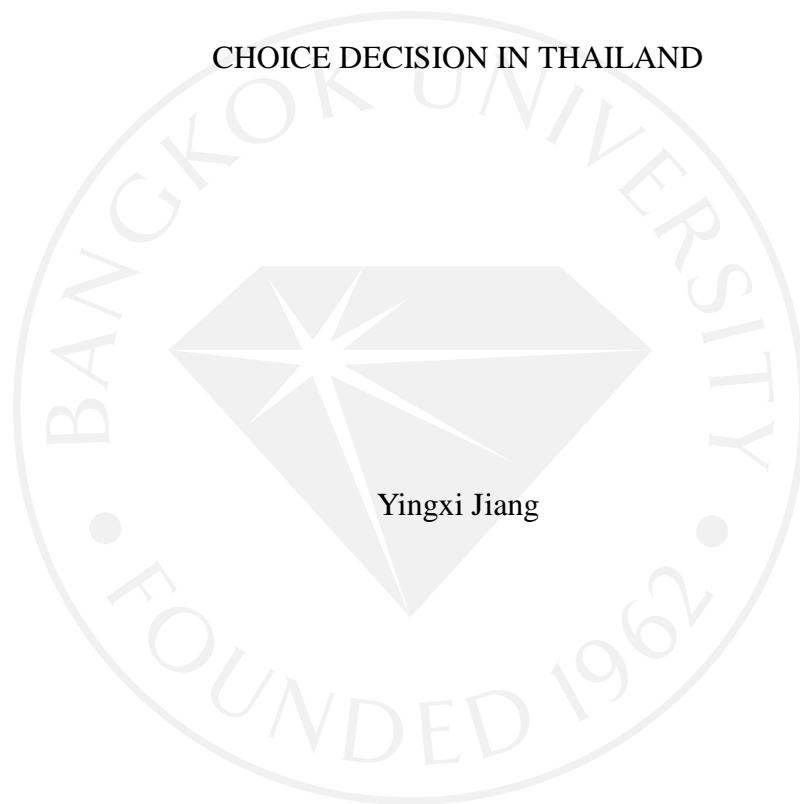A STUDY OF KEY FACTORS INFLUENCING FOR IMPORTED BEER BRAND

CHOICE DECISION IN THAILAND

A STUDY OF KEY FACTORS INFLUENCING FOR IMPORTED BEER BRAND

CHOICE DECISION IN THAILAND

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This Independent Study Manuscript Presented to
The Graduate School of Bangkok University
in Partial Fulfillment
of the Requirements for the Degree
Master of Business Administration

2015

**This Independent Study has been approved by
the Graduate School
Bangkok University**

Title: A STUDY OF KEY FACTORS INFLUENCING FOR IMPORTED BEER
BRAND CHOICE DECISION IN THAILAND

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Jiang, Y. M. B. A., April 2015, Graduate School, Bangkok University.

A Study of Key Factors Influencing for Imported Beer Brand Choice Decision in Thailand (69 pp.)

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ABSTRACT

Since the zero import duty under the Asean Free Trade Agreement (AFTA) took effect in 1st Jan. 2010, Thailand and other Asean countries have been opening up their domestic markets to trade and allowing an influx of cheaper beer and liquor. As a result, Thai beer market become more open, and the confrontation among the local and imported entrepreneurs have been increasingly vigorous. This independent study aims to explore the key factors influencing for imported beer brand choice decision in Thailand.

This survey research used questionnaire survey method to collect the primary data. The target population of this research was customers that have experience of imported beer in Thailand, and the sample size for this study is 400.

This research discusses about the consumers' drinking behavior, consumption demand, and social demographic variables. According to the results of the study, provide for using of academic research, and hope that can help operators when entering the Thai beer market, and provide reference suggestions for marketing strategy.

Keywords: Imported Beer, Marketing Mix, Drinking Behavior, Brand Choice, Purchase Decision

ACKNOWLEDGEMENT

First of all, I would like to gratitude to my advisor sincerely, Dr. Sumas Wongsunopparat for the continuous support of this research, for his patience, review, modification, and suggestion. This Independent study from the selected topic to finished, every step is done under the assistance and guidance from my advisor. Besides my advisor, I also would like to thank all professors of MBA International Program for knowledge and encouragement.

I sincerely thank for all participants who delicate their valuable time to answering and completing the questionnaire. This independent study would not have been possible unless many participants and many individuals who has provided assistance in all ways.

Thank for the classmates and friends to accompany in my side in the last two years, and thank for the useful suggestions and opinions which they proposed, and thank all people particularly MBA international program colleagues who help me to pass the troubled situations and for all the fun we have had in the last two years. Of course I would like to dedicate this document to my family, thank for my parents' support.

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CHAPTER 1

INTRODUCTION

This chapter describes the introduction about background of beer market in Thailand, statement of problem, objectives of study, scope of research, significance of research, definition of terms and limitation of research.

1.1 Background

Since 1901, local people like to drink Chinese spirits and foreigners like to drink beer which imported from Germany, Singapore, Denmark and UK. Thus, beer through the way of import trade formally entered Thailand from Foreign countries in the early 20th century. And then, Phraya Phitromphakdi established a beer brewery in 1933, produced beer Singha. Before 1992, there are only two manufacturers in Thai beer market respectively is Boon Rawd Brewery co.,Ltd. and Thai Amarit Brewery Co.,Ltd. In addition, the government set up high tariff barriers to protect domestic beer manufacturers (Makato Nambara, 2004).

Table 1.1：Consumption Data of Domestic and Imported Beer in 2007-2013

(Kiloliter)

YEAR	PRODUCTION VOLUME	IMPORT VOLUME	EXPORT VOLUME	CONSUMPTION VOLUME	MARKET SHARE FOR DOMESTIC	MARKET SHARE FOR IMPORT
2007	6,282,850.4	1,427.7	14,793.7	6,269,484.4	0.9998	0.0002
2008	4,195,708.3	1,681.5	23,468.4	4,173,921.4	0.9996	0.0004
2009	4,190,886.4	524.2	29,876.0	4,161,534.6	0.9999	0.0001
2010	4,112,000.3	456.1	44,210.8	4,068,245.6	0.9999	0.0001
2011	2,010,412.5	604.9	44,835.0	1,966,182.4	0.9997	0.0003
2012	2,347,722.4	770.3	61,487.3	2,287,005.4	0.9997	0.0003
2013	2,272,543.6	742.6	93,577.7	2,179,708.5	0.9997	0.0003

Source: Ministry of Commerce of Thailand. (2007-2013). *Foreign Trade Statistics of Thailand.* Retrieved from http://www2.ops3.moc.go.th/.

According to the Ministry of Commerce of Thailand, the statistics of production volume, import volume, export volume, consumption volume and market share in Table 1.1. "The beer consumption is on the decline in recent years. Mainly influencing factors are disposable income and population growth," Ruangwud Jarurungsipong & Nopalak Rakthum said. For example, political uncertainty, most strict regulations and new restrictions, higher excise tax rates, health problems and government intervetion (Ruangwud Jarurungsipong & Nopalak Rakthum, 2013).

