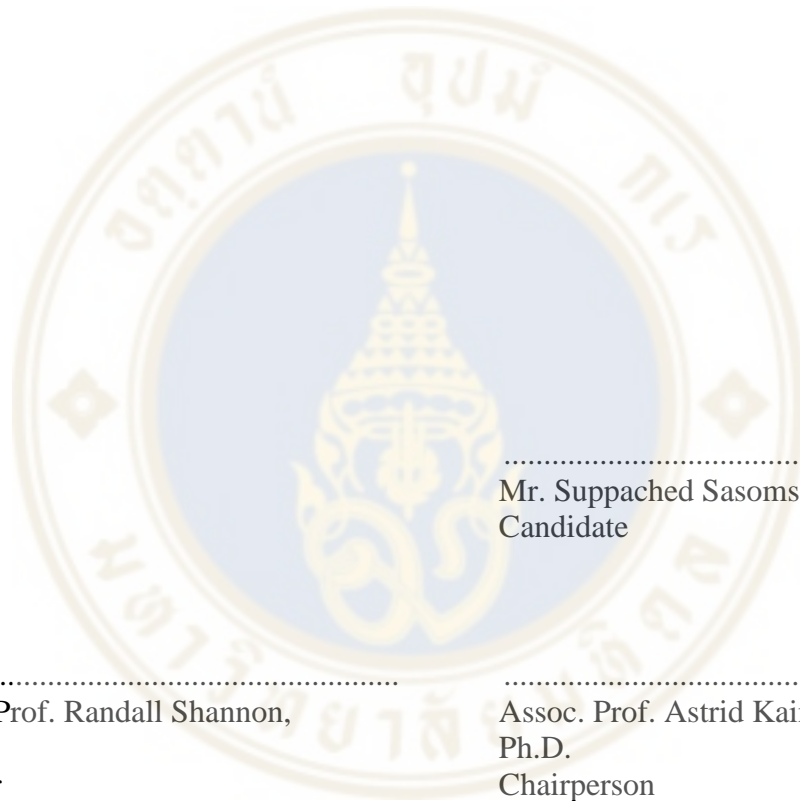
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Thematic paper
entitled
**IMPACT OF EXTRINSIC CUES ON THAI WINE: HOW THE
COUNTRY OF ORIGIN AND MEDAL INFLUENCE THAI
CONSUMER'S INTENTION TO BUY THAI WINE**

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ABSTRACT

This research study is to understand the impact of extrinsic cues on Thai drinker; country of origin, price, and award medal sticker. Wine drinkers from Bangkok and Hua Hin were recruited to an individual interview with a blind wine tasting. Two question sets were asked to assess their knowledge both objective and self-perceived respectively.

The drinkers were classified based on the drinking frequency, level of objective knowledge, and perceived knowledge. Country of Origin (COO) is influential to any group. The traditional winemaking countries stand out the most due to their credential reputation. Thailand is a choice for those who already exposed to Thai wine before because they have gained a confidence after having tasted the product. The medal sticker is not seen to be decision making instrument when regular drinkers choose a wine. It does not improve sales, rather an augmented product to assist consumers with decision-making when they have to buy an unknown wine. It increases level of confidence in that particular bottle. However, the medal still cannot replace brand reputation and brand loyalty. Lastly, the consumer does not have much chance to taste the product before a decision making, they exploit extrinsic cue to make their choice. Wines from well-known COO outperform ones from less-heard even though the latter is an award-winning but the former. Thus, the extrinsic cues also connote the price.