In addition, the consumption volume in 2012 was increased because of the excise taxes for spirits rose in August. The price of spirits is more expensive than beer. The market share for domestic beer is 99.97% of almost the whole market and the market share for imported beer is only 0.03% between the years 2011-2013. The local beers faced competition with imported beers, but have successfully found the niche in Thai beer market and abroad. Even though the zero Import duty under the AFTA scheme seems to give a break to foreign beer brands which wanted to enter Thailand, it is also not easy for them to build a strong local logistics network. "The ban on alcohol advertising in Thailand is a barrier for beer brewers, especially if foreign beers fail to ensure food logistics management and relationships with agents. It is hard for international beers to establish distribution chains and brand awareness in the Thai market," Trachoo kanchanasatitya, marketing communications director for Boon Rawd Trading, the license holder and distribution of Asahi beer in Thailand said（Sucheera Pinijparakarn, 2010).

According the Table 1.2, in 2007-2009 found that Malaysia and Germany always on the top three imported beer countries. However, in 2010-2013 found that the top two imported beer countries are Germany and Ireland. There is an intimate relationship between original country of import beer and beer brands. For instance, American beer is Budweiser, Japanese beer is Asahi, Germany beer is Munich and Netherlands beer is Heineken.

Table 1.2:   Imported Countries of Ranking   (LT)

YEAR	1	2	3	4	5	Total Import
2007	MALAYSIA (51.7%)	SINGAPORE (21.4%)	GERMANY (7.4%)	INDONESIA (7.1%)	IRELAND (6.5%)	1,427,691
	738,680	305,664	106,184	100,752	92,768	
2008	CHINA (32.6%)	MALAYSIA (21.7%)	GERMANY (18.0%)	JAPAN (16.3%)	IRELAND (6.6%)	1,681,476
	548,880	365,137	302,158	274,755	111,241	
2009	GERMANY (40.0%)	MALAYSIA (38.6%)	IRELAND (20.7%)	ITALY (0.4%)	AUSTRALIA (0.3%)	524,239
	209,190	202,404	108,554	2,280	1,800	
2010	GERMANY (52.0%)	IRELAND (37.3%)	U.K. (4.9%)	MALAYSIA (2.1%)	ITALY (1.4%)	456,072
	237,056	170,155	22,473	9,630	6,336	
2011	IRELAND (60.0%)	GERMANY (37.0%)	U.K. (1.8%)	ITALY (0.6%)	NETHERLANDS (0.2%)	604,864
	365,131	223,544	10,942	3,421	1,322	
2012	GERMANY (45.3%)	IRELAND (42.6%)	U.K. (4.7%)	VIETNAM (4.6%)	ITALY (1.3%)	770,316
	348,631	328,500	36,018	35,766	9,692	
2013	IRELAND (48.7%)	GERMANY （39.4%）	ITALY （4.2%）	SINGAPORE （2.9%）	U.K. （2.6%）	742,599
	361,440	292,948	31,078	21,762	19,470	

Source: Ministry of Commerce of Thailand. (2007-2013). *Foreign Trade Statistics of Thailand.* Retrieved from http://www2.ops3.moc.go.th/.

In recent years, the highest market share of top three companies in Thai beer market is Boon Rawd Brewery Co Ltd., Thai Beverage, and Thai Asia Pacific Brewery. Boon Rawd Brewery Co Ltd. launched Singha, Leo and the imported brands Corona Beer, Asahi Beer and Carlsberg & Miller. The major brands of Thai Beverage include Chang, Archa and Federbrau. Thai Asia Pacific Brewery launched many international brands, such as the most famous Heineken Beer, Cheers, Tiger, Guinness and Kilkenny.

According to Table 1.3, Asia and Africa, Latin America beer market growth powerful, become the main power to promote the growth of the global beer. The beer

consumption growth rate of Western Europe and the United States was decline due to the economic crisis in 2012, North America eke out the consumption growth rate for 1.2%, whereas the consumption growth rate of Western Europe, Britain and France between -0.5% ~ -0.4% respectively. At the same time in Asia, Africa and Latin America beer consumption growth at 3% in 2012, and after the year 2010 some Asian countries beer consumption even realized double-digit growth. We can also see Thailand is the second largest beer consumption country in ASEAN (Kirin Beer University Report in 2012).

Table 1.3: Global Beer Consumption by Country in 2011-2012

2012 Ranking	2011 Ranking	Country	2012			2011	
			Volume Consumed (thousand kiloliters)	Share of Global Market	Change from 2011	Volume Consumed (thousand kiloliters)	Share of Global Market
1	1	China	44,201	23.6%	-1.2%	44,738	24.1%
2	2	United States	24,186	12.9%	1.4%	23,861	12.9%
3	3	Brazil	12,800	6.8%	1.5%	12,608	6.8%
4	4	Russia	10,560	5.6%	-0.9%	10,660	5.7%
5	5	Germany	8,630	4.6%	-1.6%	8,770	4.7%
6	6	Mexico	6,890	3.7%	2.1%	6,750	3.6%
7	7	Japan	5,547	3.0%	-1.0%	5,603	3.0%
8	8	United Kingdom	4,319	2.3%	-3.7%	4,485	2.4%
9	9	Poland	3,790	2.0%	5.3%	3,600	1.9%
10	10	Spain	3,220	1.7%	-1.8%	3,280	1.8%
11	13	Vietnam	3,050	1.6%	8.9%	2,800	1.5%
12	11	South Africa	2,980	1.6%	1.4%	2,940	1.6%
13	12	Ukraine	2,760	1.5%	-2.1%	2,820	1.5%
14	14	Venezuela	2,400	1.3%	4.8%	2,290	1.2%
15	14	Canada	2,300	1.2%	0.4%	2,290	1.2%
16	16	Columbia	2,170	1.2%	2.8%	2,110	1.1%
17	22	India	2,080	1.1%	12.4%	1,850	1.0%
18	17	Republic of Korea	2,070	1.1%	1.5%	2,040	1.1%
19	19	Nigeria	2,000	1.1%	2.6%	1,950	1.1%
20	18	France	1,940	1.0%	-1.5%	1,970	1.1%
21	20	Czech Republic	1,905	1.0%	1.1%	1,885	1.0%
22	26	Thailand	1,890	1.0%	13.2%	1,670	0.9%
23	23	Argentina	1,870	1.0%	2.7%	1,820	1.0%

Source: Kirin News Releases. (August 22 2013). *Kirin Beer University Report Global*

Beer Production by Country in 201. Retrieved from

http://www.kirinholdings.co.jp/english/news/2013/0822_01.html

1.2 Statement of Problem

Since the zero import duty under the AFTA took effect in 1st Jan. 2010, all of the Asean countries have been opening up their domestic markets to trade and allowing an influx of cheaper beer and liquor (Sucheera Pinijparakarn, 2010). As a result, Thai beer market become more open, and the confrontation among the local and imported entrepreneurs have been increasingly vigorous. There are many different kinds of beer products in Thai market that have different price, different position, different country of origin, therefore different consumers' beer brand choice decisions are worth to further research.