KEY WORDS: Thai Wine / Thai consumer/ Intention-to-Buy/ Country of Origin, Medal

26 pages

CONTENTS

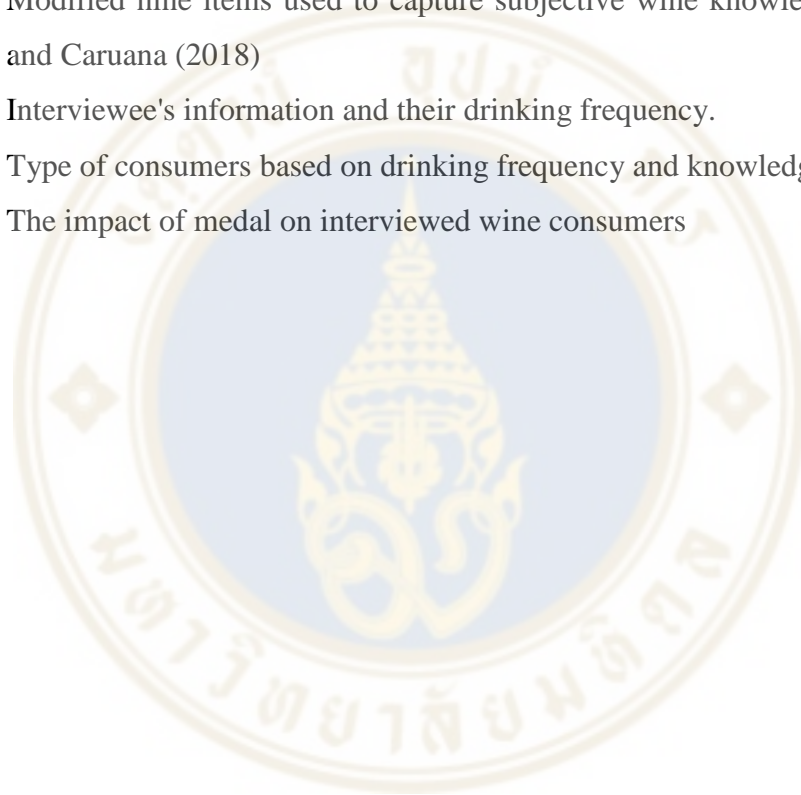
	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Research Objectives	2
CHAPTER II LITERATURE REVIEW	3
2.1 Product Knowledge	3
2.2 Country of Origin	4
2.3 Impact of Medal on Consumer's Purchase Decision	6
2.4 Price Signal	7
2.5 Hypotheses	8
2.5.1 High perceived knowledge consumers have got higher Intention-to-buy Monsoon Valley Wine than lower ones	8
2.5.2 Thai consumers have a low intention-to-buy Monsoon Valley	8
2.5.3 Award medal on Monsoon Valley bottle increases intention-to-buy Monsoon Valley Wine	9
CHAPTER III RESEARCH METHODOLOGY	10
3.1 Materials	10
3.1.1 Wines	10
3.1.2 Participants	11
3.1.3 Instrument	11

CONTENTS (cont.)

	Page
CHAPTER IV RESULT AND DISCUSSION	14
4.1 Result and Discussion	14
4.1.1 Objective Wine Knowledge and Self-perceived Wine Knowledge	15
4.1.2 Quality Justification	16
4.1.3 Country of Origin	17
4.1.4 Medal	18
4.2 Conclusion	21
4.3 Limitation & Suggestion	22
REFERENCES	23
BIOGRAPHY	26

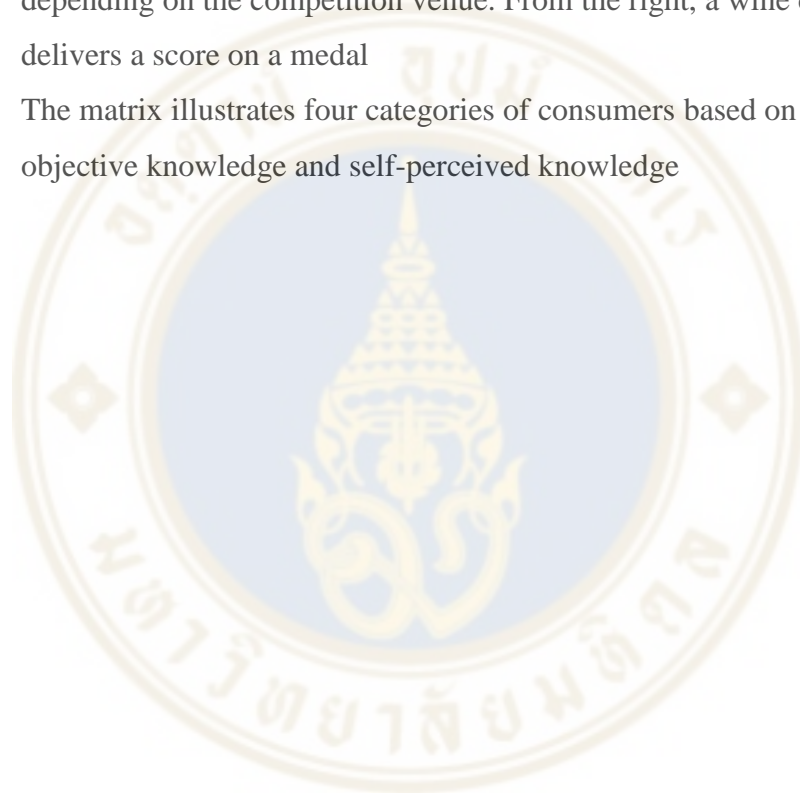
LIST OF TABLES

Table		Page
3.1	Questions developed by Forbes (2008) to assess consumer's objective wine knowledge	12
3.2	Modified nine items used to capture subjective wine knowledge Ellis and Caruana (2018)	13
4.1	Interviewee's information and their drinking frequency.	14
4.2	Type of consumers based on drinking frequency and knowledge	15
4.3	The impact of medal on interviewed wine consumers	19



LIST OF FIGURES

Figure		Page
2.1	The awards from wine competition are expressed in medal format. It ranges from Bronze, Silver, Gold, and Trophy depending on the competition venue. From the right, a wine critic delivers a score on a medal	6
4.1	The matrix illustrates four categories of consumers based on their objective knowledge and self-perceived knowledge	15



CHAPTER I

INTRODUCTION

1.1 Background

There are many alcoholic beverages produced in Thailand for example white rum, rice spirits, rice wine, so-called sato, and wines. Some of them have been nationally well embraced by local consumers e.g. white rum and rice spirits meanwhile certain product categories seem not to go anywhere although proof of superior quality. Thai wines are the ones that face the dilemma.