1.3 Objectives of Research

In the previous studies, many researchers used to investigate marketing strategies of different companies in Thailand, but a lack of consumers' drinking behavior and consumption demand of imported beer. Thailand was an inclusive country and there are many people from all over the world, therefore you are easy to find many kind of imported beer from all over the world. Thus, in the open and competitive beer market, the key factors influencing for imported beer brand choice in Thailand are worth of further research. It can help beer manufacturers understand the customers' drinking behavior and consumption demand.

Research Questions:

(1) What is the relationship between demographic variables and the key factors influencing for imported beer brand choice decisions?

(2) What is the relationship between lifestyle variables and the key factors influencing for imported beer brand choice decisions?

(3) What is the relationship between marketing mix variables and the key factors influencing for imported beer brand choice decisions?

1.4 Scope of Research

This study investigates the customers that have experience of imported beer in Thailand. This study aims to explore the key factors influencing for imported beer brand choice decision in Thailand.

1.5 Significance of Research

According to the results of the study, provide for using of academic research, and hope that can help International beer companies operators when entering the Thai beer market, and provide reference suggestions for marketing strategy.

1.6 Definition of Terms

Imported Beer

In this study "Imported beer" define as the local production and foreign production of foreign brands of beer. In terms of questionnaire design, there are so many imported beer brands in Thai beer market, and we can't list all of the brands. Therefore, 20 brands were picked out from the numerous imported brands which is relatively well-known beer brands in Thailand, choose the main reference basis on the higher market share and convenience of buying in the sale channels (i.e. 7-11, Tesco Lotuds, Tops and so on). These twenty brands are respectively as follow：Heineken, Tiger, Sapporo, CarlsbergMiller, Stella Artois, Hoegaarden, Corona Extra, Erding, Schneider Weisse, Budweiser, Paulaner, San Miguel, Rogue Ale, Trappist Ale, Brewdog, Guineness, Asahi, Hacker Pschorr and Tstingdao.

Marketing Mix

Marketing mix refers to a set of operations, or strategy, that companies use to promote their own brands or products in the market. Typical of the marketing mix generally includes four elements: price, product, promotion and place. It also called 4ps. However, the marketing mix increasingly includes several other elements like politics, packaging, positioning as vital mix elements.

1.7 Limitation of Research

This questionnaire is the online questionnaire, and we sent the link of questionnaire to Facebook, by inviting all the Thai friends in Facebook online to answer the questionnaires. So this study has limited with the participants only that people used Facebook, unable to investigate that people without using Facebook crowd. In addition, because we didn't give actual prizes or awards, therefore to the participants could be hasty answers, not serious.

CHAPTER 2

LITERATURE REVIEW

This part presents the related literature and previous studies, related theories, hypothesis of research, and theories framework of this research.

2.1 Related Literature and Previous Studies

Understanding consumers' beer brand choice has been an interesting topic to both markets and researchers. The previous studies of brand choice divided into two types, the marketing mix variable and the consumer purchasing decision. Traditionally marketing mix variables include product, price, place and promotion (4Ps). There many influential factors which affect the consumer purchasing decision. These variables have been linked historically in research as potential drivers of situational variation based on brand choice with brand benefits. The consumer purchasing decision elements include cultural factors, social factors, personal, and psychological factors.

Among specific marketing mix variables, pricing has the highest frequency and the most stable impact study. In other words, price is an important role in marketing mix strategy, consumer purchasing behavior and choice is determined by price (Shahad KHAN, Sobia ROHI, 2013). The influence of price factors on brand choice decision of products was present and consumers preferred imported product to locally produced one (Chao-Pin Ko, 2011 and Dave Ritter, 2008). Brand name creates a value for brand benefits. Different brands have different position and customer segments. The meaning of symbolic of beer brand can convey the image of consumer desire. Taste has always been one of the biggest differences between domestic beer and imported beer, therefore taste is an important factor of research (Chao-Pin Ko, 2011).

Among the influencing factors of consumer purchasing decision variables, consumer personality factors have been examined in such studies, but different study use different variables of personality factors. The results of Chao-Pin Ko (2011) showed that the consumer demographics (i.e. gender, education, marital status and etc.) have significance relationship with the influencing factors of imported beer. Friend and family recommendations are becoming an increasingly significant factor influencing the consumer brand choice and buying decision (Shahad Khan, Sobia Rohi, 2013). Emotion was also significant factors. Based on the drinking behavior of consumers', a light beer drinker is more likely to not a strong emotional attachment to brands. However, a heavy to moderate drinker has more of a strong emotion for brands of beer (Dave Ritter, 2008). Table 2.1 list these brand choice studies

.

Table 2.1: Brand Choice Studies

Author	Independent Variables	Dependent Variables	Product of Studies	Methods
Leeva Li et al.	COO(Country-of-Origin)*	Brand Choice	Imported Wine	Survey

(Continued)

Table 2.1 (Continued): Brand Choice Studies

Shahad Khan, Sobia Rohi (2013)	Price Quality* Features Friends& Family* Brand image* Innovative features Promotion effectiveness Celebrity endorsement User friendliness Stylish appearance Post-purchase Services	Brand Choice	Mobile Phones	Questionnaire Survey

(Continued)

Table 2.1 (Continued): Brand Choice Studies

Chao-Pin Ko (2011)	Personality Variables (Gender Age* Education* Marital status* Occupation* Income*)	Influential Factors of Imported beer	Imported beer	Questionnaire Survey
	Consumer purchasing behavior (Price*, Channel, Imported Country of* origin, Brand name*, Brand image*, Taste*, Others recommend*, TV advertising etc)			

Table 2.1 (Continued): Brand Choice Studies

Dave Ritter (2008)	Desired brand benefits (Quality*, Price*, Social, Emotion*, Environment*, Health*) Situational factors (Communication situation, Purchase situation, Consumption situation) Consumer factors (Consumer demographics, Susceptibility, Product category involvement*) Exploratory shopping behaviors (Risk-taking*, seek variety, etc) Interpersonal influence Demographics	Brand choice Consumption behaviors	College Student And Beer	Questionnaire Survey

*Indicates variables were found to be significantly associated with brand choice.

2.2 Related Theories

Maslow's Hierarchy of Needs points out that the requirements are arranged in sequence, from the lowest level needs to the highest level, the five needs are as follow: 1. Physiological needs, including food, water and sleep. 2. Security needs: including

shelter, protection and security. 3. Social needs, including emotion, friendship and acceptance. 4. Self needs: including the fame, success, and self-esteem. 5. Self-realization demand: including self-realization and rich experience.