Monsoon Valley, an award-winning Thai wine producer has enjoyed its success at international level year after year. Its wines have won many awards from prestige wine competition venues, beating those from traditional wine-growing countries. Unexplainably, it is not much known by the local Thai wine drinkers despite of heavily advertising on social media and frequent promotional activities such as wine tasting event and wine dinner at premium outlets.

There are many factors brought into play when a consumer makes a purchase decision e.g. situational factor, personal factor, physiological culture, and social factor. Hundreds of wine labels are available in the marketplace with various characteristics. For example, wines at the same quality level sold at different price points. Wines at very different quality levels sold at the same price point. Wines sold at the same price but different provenance. Wines sold at a relatively small price gap. Many wine labels are available with the same price. All of these facts make wine even more complex in terms of purchase decision. Those who have got an experience may find it fairly easier than newcomers. Consumers in different markets place importance to each cue such as quality, brand name, and origin at different degree (Goodman, 2007)

By saying that Thailand is still a young market and wine culture has recently been introduced, hence to purchase a wine it can be a very complicated mission. The consumers will use cues in order to justify their choice. Therefore, the

main focus of this research is to study the effect of cues and factors of wine choice on Monsoon Valley Wine.

1.2 Research Objectives

- 1) To study the impact of self-perceived knowledge on purchase decisions towards Monsoon Valley Wine.
- 2) To study Thai consumer's intention-to-buy towards Monsoon Valley Wine with Thailand country of origin.
- 3) To examine the impact of the medal towards consumer's intention-to-buy Monsoon Valley Wine.
- 4) To establish possible price bands of Monsoon Valley Wine.



CHAPTER II

LITERATURE REVIEW

2.1 Product Knowledge

Product knowledge is a gatekeeper to purchasing. It contributes to the consumer's decision-making process. Consumers commence with searching and gathering all available information of products that could localize in their memory or from external data sources. Later, they evaluate the product choices and purchase and eventually react to the product performance after using (Post-purchase behavior) where a purchase experience is gained. Thus, an expert who has a lot of prior product experience might end up with a different decision to novices in that product category.

Objective knowledge is a measurable and accurate level of product knowledge that consumers really have. It can be done by test for instance. Meanwhile, subjective knowledge is self-perceived knowledge. It is a level or how much product knowledge consumers see themselves possessing.

Objective knowledge can be gained by two incidents (Pechtl, 2008). 1) Objective knowledge that comes from an intentional learning process. Consumers pay attention to learn and memorize the information of the product for example brand, price, and other product characteristics. 2) Consumers accidentally expose themselves to the product, for example, the consumers see price tags while shopping. Those prices are possibly recalled in different forms e.g. sense of magnitude (Vanhuele and Drèze, 2002) which is not as clear as they memorize the price tag of their frequently purchased product. The latter is less memorable in the consumer memory than the former. Furthermore, it increases complexity for the consumers to remember when there are many data sets (Vanhuele and Drèze, 2002). For example, a wider range of high-priced and low-priced items and a large selection of brands within a category. Thus, Pechtl, 2008 suggested that product experience is a key to product knowledge.

Subjective knowledge: Alba (2000) mentioned in this research “consumers are at risk when using memory-based information because sometimes they will think they know more than they do, because their confidence will sometimes be unrelated to accuracy, and because they will sometimes rely on the verbally stated confidence of others.” It implies that the subjective knowledge is related to the level of confidence the consumer believes they own. From the work of Mishra & Kumar, 2011 it revealed that consumers with subjective knowledge search and process the information differently to those with objective knowledge. It is therefore foreseeable that the two groups of consumers could have a dissimilar approach to choose the product.

Orth (2002) explained that, in the wine industry, attributes requiring less experience to understand are more influential on average wine consumers. On the other hand, wine connoisseurs employ more sophisticated attributes such as varietal and vintage to justify the wine choice. The product cues employed by consumers are varied on the level of consumer’s wine knowledge and also typicality of the product (Spielmann, 2015). Low-knowledge consumers look for simple extrinsic cues (Bettman and Park, 1980) meanwhile medium and high-knowledge ones tend to use both intrinsic and extrinsic cues (Spielmann, 2015).

2.2 Country of Origin

There are many studies revealing the importance of Country of Origin on the purchase decision across all product categories starting from general to specific ones. Consumers sometimes embed COO notion to the entire nation’s product. COO can signal the product quality either in positive or negative way. Rungkasiri (2012) discovered that Thai consumers had an “average quality” stereotype attitude towards Made-In-China products in all categories. However, as a communication strategy, the COO is not always working. It works in some contexts where the quality is a determining factor and the producer country must be known for that particular industry. The reputation cannot inherit from one industry to another (Beveland et al 2002).

In the wine industry, COO also plays an important role when wines from around the world are openly traded. A slight change in the territory can generate a

variety of wine and eventually results in a larger wine selection on the aisle. It causes decision-making difficulty in choosing a wine, especially in the emerging wine market. Duran (1999) explained that the Made-In concept was very crucial in the wine market since there were so many choices available for the consumers. The consumers likely took a shortcut to simplify the purchasing process and select the wines by considering one or two extrinsic cues such as price and origin (Lockshin and Rhodus, 1993).

Two publications showed a similarity of importance of Country of Origin in two different markets; Ireland, and in China. Keown (1995) has tested extrinsic cues on the wine purchase decision of different levels of Irish consumer involvement (i.e. connoisseur, aspirational drinkers, beverage wine consumers, and new wine drinkers). 10 label characteristics were listed and the informants rated the importance when they purchased wines. The country of origin was the most standing out. 65% of the informants considered COO as a key factor for the decision-making process. Barestrini and Gamble (2006) have also studied the effect of COO in the Chinese market. The findings were in line with previous studies. Chinese consumers paid attention to COO rather than price. They became more highly involved consumers when the wine was bought for gifting occasions and conspicuous events. The COO was importantly employed in this circumstance. On the other hand, the level of involvement suddenly became low when the purchase objective was changed. The consumers had got a low level of involvement once the bottle was meant for their private consumption. The key driver used in the purchase decision was shifted towards the price.

Hollebeek (2007) and McCutcheon (2009) have studied further to the small origin namely Region of Origin of which the notion resembles the concept of COO but more focusing on a particular region in the country. The aim of this study is to understand how the consumers place an importance on Region of Origin. It revealed that region of origin was significantly an influential factor to purchasing decisions for high involvement consumers. They valued more wines from well-known growing areas than lesser-known ones. However, this knowledge is not applicable in case they have visited the areas before.

In addition, Charmoro et al (2021) have conducted research on wine packaging. From the suggestion “the marketing strategies of wineries should focus on

finding an attractive bottle and label design, **highlighting the origin and any external certifications guaranteeing the quality of the wine due to its origin.**” it is clear that the wine origin shall be amplified and made clearly visible to the consumer.

Based on the fact elaborated, it appears that wines from little known growing areas could suffer from Product Origin. The consumers do not have trust in the smaller region and less known country. Mexico is a good example of COO hurdle as the industry is little known. Olesen (2002) has experimented to overcome the COO drawback of Mexico wine industry. Mexico has been producing wine for centuries and ranked number 23rd in world wine production but the wine industry was still little known. The wines with Mexico's country of origin were struggling to hardly penetrate to their neighboring country.

2.3 Impact of Medal on Consumer's Purchase Decision

In previous researches, it showed that the consumer purchase decision was influenced by various extrinsic cues which can change the purchase behavior. Charters (2006) identified that label information and comment from wine writer and critic is appreciated cues in medium involvement wine consumers. In the wine industry, many wineries have worked on extrinsic cues such as bottle shape, label, and medal sticker to capture consumer's attention. The wines were sent to participate in wine competitions and be rated by wine critics in hope that the bottles could receive an award and good score by the critic. The awards in return will make the wine stand out and attractive to the consumers and eventually influence purchase decisions.



Figure 2.1 The awards from wine competition are expressed in medal format. It ranges from Bronze, Silver, Gold, and Trophy depending on the competition venue. From the right, a wine critic delivers a score on a medal

The medal can be imprinted in different formats for example score (e.g. 90 score) and a series of medals (i.e. bronze, silver, gold, and trophy) (Figure 2.1). The impacts of medal are different from one to another. Gold medals and trophies have positive impacts only on low and medium involvement buyers, but not the case of bronze (Lockshin, 2006). It can be a short term promotional strategy to increase sales. The medals (i.e. gold and silver) are an attribute used by less experienced consumers and convenience oriented buyers to target value-to-money products (Orth, 2002). Lockshin, (2009) revealed that wine with trophy increased 7.3% chance of sales and Gold medals and Trophy interestingly offset the effect of price discount. In 2016, Neuninger's study affirmed the positive effect of medal awards on the bottle even though there was skepticism towards the large number of awards; how the awards confusing and misleading, and transparency of the award process. Once other extrinsic cues such as brand, price, labeling, and bottle form are not helpful to make decisions, awards became the last cue used by all levels of involvement. For lower and medium involvement consumers, medals positively impact purchase decisions when the wine is meant for gifting. They function as the last quality safeguard providing more emotional support to the buyer because they have less knowledge and/or they want to choose the distinctive ones for gifting. This could be explained by Do's work in 2009. In Vietnam, an emerging wine market as in China, wine drinking was described to be utilitarian and symbolic. Therefore, a medal could distinguish the bottle and give expression to individual symbolic pleasure and to the desire to make a statement of social success. Furthermore, it helps the buyers to feel secure that the given bottle could sensorially please the receiver because, in most circumstances, the wine cannot be tasted in situ.