Figure 2.1: Maslow's Hierarchy of Needs
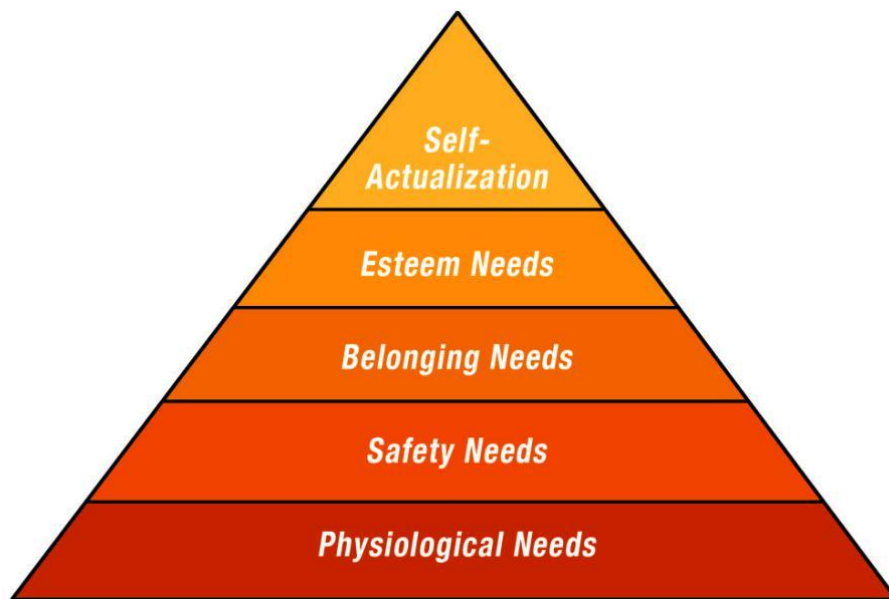
The two-factor theory (also known as Herzberg's motivation-hygiene theory and dual-factor theory) for the research of the motivation of demand is also very important. Two-factor theory is that people's working motivation factors mainly have two: one is the motivating factor, and the other is the hygiene factors. Only motivating factor can bring satisfaction, and hygiene factor can eliminate the discontent, but will not bring satisfaction.

From a business perspective, people's purchasing motivation is dividing into two types: First is instinctive motivation. Instinctive also called original motivation; it is directly generated by instinct, such as hungry want to eat, thirsty want to drink, etc. Second is psychological motivation. Psychological motivation is the motivation of people through the complex psychological process, divide into three types as following:

(1)Emotional motivation

People have a happy, happiness, curious of feelings and emotions, the characteristics of buying motivation on performance often have pay attention to the innovation, in pursuit of fashion; pay attention to the modeling, in pursuit of art appreciation value; in pursuit of novel, to be different.

(2)Cerebral psychological motivation

Forms through objective analysis of the psychological motivation, called the cerebral psychological motivation, the characteristic of buying motivation on performance often have practical, pay attention to utility, efficiently; cheap, in pursuit of price; safety, willing the goods with reliable service protection.

(3)Patronage motivation

Consumers based on experience and emotions, generate trust and favor with specific goods, brand, store produce, thus cause to have repeat buying motivation, called patronage motivation (Zhuweiling, 2012).

Cognition

Cognition is a basic psychological phenomenon, is the first process of response to environmental stimuli. People do not pay attention to the things that they don't know and even do not buy some goods that they didn't know. Only aware and notice the goods and combined with their own needs, buying decision is likely to produce. In general, there are three main kinds of influencing factors of cognitive, stimulation factor, individual factor and situational factor. Stimulation factor refers to the characteristics of the stimulus itself, such as size, color, location and moving. Enterprise can control the stimulus because it is over, so it is often used to attract consumers' attention. Individual factor refers to the individual characteristics, the enterprise can't directly control, this factors such as motivation, attitude and applicability. Situational factor including environment both independent of central stimulus, and temporary personal characteristics such as the health and mood at that time.

Attitude

Attitude is an individual decision that is dependent on their feelings and opinions. In real life, consumers have hundreds of decisions on activities such as what to eat, where to travel, how to eat and so on. Individuals use attitude in many of ways to evaluate alternative base on their knowledge (Wells & Prensky, 1996). Consumer's attitude is the general evaluation of consumers about related things, expressing the tendency of the objective things with the way of approve or disapprove on their opinion. Attitude with a strong emotional color, it is often be a result of the thinking and judgment. There are three obvious characteristics as following:

(1)Attitude has direction and degree

Attitude has positive and negative direction. Positive direction refers to the consumers feel like the commodity; negative direction refers to the consumers dislike the commodity. The degree is the extent to which consumers like or dislike the product.

(2)Attitude has a certain structure

Consumer's attitude is a system. Its core attitude is the person values. Consumer's attitude is influenced by values. Form the attitude need a long time and it is stable, but new attitude is easy to change.

(3)Attitude is learned

Attitude is the sublimation of experience, is the result of the study, including their own learning and learning from others. Consumer's own experience and understanding or the family, friends and sales people to provide the suggestions and also is a kind of indirect experience will also be positive or negative influence on people's attitude.

2.3 Hypothesis

According to the investigation and studies of the influencing factors of imported beer choice in Taiwan, the significance of the price factors are gradually decline. The most important factors affecting imported beer brand choice is taste (Chao-Pin Ko, 2011). But also have the opposite results. Pettigrew and Charters (2010) found the brand and price factors are more important than taste and flavor in Hong Kong. Consumers think beer brand can convey an image of consumer desire, therefore become the important reason for consumers to choose beer. Price is also an important factor influencing beer selection, the rich consumers tend to choose an imported beer brands for show their identity or style, or choose the price more expensive brands.

There are many previous studies found that beer product have significance with the demographic variables (Chao-Pin Ko, 2011; Dave Ritter, 2008), since beer is lifestyle product. Chao-Pin Ko (2011) found that age has significance with specification. In Taiwan area, Taiwan local beer, Heineken, and Tsingdao beer have significance with advertising image, gift, and others recommend (Peifang Li et al.)

H1: Age has significance influence with the key factors influencing for imported beer brand choice decision.

H2: Occupation has significance with the key factors influencing for imported beer brand choice decision.

H3: Income has significance with the key factors influencing for imported beer brand choice decision.

H4: Weekend plans have significance with the key factors influencing for imported beer brand choice decision.

H5: Price has significance with imported beer brand.

H6: Taste has significance with imported beer brand.

2.4 Theoretical Framework

Figure 2.2: Theoretical Framework

Independent variables (Influential factors)
Brand name
Brand image
Taste
Price
Specification
Packaging
Date of produce
Guarantee period
Other's recommend
Promotion
Gift
Advertising image
Advertising spokesperson
Channel
Try a new product
Convenience of buying
Country of origin

Dependent variables		Relationship
Demographic	Age, Occupation, Income	Significance
	Gender, Marital Status, Living location, Education	Not Significance
Lifestyle	Vacation Destination	Not Significance
	Weekend Plans	Not Significance
Marketing Mix	Price	Significance
	Taste	Significance
	Advertising	Not Significance
	Country of Origin	Not Significance
	Channel	Not Significance
	Brand	Significance
	Sale promotion	Not Significance

CHAPTER 3

METHODOLOGY

This chapter describes the research design, population, sample selection, survey design, and data collecting procedure, and reporting. And the survey's data of collection will present in next chapter.