2.4 Price Signal

Wine is a high involvement product. Consumers use both intrinsic and extrinsic cues to select their choice. However, tasting wines may not be the case when buying wine from the shops. Oftentimes the product tasting where wine quality, the intrinsic cue, can be assessed is not provided. It is therefore that extrinsic cues such as price become crucial. Price implicitly connotes a product quality. In general,

consumers expect the higher quality when the price increases while lower price is translated to lower quality vice versa. However, price elasticity and equilibrium must be taken in consideration. High prices may hinder sales while low prices may result in financial drawbacks. Based on hedonic pricing theory, the price that consumers want to pay for a product is also dependent on the environment in which the product is available and attributes that are given to the consumers. For example, consumers are willing to pay a price premium for the same bottle of wine when it is available in a special wine shop even though the quality might not increase in proportion to the marginal price.

2.5 Hypotheses

2.5.1 High perceived knowledge consumers have got higher Intention-to-buy Monsoon Valley Wine than lower ones

Self-perceived knowledge hampers choice of purchase. Wine is considered new to Thai consumers. Newcomers to wine sincerely might not have wine knowledge and might not know that wine can efficiently be made out of traditional wine-growing regions. In contrast, highly perceived knowledge consumers who have a genuine understanding of wine science and justify their choice mainly by intrinsic cues are more open-minded to wines from atypical regions. Whereas low perceived knowledge consumers are afraid of buying it.

2.5.2 Thai consumers have a low intention-to-buy Monsoon Valley

Country of Origin is signaling the quality. Traditional winemaking areas are situated in between latitude 30-50 degree north and 30-50 degree south e.g. European countries, Australia, New Zealand, and USA. Thailand does not belong to the so-called Old World and New World countries which are located out of those latitudes. It is known as New Latitude. Wines have however been produced in Thailand since the 1980s and currently their quality is proven high.

As a result, bearing Thailand's country of origin could cause a negative perception in consumer's eyes. Thai consumers buy imported ones when they are available side by side with Thai Wine.

2.5.3 Award medal on Monsoon Valley bottle increases intention-to-buy Monsoon Valley Wine

Medal on the label (Quality acclamation) is a driver on a new consumer's purchase decision. Wine is a high involvement product and usually available in huge amounts on the wine aisle in supermarkets and liquor stores. Many criteria to be considered such as country of origin, price point, style make it difficult for the consumers to make their choice, especially those who have little knowledge. Certain consumers consult with wine social communities of which information is mainly available in English and certainly not cover all wines. Therefore, a salient sign of quality on Monsoon Valley wine such as medal stickers granted from accredited wine competition venues could drive the decision-making for purchase resulting in increase in Intention-to-buy.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Materials

3.1.1 Wines

Two samples of Shiraz wine are used in the study. Shiraz wine is selected for this study because it is globally a well-known grape cultivar. It is widely grown in all major winemaking regions as well as in Thailand, and yet available in various styles. Most of the wine drinkers at any level of self-perceived knowledge must have heard about it.

The two chosen bottles are from two countries of origin namely Australia and Thailand. The two wines are blind-served. The testers do not know any information about these wines to avoid any bias. Therefore, their assessment purely depends on wine quality (intrinsic cue).

The Australian Shiraz selected is considered entry level red wine. It is from the 2019 vintage and usually available at 400 Thai baht price point. The wine was purely aged in stainless steel tanks. It expresses fruitiness and easy-to-drink character and a sweetish touch which are characteristic new wine drinkers normally prefer. In contrast, this style of wine is not quite appreciated by wine connoisseurs because of its sweet and fruity characteristics, considered somewhat low quality.

The Thai Shiraz wine is Monsoon Valley Shiraz 2017, a well-matured red wine that targets wine enthusiasts. It was carefully aged in new and used French oak barrels for 12-18 months by which it empirically signifies premium quality in comparison with the first Shiraz from Australia. The wine comes with a comparably French northern Rhône Valley style of wine. It is described as medium bodied and well balanced. In 2021, the wine won a gold medal from Austria Wine Challenge, one

of the most prestigious and oldest wine competition venues. Hence, it is objectively proven its high quality. A bottle is sold at 799 Thai baht.

3.1.2 Participants

Eight participants are recruited from new drinkers, regular drinkers, wine enthusiasts, and wine professionals from several venues.

- a) New drinker: getting interested in wine and occasionally exposing to wine.
- b) Regular drinker: drinking wine at least twice a week.
- c) Wine enthusiast: well understand wine with ample knowledge and always explore the world of wine.
- d) Wine professional: work in wine-related industries e.g. sommelier, wine sales associate.

Only those of the legal drinking age (21 years old) are chosen. General data i.e. gender, age, profession, drinking frequency, and type of wine shop visited are collected. They are surveyed with a series of questions to identify their objective knowledge and subjective knowledge, their intention-to-buy towards cues.

3.1.3 Instrument

Objective knowledge and subjective knowledge are determined by a set of questions and a survey used in previous works of two authors; Forbes (2008), and Ellis and Caruana (2018). The questions are translated into Thai language in order to avoid linguistically misunderstanding.

Forbes (2008) developed 5 multiple choice questions with one correct answer (Table 3.1) to capture consumer's objective wine knowledge across 5 countries; Australia, New Zealand, USA, and UK.

Table 3.1 Questions developed by Forbes (2008) to assess consumer's objective wine knowledge

Question	Answer
Which of the following is a red wine?	Riesling Chardonnay Merlot Sauvignon Blanc Don't know
A peppery character is most associated with which wine?	Merlot Shiraz/Syrah Semillon Pinot Noir Don't know
Which grapes are never used to make Champagne?	Chardonnay Riesling Pinot Noir Pinot Meunier Don't know
Which is not a famous French wine region?	Bordeaux Champagne Rheingau Alsace Don't know
Which is the name of New Zealand's famed Sauvignon Blanc region?	Kapiti Hawkes Bay Waipara Marlborough Don't know

9 scale items (Table 3.2) created by Ellis and Caruana (2018) with 5 points Likert scale are used to visualize the consumer's subjective knowledge.

Table 3.2 Modified nine items used to capture subjective wine knowledge Ellis and Caruana (2018)

Item	<ul style="list-style-type: none"> • I know pretty much about wine. • I know how to judge the quality of a bottle of wine • I think I know enough about wine to feel pretty confident when I make a purchase • I do not feel very knowledgeable about wines • Among my circle of friends, I'm one of the "experts" on wines • I have heard of most of the new wines that are around • Compared to most other people, I know less about wines • When it comes to wine, I really don't know a lot • I can tell whether a bottle of wine is worth the price
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CHAPTER IV

RESULT AND DISCUSSION

4.1 Result and Discussion

The interviews were specially done across two groups of consumers namely occasional and regular drinkers respectively. They consist of three females and five males shown in Table 4.1

Table 4.1 Interviewee's information and their drinking frequency

	Gender	Age	Drinking frequency per month	Category
Interviewee 1	female	32	More than 10	Regular
Interviewee 2	female	39	8 (over weekend)	Regular
Interviewee 3	male	33	Up to occasion (at least 2 times)	Occasional
Interviewee 4	male	41	More than 10	Regular
Interviewee 5	male	39	More than 10	Regular
Interviewee 6	male	39	Up to occasion (at least 2 times)	Occasional
Interviewee 7	Female	40	Often	Regular
Interviewee 8	Male	34	2-3	Occasional

The drinking behaviors of the interviewees are very diverse. The occasional wine drinkers tend to make a purchase and consume the wines at home. They often consider other drinks when going out. Meanwhile, wine is the drink of choice for regular wine drinkers on all occasions. They consume wines at the restaurant and at home for their pleasure. They mainly get their wine supply from different places i.e. online wine shop, special wine shop, and wine fair. The wine for

them could sometimes be a common ground to discuss with friends over the meal and drinking occasion.

4.1.1 Objective Wine Knowledge and Self-perceived Wine Knowledge

Self-Perceived Knowledge	High-Low	High-High
	Low-Low	Low-High
	Objective Knowledge	

Figure 4.1 The matrix illustrates four categories of consumers based on their objective knowledge and self-perceived knowledge

From the test result, the knowledge matrix (Figure 4.1) is found. The consumers are divided into occasional and regular drinkers by the drinking frequency (Table 4.2). Occasional drinkers are solely identified as Low Self-Perceived Knowledge and Low Objective knowledge. This particular group of drinkers (OLL) found oneself unknowledgeable. Their drinking occasion depends on wine availability for example drinking with family members that often have wine.

Table 4.2 Type of consumers based on drinking frequency and knowledge

Category	Knowledge category
Occasional drinker	● Low-Low
Regular drinker	● Low-Low ● Low-High ● High-Low ● High-High

Regular drinkers fall throughout the four quadrants.