3.1 Research Design

This research is an exploratory research with the objective to explore the key factors influencing for imported beer brand choice in Thailand. The research method uses survey method. And this study was based on quantitative approach to gather primary data. There are many types of quantitative research; however, this study used self-administered questionnaire to collect the data.

3.2 Population and Sample Selection

According to the purpose of this study, the target population of this research is the customers that have experience of imported beer in Thailand. The research uses a simple random sampling technique for selecting a sample. In this research, the population was based on the questionnaire link to share on Facebook, invited interested people to particular.

Sampling size: According the formula

$$\Delta = Z_{\frac{\alpha}{2}} \frac{\sigma}{\sqrt{n}}$$

From this formula n is sample size, σ is standard deviation, z is standard normal, and

want sample Δ=0.2, therefore:

n = (1.96² ×2²) / 0.2² = 384.16

So the sample size at least is 385.

3.3 Survey Design

The questionnaire was composed of three parts:

Part 1 explores demographic and lifestyle of participants including gender, living location, age, education, marital status, occupation, income, vacation destination, and weekend plans.

Part 2 investigation consumers' drinking behavior, the questions include drinking frequency, monthly consumption, specification, channels, drinking place, sale promotion, preference of beer types, preference imported beer brand and country of origin.

Part 3 choosing the importance degree of influencing factors, list with total 17 influencing factors respectively are brand image, brand name, taste, price, packaging, specification, date of produce, guarantee period, other's recommend, promotion, gift, advertising image, advertising spokesperson, channel, try a new product, convenience of buying, and country of origin.

In this study, a random questionnaire as measuring tool. In the above three parts, this study consider the convenience for every respondents, most of the questionnaire questions used closed - ended questions. Part 3 used the Likert scale to measure，individuals generally choose from approximately five response alternatives-definitely not important, somewhat not important, natural, somewhat important, and definitely important, the score respectively is 1，2，3，4，5，the higher score the more important is.

This research used a tool of Conbach's Alpha-coefficient for assessing the reliability of questionnaire, ($0 \le \alpha \le 1$), 0.7 is a minimum requirement and α close to 1

is high in reliability (as cited in Forman & Nyatanga, 2001).

3.4 Data Collection Procedure

From 10th November 2014 to 8th December 2014, a total of 457 questionnaires collected, including 400 valid questionnaires, 57 as invalid questionnaires. Use a website (www.wenjuan.com) to design questionnaire link and then publish to collection in Facebook.

3.5 Reporting

The research finding concludes and reports at the final process. For this study, the data in quantitative research presents and establishes in the form that answers directly to the research questions. The research results provide some marketing suggestion for beer marketers.

3.6 Conclusion

This chapter describes the steps of the research process as well as the research method used in this study including sampling design, and designing questionnaire to obtain primary data. For the data presentation of the research is presents in the next chapter.

CHAPTER 4

DATA PRESENTATION

This chapter presents the data findings of the questionnaire after collecting. Including three parts: part 1 is questions of demographic and lifestyle; part 2 is questions of consumers drinking behaviors; part 3 is choosing the importance degree of key influencing factors. The data that presents here is to answer the questions of the research.

4.1 Data Results of Part One

The first part of the questionnaire, including demographic and life style variables, mainly use percentage analysis of descriptive statistics. Table 4.1 show the data results of demographic variables first, respondents' information collected from the survey (electronic questionnaires).

Table 4.1: Data Results of Demographic Variables

Characteristics		Frequency	Percentage
Living location	North Country	13	3.25
	South Country	16	4.00
	East Country	27	3.75
	West Country	9	2.25
	Middle Country	271	67.75
	Northeast Country	64	16.00
Gender	Male	195	48.75
	Female	205	51.25

(Continued)

Table 4.1 (Continued): Data Results of Demographic Variables

Characteristics		Frequency	Percentage
Age	18-25	247	61.75
	26-35	112	28.00
	36-45	26	6.50
	46-55	13	3.25
	55+	2	0.50
Marital status	Single	324	81.0
	Divorced	12	3.00
	Married	60	15.0
	Widowed	4	1.00
Education	Less than high school	12	3.00
	High school/ Vocational school	66	16.50
	Bachelor Degree	286	71.50
	Over Bachelor Degree	36	9.00
Occupation	Student	146	36.50
	Company Assistant	151	37.75
	Housewife/Househusband	8	2.00
	Labor	22	5.50
	Government/official/State	29	7.25
	Enterprise	42	10.50
	Business person	2	0.50
	Other		
Income	Less than 10,000 Baht	132	33.00
	10,001-13,000 Baht	75	18.75
	13,001-15,000 Baht	55	13.75
	15,001-20,000 Bath	65	16.25
	Over 20,000 Baht	73	18.25

- Living Location: 271 of them are living in the middle country，accounting for 67.75% of the total.

- Gender: there are 205 female, accounting for 51.25% of the total. The number of female is more than male, presents the female drinkers more than male in Thailand. But it may be due to the population of women more than men in Thailand.

- Age: 18-25 years old is 245, accounting for 61.75% of the total; 26-35 year old is 112, accounting for 28.0% of the total. It is presents that beer consumers in Thailand become young ages.

- Marital status: 324 single, accounting for 81.0%.

- Education: 286 samples are Bachelor Degree, accounting for 71.5%.

- Occupation: Student 146, Company assistant 151, respectively accounting for 36.5% and 37.75% of the total.

- Income: there are 132 consumers are less than 10,000 Baht, accounting for 33.0%，18.75% are 10,001-13,000 Baht.

Table 4.2: Data Results of Lifestyle Variables

Variables	Option types	Top Five Options	Number of people	Percentage
Vacation destination	Multiple options	Beach	276	69.00
		Island	145	36.25
		Forest	118	29.50
		Small town	89	22.25
		Hot spring	56	14.00
Weekend Plans	Multiple options	Sleeping	206	51.50
		Watching movie	205	51.25
		Just stay at home	177	44.25
		Visiting friends	175	43.75
		Party	141	35.25

We use multiple options to measures the lifestyle variables because a person would have more than one choice, it is better to understand participants' lifestyle. From the Table 4.2, there are 69% participants would like choose to the beach for vacation destination; 36.25% choose to Island; and 29.50% would like to Forest. For the weekend plans, 51.50% sleeping; 51.25% watching movie; and 44.25% just stay at home.

4.2 Data Results of Part Two

Part 2 is about the respondents for beer consumers' drinking behavior; we list the question options after descriptive statistics analysis and take the top three options of each question options on the Table 4.3. But the results in Table4.3 presents that drinking behavior of Thai consumers has a significance change. In recent years, the most prefer of drinking place is at home. There are 39.75% people like drinking at home. Corresponding, convenience become to the main consideration when consumers choose beer buying channels, 7-11 with 44.00% ahead of the other channels. And 49% consumers choose the reason for drinking is for relaxed. The most popular types of beer is lager beer in Thailand, therefore 75.25% consumers prefer to drink lager beer.