- 1) Low Self-Perceived Knowledge and Low Objective Knowledge (RLL)
- 2) High Self-Perceived Knowledge and Low Objective Knowledge (RHL)
- 3) Low Self-Perceived Knowledge and High Objective Knowledge (RLH)
- 4) High Self-Perceived Knowledge and High Objective Knowledge (RHH)

The use of wine of RLL and RHL is the key differentiator. RLL sees wine as just a drink while RHL sees wine as part of social status. RHL proudly explained in detail where and how the wines were brought.

RLH and RHH both explicitly know the wines. However, RLH found them has got low wine knowledge as the wine world seems to be indefinite. This low level of subjective knowledge is in relation to the level of confidence (Alba, 2000). They believe that there are still many wines to discover and to understand.

4.1.2 Quality Justification

Looking at the overall tasting notes of eight interviewees, Thai wine was rather explained towards quality wine to some extent while the Australian one is more into simple style. Regular drinkers stated that the blind-tasted Thai wine was higher in quality but not all of them intend to buy it.

They described the wine with descriptors that high-quality wines are distinct from entry-level wine e.g. intense, balanced, integrated wood, spices, good concentration, and complex. One common quality of the regular drinkers, regardless the wine knowledge, is that they have a lot of wine-drinking experience. They voluntarily expose themselves to different sorts of wines. As a result, their drinking experience accumulates and expands their knowledge. Over time it eventually develops a capability to recognize the quality of wine. In contrast, the regular drinker who did not recognize the difference tends to buy the same wines at every purchase. So the drinking experience is not broadened and limited to certain wine styles.

Three interviewees correctly identified Thai wine sample. Two have experienced Thai wine while another justified it by a belief that Thai wine must be lower in quality. Thus, the wine that was perceived inferior in quality was named Thai.

Most interviewees, especially occasional drinkers, prefer Australian wine thanks to its simplicity. The wine was described for example; fruit, soft, and sweet. The interviewees rate the price of 787 baht on average while Thai wine was price-wise appreciated at 714 baht on average. The latter could potentially go up to 799 baht.

4.1.3 Country of Origin

The interviewees place four countries of origin according to their intention-to-buy. France and Australia often secure their places between the first and the second. In contrast, Thai wine always comes at the third or the last place. The Netherlands was ranked the second by RLH.

The interviewees from all knowledge categories choose France and Australia as their first options because the countries per se signal the sense of security. France and Australia can guarantee that there will be less chance to fail if the wines are from the two countries. Moreover, those who have high objective knowledge deeply describe that the likelihood to find wines with a very good quality-price ratio is higher once turning to Australian wines but France.

For those who have high intention-to-buy Thai wine, they have been exposed to the wines and they perceive them consistent and high in quality.

The Netherlands is an adventurous option for RLH who wants to explore new winemaking areas. Nonetheless, its European name does not have positive impact to the interviewees' decision process. The interviewees justified their choice by familiarity.

Undoubtedly, France with its prestige reputation drives the price. All occasional and regular drinkers value French wines the most expensive among the four options of choice. Australia is repeatedly claimed the cheapest. This phenomenon can be explained by sense of magnitude (Vanhuele and Drèze, 2002). The vast majority of Australian wines sold in Thailand through supermarket chains are significantly cheaper than their French counterpart so that this stigma sticks to the consumer's

mind. The consumers expose to those low-price range Australian wines and potentially recalled the price magnitude from supermarkets.

Thailand is often rated cheap by those who have a low level of objective knowledge. Thai wines are believed to be produced at low cost due to the notion of so-called Land Fertility and misunderstanding of the tax system.

4.1.4 Medal

The medal is useful only when preferred brands and shops are not available. The medal, particularly Gold, behaves as a quality warranty and provides peace of mind to the consumers. Some interviewees voluntarily pay slightly more on bottles with medals of the same price range. For example, they would rather choose a bottle with a medal at 750 baht than a bottle without medal at 700 baht, given that the two wines both are unknown to the buyers. The interviewees rejected to pay premium on the same bottle they know even though it receives a medal on the label. In the research, the medal is not able to influence the regular drinkers' decision-making (Table 4.3).

Table 4.3 The impact of medal on interviewed wine consumers

Type of Consumer	Impact of Medal	Purchase Venue	Reason	Remark
RHL	no	Special bottle shop Wine fair Online Wine store	Trust brand more	
RLH	no	Special bottle shop Wine fair Private Sales	Talk to wine merchant follow wine news	Yes when no known brand available
RLH	no	Special bottle shop Wine fair Private Sales	Talk to wine merchant follow wine news	Yes when no known brand available
RHH	no	Special bottle shop Private Sales	Rely on producer name	
OLL	yes	Supermarket	Sense of security	Sometimes ask friend who knows wine to choose
OLL	yes	Supermarket	Sense of security	
RLL	yes	Supermarket Wine shop	Sense of security	
OLL	yes	Supermarket	Sense of security	

The regular drinkers normally buy wines that they know and oftentimes from the niche wine stores. In the Thai market, these wine merchants always release wine news and organize private wine tastings. By doing so, the merchants earn credit and legitimacy in the retail wine industry. Their names and reputation act as an instinctively quality guarantee. As such, the quality of wines sold in the shops is per se warranted by the merchant's name.

In addition, the wine brands themselves also play major roles. The regular drinkers are highly involved in the purchase. They search for more information from websites and applications prior to decision-making. Lockshin, 2006 revealed that Gold medal and Trophy had impact on low and medium involvement consumers but high. Hence, wine brands that release more credential information for instance how the grapes are grown and how the wines are meticulously made could earn consumer's trust. Williamson (2016) suggested an effective way to entice the consumers was the advertorial communication. It had to express "why and how" the wine from such origin is so particularly special to the others. Such a message can distinguish and improve the choice of that country's wine.

Some interviewees also described that the medal in general makes the bottles more attractive and physically outstanding. At first sight, most interviewees solely look for a type of medal i.e. Gold, Silver, Bronze but venue where medals were delivered. Only RLH did the venue. They carefully examined medal type and competition venue simultaneously.

However, once being asked to weigh an importance of competition venue and type of medal, all interviewees predictably preferred medals delivered from well-known wine-making countries. In the study, they preferred a Bronze medal from Austria to a Silver medal from Japan. The country where the venue takes place, therefore, becomes crucial.

Medal is not able to net off the effect of wine's Country of Origin. Interviewees including those with high objective knowledge selected French wine that has no medal over Thai wine with a gold medal. Most of the reason was confidence. "French" is still the best in their mind whether or not the wine obtains the medal. This notion is also expressed through the price given. In the research, a generic Bordeaux

wine earns 500-900 baht a bottle while Thai wine with a gold medal does 500-690 baht.

4.2 Conclusion

Monsoon Valley Wine will be appreciated by those who have a high level of knowledge. With their elaborate taste, they can appreciate delectable wine taste whereas general Thai consumers may not. The latter group rather purchases the wines they know and strongly attaches to easy-to-drink wines. Monsoon Valley Wine with the present tasting profile is eventually not their wine of choice.

The regular wine drinkers with high knowledge and humbleness are the most potential customer of Monsoon Valley Wine. They have an explorer spirit and would like to discover the world of wine. Therefore, small and unknown winery as Monsoon Valley should consider this fact.

Country of Origin and Award medal both are extrinsic cues acting as quality warranty. High Intention to Buy French wine over Monsoon Valley with a gold medal in this study clearly demonstrates that Thai consumers still trust in Country of Origin rather than the award. Monsoon Valley, although considered quality wine, will not be able to compete with the other unless the consumers have tasted the wine. Therefore, special promotional activities such as wine tasting shall be put in place to create liquid to lips experience.

Medal for Monsoon Valley works as an augmented product and a curiosity driver to the customer and eventually increases the Intention to buy where there is no counterpart from well-known wine-making countries nearby. Thus, the distribution channel is undeniably another key to success.

Nonetheless, pricing strategy must be bear in mind. 1) The price given by the wine quality itself is not necessary meaning that the consumers are ready to pay at that price point. Most of the time, the customers do not have much chance to taste the product. Therefore, they justify the price by the extrinsic cue and purchase environment. 2) Award winning does not directly translate to a raise in price even though most interviewees admire the notion of the more expensive the wine the better the quality.

A proposed maximum price from this research is 799 baht per bottle where tasting is possible. Otherwise, approximately 690 baht was considered by the appearance.

4.3 Limitation & Suggestion

The research was done during COVID-19 pandemic and together with alcohol legal restriction. The study had to be done in an open-air, yet private area which was difficult to find. As a result, the interview was conducted with limited numbers of wine consumers. The finding may not be consistent with the bigger population.

Based on the research finding, Monsoon Valley should vigilantly plan for a strategic distribution channel to narrow down its customer, ideally regular wine drinkers with high objective knowledge due to its wine style, and work on brand awareness. The wines shall be available in proper distribution outlets for example special bottle shops where there are wine gurus or sommeliers to consult customers. They prudentially tell the story behind the wine and potentially provide a tasting. As such placing a medal/award on the bottle might not be necessary. The award is then a gimmick of an advertising campaign to raise awareness through online media. Nonetheless, wine competition venues have to be well selected to assure the highest credentials and impact. Furthermore, the next study shall explore the following.

Consumer's understanding towards wine competition. The consumer may not know anything about the competition venues. Therefore, sending a wine to a costly prestige venue could be considered a waste of money.

In-depth analysis of different distribution channels. The distribution channel itself determines the type of consumers who value the wines differently from one to another. This study will allow new producers to place their products according to their wine style and commercial strategy.

Impact of other extrinsic cues to overcome the impact of COO "Thailand". Revamping packaging could allure the consumer and change the perception, for example, heavyweight glass bottles with new label designs. It could increase awareness and trial.

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