Table 4.3：Top Three Options of Consumers' Drinking Behavior

Consumers' Drinking behavior	Option types	Top three options	Percentage	Number of people
1. Frequency of drinking	Single option	Once every two months or less	32.00	128
		1-3 times a week	31.25	125
		3. 1-3 times a month	28.50	114

Table 4.3 (Continued): Top Three Options of Consumers' Drinking Behavior

Consumers' Drinking behavior	Option types	Top three options	Percentage	Number of people
2. Monthly consumption	Single option	351 Baht up 51-150 Baht 151- 250 Baht	34.50 21.25 17.25	138 85 70
3.Specification	Single option	Bottle (630ml) Small bottle (330ml) Can	67.50 12.00 11.75	270 48 47
4. Buying channels	Single option	7-11 Grocery TescoLotus	44.00 23.75 4.25	176 95 17
5. Drinking place	Single option	Home Pub Restaurant	39.75 28.00 20.25	159 112 81
6. Preferred beer type	Single option	Lager beer Draught beer Light beer	75.25 13.50 5.25	301 54 21
7. Preferred imported country of origin	Single option	Germany Japan UK	32.25 9.00 7.75	129 36 31
8. First brand comes to your mind	Single option	Heineken Hoegaarden Tiger	55.25 13.75 4.50	221 55 18

(Continued)

Table 4.3 (Continued): Top Three Options of Consumers' Drinking Behavior

Consumers' Drinking behavior	Option types	Top three options	Percentage	Number of people
9. Imported beer brand of the most prefer	Single option	Heineken Hoegaarden Asahi	53.00 15.00 5.00	212 60 20
10. Biggest difference between imported and local beer	Multiple options	Price Taste Brand	57.25 53.00 39.75	229 212 159
11. The most buying price	Single option	50-100 Baht 101-200 Baht Over 200 Baht	53.75 22.00 18.50	215 88 74
12. The most prefer sale promotion	Multiple options	1. Buy beer gets beer 2. At a discount 3. Other gifts	58.25 47.25 17.50	233 189 70
13. The most prefer channels to know the imported beer brand	Multiple options	1. Store or Supermarket 2. TV 3. Billboard 4. Introduced by friends or family members	34.50 34.50 31.75 31.75	138 138 127 127

(Continued)

Table 4.3 (Continued): Top Three Options of Consumers' Drinking Behavior

Consumers' Drinking behavior	Option types	Top three options	Percentage	Number of people
14. Emotions of drinking beer	Multiple options	1. Feel happy 2. Feel boring 3. Feel sad	63.50 43.75 26.25	254 175 105
15. Reasons for drinking beer	Single option	1. To relaxed 2. Socialization 3. To be drank	49.00 32.75 14.25	196 131 57

In the aspect of imported beer, Thai consumers think the most differences between the imported and local beer is price (57.25%); the preference of imported country-of-origin is Germany (32.25%), Japan (9%), UK (7.75%); the first thinking of imported beer brand is Heineken (55.25%). In recent years, the imported beer brand Heineken use product strategy and powerful advertising in marketing, successfully to build the brand image and increase brand awareness. According to the data information of Thai beer industry shown in chapter 1, Heineken has 85% of premium beer market share in 2010, has consistent results with the questionnaire survey respondents in this study associated with the first thinking imported beer brand and the most preference imported beer brand. However, the top three options of country of origin preference didn't have Netherlands (the country of origin of Heineken), it is means that even though the marketing advertising of Heineken has success and built a nice beer brand, but most of

Thai consumers know less about the brand history and culture of Heineken. That is one of the key point can consider during the process of marketing.

4.3 Data Results of Part Three

According to the previous research Chao-Pin Ko (2011), the influencing factors including taste, flavor, convenient to buy, price, brand image, brand name, friends and family recommend, advertising, country of origin, specification, promotion, similar product and gift. Peifang Li et al. choose the selected factors for research including brand, taste, flavor, specification, date of produce, gift, advertising, packaging, friends and family recommend, personal habit, place and convenience of buying. We choose 17 influencing factors to design the questionnaire survey. The Table 4.4 has presented the means of influencing factors ranking. Price, taste and date of produce are the most important factors influence the consumers' beer selection. The biggest difference between the imported and local beer are price and taste, therefore both two factors become the most important factors of influential factors in consumers' beer selection. Along with the consumers' higher degree of attention to health, consumers is also improved the quality requirement of food. Therefore the factors date of produce and guarantee period of beer are important, become to the third and fourth important influencing factors.

Table 4.4: Means of Key Factors Influencing for Imported Beer Brand Choice
      Decision Ranking

	N	Mean	Std. Deviation	Ranking
Price	400	4.69	.645	1
Taste	400	4.65	.673	2
Date of produce	400	4.48	.852	3

(Continued)

Table 4.4 (Continued): Means of Key Factors Influencing for Imported Beer Brand

Choice Decision Ranking

	N	Mean	Std. Deviation	Ranking
Guarantee period	400	4.46	.886	4
Convenience of buying	400	4.10	.766	5
Brand name	400	3.96	.773	6
Country of origin	400	3.87	.933	7
Brand image	400	3.86	.895	8
Advertising image	400	3.81	.870	9
Packaging	400	3.73	.809	10
Other's recommend	400	3.56	.851	11
Promotion	400	3.49	.939	12
Try a new product	400	3.47	.900	13
Specification	400	3.45	.883	14
Channel	400	3.44	.918	15
Advertising spokesperson	400	3.20	1.020	16
Gift	400	3.17	1.003	17
Valid N (list wise)	400			

This result is different with the beer brand choice studies of Taiwan. Zhang Zheng (1987) found the most important factors of imported beer brand choice in sequence are taste, flavor, convenience of buying, price, brand and advertising; Xiu-Feng Li (1988) found the factors in sequence are taste, brand name, flavor and brand image.

CHAPTER 5

FINDINGS

This chapter presents analysis of the data findings which based upon the data presentation were presented in Chapter 4. The data that is presents here to answer the questions of the research.

1.1 Analysis the Relationship between Demographics and Influencing Factors

Table 5.1: ANOVA-ANALYSIS (Demographic Variables vs. Influencing Factors）

Factors	Living Location	Gender	Age	Marital status	Education	Occupation	Income
Brand image	0.750 (.587)	0.219 (.640)	1.961 (.100)	0.546 (.651)	2.443 (.064)	1.259 (.275)	0.526 (.716)
Brand name	1.215 (.301)	0.748 (.388)	0.886 (.472)	0.439 (.725)	0.661 (.577)	0.854 (.529)	0.168 (.955)
Taste	1.649 (.146)	3.073 (.080)	0.142 (.966)	0.070 (.976)	1.212 (.305)	0.744 (.614)	**3.203 (.013)***
Price	0.980 (.429)	0.372 (.542)	0.184 (.947)	0.185 (.907)	0.124 (.946)	0.735 (.621)	2.230 (.065)
Specification	0.867 (.503)	0.672 (.413)	1.802 (.128)	2.223 (.085)	1.863 (.135)	1.388 (.218)	0.556 (.695)
Packaging	0.409 (.843)	0.171 (.679)	1.864 (.116)	0.145 (.933)	0.443 (0.723)	**2.253 (.038)***	0.416 (.797)
Date of produce	**2.254 (.048)***	1.212 (.133)	0.849 (.495)	1.049 (.371)	1.182 (.316)	1.084 (.371)	0.517 (.723)
Guarantee period	1.417 (.217)	2.616 (.107)	0.503 (.733)	1.376 (.250)	1.289 (.278)	1.171 (.321)	0.942 (.439)
Other's recommend	1.758 (.120)	2.263 (.133)	1.576 (.180)	1.232 (.298)	0.824 (.481)	**2.873 (.009)***	0.319 (.865)
Promotion	1.160 (.328)	0.290 (.590)	0.289 (.885)	0.911 (.436)	0.972 (.406)	1.132 (.343)	1.231 (.297)

(Continued)

Table 5.1 (Continued): ANOVA-ANALYSIS

(Demographic Variables vs. Influencing Factors）

Factors	Living Location	Gender	Age	Marital status	Education	Occupation	Income
Gift	**2.584** **(.026)***	0.866 (.353)	0.799 (.526)	**2.767** **(.042)***	0.385 (.764)	1.432 (.201)	1.570 (.182)
Advertising image	0.828 (.530)	0.263 (.609)	1.873 (.114)	0.733 (.533)	0.076 (.973)	0.504 (.805)	1.333 (.257)
Advertising spokesperson	1.269 (.277)	2.962 (.086)	0.366 (.833)	1.458 (.225)	1.372 (.251)	1.202 (.304)	0.729 (.573)
Channel	1.163 (.327)	1.029 (.311)	0.259 (.904)	1.883 (.132)	2.404 (.067)	1.141 (.338)	0.956 (.431)
Try a new product	1.228 (.295)	0.001 (.971)	0.620 (.648)	0.503 (.681)	1.508 (.212)	1.360 (.230)	0.898 (.465)
Convenience of buying	**2.293** **(.045)***	0.952 (.330)	0.146 (.965)	0.093 (.964)	0.585 (.625)	0.311 (.931)	0.349 (.845)
Country of origin	1.132 (.343)	0.248 (.619)	1.365 (.245)	2.077 (.103)	1.176 (.319)	1.943 (.073)	1.344 (.253)

Note：The data in the figure above is F，and（ ）is P value.

We used ANOVA-ANALYSIS method to explore the relationship between demographics variables and influencing factors of imported beer choice. According to the Table 5.1 mentioned, and with Alpha is 0.05 as the judgment standard. Table 5.1 presents that gender, age and education of the respondents have no significance; the living location of respondents has significance influence with date of produce, gift, and convenience of buying; marital status has significance influence with gift; occupation of respondents has significance influence with packaging and others recommend; and income of respondents has significance influence with taste. The influential factors of brand image, brand name, price, specification, guarantee period, promotion, advertising image, advertising spokesperson, channel, try a new product, and country of origin are

not affected by demographic variables. Since beer is lifestyle product, therefore have significance with demographic variables.

According to the Table 5.1, it found date of produce, gift, and convenience of buying have significance influence with living location. And then, we use the means to know which influencing factor is the most importance for each location.

Table 5.2: The Means of Three Influencing Factors have Significance Influence with Living Location

Factors	Mean					
	North country	South country	East country	West country	Middle part country	Northeast country
Date of produce	4.82	4.44	4.86	4.22	4.41	4.58
Gift	2.91	3.06	3.39	4.22	3.13	3.15
Convenience of buying	4.45	4.00	4.39	4.00	4.03	4.23

Table 5.2 presents that all location consumers attach most importance to date of produce, and West Country consumers also attach the same importance degree to gift.

5.2 Analysis the Relationship between Lifestyle variables and Influencing Factors

Table 5.3: ANOVA-ANALYSIS （Weekend plans vs. Influencing Factors）

Factors/Lifestyle variables	Watching movie	Shopping	Reading	Party	Going to temple	Visit friends	Sleeping	Just stay at home	Others
Brand image	**3.995** **(.046)***	0.093 (.760)	0.007 (.934)	0.093 (.760)	0.007 (.934)	0.048 (.828)	1.171 (.280)	1.725 (.190)	1.844 (.175)
Brand name	2.982 (.085)	2.109 (.147)	0.703 (.402)	0.826 (.364)	0.455 (.501)	0.704 (.402)	0.027 (.869)	0.364 (.547)	0.275 (.600)
Taste	0.068 (.794)	0.000 (1.000)	0.639 (.425)	0.097 (.756)	0.109 (.741)	0.014 (.859)	0.257 (.612)	0.275 (.600)	0.632 (.427)
Price	0.396 (.529)	0.408 (.523)	0.034 (.854)	1.268 (.261)	0.145 (.704)	0.002 (.961)	0.003 (.954)	2.119 (.146)	0,950 (.330)
Specification	1.779 (.183)	0.472 (.492)	0.166 (.684)	3.530 (.061)	0.166 (.684)	0.018 (.892)	3.831 (.051)	0.337 (.562)	**3.910** **(.049)***
Packaging	0.204 (.652)	.277 (.599)	0.564 (.453)	1.337 (.248)	0.036 (.850)	0.280 (.597)	0.623 (.431)	0.597 (.440)	1.464 (.227)
Date of produce	0.157 (.692)	0.016 (.900)	0.147 (.702)	0.138 (711)	1.222 (.270)	0.049 (.825)	0.471 (.493)	0.000 (.993)	0.229 (.633)
Guarantee period	0.174 (.677)	1.734 (.189)	0.601 (.439)	0.710 (400)	0.637 (.425)	0.081 (.777)	1.215 (.271)	0.252 (.616)	0.283 (.595)
Other's recommend	0.315 (.575)	**5.676** **(.018)***	0.114 (.736)	0.417 (.519)	**5.565** **(.019)***	0.926 (.336)	0.392 (.531)	2.102 (.148)	2.892 (.090)
Promotion	1.903 (.169)	0.063 (.801)	1.015 (.314)	3.501 (.062)	0.228 (.633)	0.615 (.433)	0.333 (.564)	0.321 (.572)	0.032 (.859)
Gift	1.278 (.259)	0.074 (.785)	0.555 (.457)	0.142 (.706)	0.019 (.889)	0.054 (.817)	3.424 (.065)	2.802 (.095)	0.403 (.526)
Advertising image	2.082 (.150)	0.019 (.891)	0.310 (.578)	0.893 (.345)	0.001 (.979)	0.717 (.398)	1.155 (.283)	1.908 (.168)	0.346 (.557)
Advertising spokesperson	0.289 (.591)	0.014 (.906)	0.222 (.638)	2.327 (.128)	0.938 (.333)	1.306 (.254)	0.567 (.452)	0.239 (.625)	0.250 (.617)
Channel	0.530 (.467)	0.285 (.594)	0.354 (.552)	2.097 (.148)	1.794 (.181)	1.102 (.294)	0.116 (.734)	0.497 (.481)	0.785 (.376)
Try a new product	0.662 (.416)	1.811 (.179)	1.333 (.249)	0.281 (.596)	0.028 (.867)	0.005 (.944)	1.439 (.231)	.021 (.884)	0.314 (.575)
Convenience of buying	**4.111** **(.043)***	**6.395** **(.012)***	1.224 (.269)	2.020 (.156)	2.384 (.123)	0.547 (.460)	3.154 (.076)	0.302 (.583)	2.343 (.127)
Country of origin	0.801 (.371)	**4.917** **(.027)***	0.908 (.341)	0.946 (.331)	0.074 (.785)	0.893 (.345)	0.313 (.576)	0.941 (.333)	2.934 (.088)

The Table 5.3 presents that lifestyle variables have some significance with influencing factors. Brand image has significance with watching movie; specification has significance with other plans; other's recommend has significance with shopping and going to temple; convenience of buying has significance with watching movie and shopping; and country of origin has significance with shopping also.

5.3 Analysis the Relationship between Marketing Mix variables and Influencing Factors

Table 5.4: ANOVA-ANALYSIS (Beer type's preference vs. Influencing Factors)

Factors	Means						F	Sig.
	Lager beer	Ale beer	Light beer	Stout beer	Draught beer	Others		
Brand image	3.86	4.33	3.70	3.73	3.94	3.91	1.710	.131
Brand name	3.98	5.00	3.75	3.73	3.96	3.82	0.583	.713
Taste	4.65	5.00	4.50	4.63	4.74	4.55	0.319	.901
Price	4.69	5.00	4.60	4.82	4.70	4.64	0.354	.880
Specification	3.48	3.33	3.25	3.36	3.40	3.55	1.107	.356
Packaging	3.75	3.33	3.40	3.55	3.81	3.64	0.440	.821
Date of produce	4.46	4.67	4.50	4.64	4.55	4.27	0.328	.896
Guarantee period	4.46	4.33	4.45	4.64	4.49	4.18	0.327	.897
Other's recommend	3.59	3.33	3.30	4.09	3.30	3.91	2.731	**.019***
Promotion	3.54	3.00	3.20	3.09	3.38	3.64	1.322	.254
Gift	3.19	3.00	2.95	3.09	3.11	3.45	0.445	.817
Advertising image	3.83	3.67	3.70	3.45	3.85	3.64	0.578	.717
Advertising spokesperson	3.20	2.67	3.35	2.82	3.19	3.36	0.613	.690
Channel	3.42	3.00	3.50	3.36	3.53	3.55	0.321	. 900

(Continued)

Table 5.4 (Continued): ANOVA-ANALYSIS (Beer type's preference vs. Influencing

Factors)

Factors	Means						F	Sig.
	Lager beer	Lager beer	Lager beer	Lager beer	Lager beer	Lager beer		
Try a new product	3.46	3.00	3.60	3.36	3.47	3.55	0.295	.916
Convenience of buying	4.08	3.67	3.90	4.36	4.25	4.09	1,163	.327
Country of origin	3.88	4.00	3.70	3.73	3.92	3.73	0.289	.919

Put the beer type's preference options and influencing factors in the ANOVA-Analysis test, when the sig. less than 0.05, there is significant influence. According to the Table 5.4 that present beer type's preference has significance influence with other's recommend. The lager beer and light beer drinkers attach great importance to price, and the draught beer drinkers attach great importance to taste.

The Figure 5.1 as below is a curve graph which presents the importance degree means trend of different types of beer, we can see the trend of lager beer, light beer, and draught beer are similar the same. It is means lager beer, light beer, and draught beer has the same consumer segment.

Figure 5.1: Importance Degree Means Trend of Different Types of Beer
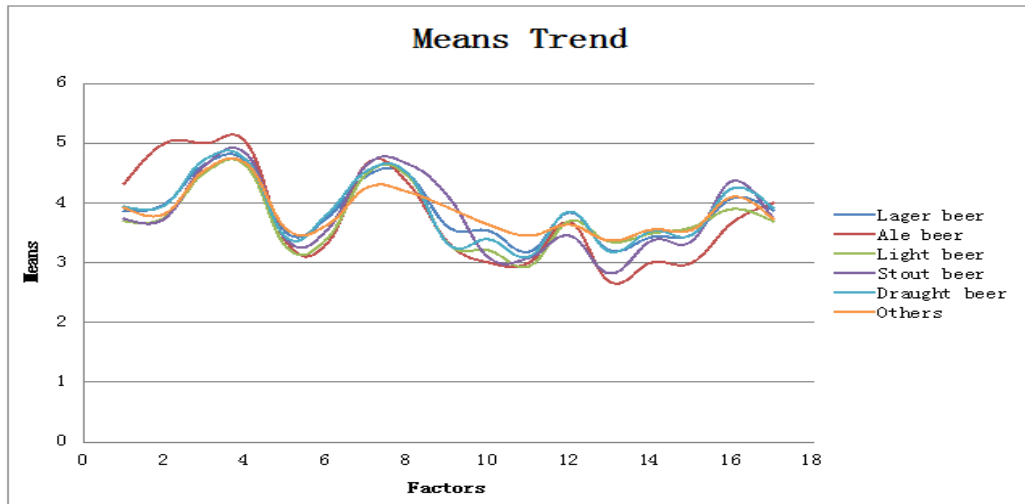
Table 5.5: ANOVA- ANALYSIS (Brands vs. Influencing Factors)

Factors	Mean				F	Sig.
	Heineken	Hoegaarden	Asahi	Others		
Brand image	3.83	3.74	4.05	4.03	1.388	.128
Brand name	3.90	4.03	4.00	4.16	0.939	.534
Taste	4.64	4.69	4.45	4.68	0.929	.547
Price	4.65	4.79	4.60	4.77	1.275	.196
Specification	3.37	3.49	3.90	3.29	1.546	.067
Packaging	3.72	3.80	3.80	3.52	1.513	.077

(Continued)

Table 5.5 (Continued): ANOVA- ANALYSIS (Brands vs. Influencing Factors)

Date of produce	4.41	4.69	4.70	4.52	0.914	.566
Guarantee period	4.43	4.56	4.55	4.39	0.994	.468
Other's recommend	3.57	3.39	3.75	3.61	0.875	.614
Promotion	3.48	3.49	3.70	3.42	0.884	.603
Gift	3.17	3.00	3.50	3.26	1.317	.168
Advertising image	3.85	3.67	4.10	3.65	1.528	.073
Advertising spokesperson	3.13	3.07	3.75	3.16	1.337	.156
Channel	3.38	3.43	3.95	3.48	1.126	.322
Try a new product	3.40	3.38	3.95	3.52	1.415	.115
Convenience of buying	4.07	4.10	4.10	4.10	0.585	.917
Country of origin	3.83	3.85	4.25	3.87	0.928	.548

We use ANOVA-ANALYSIS to test the brands variables and influencing factors, results in Table 5.6 presents that brands and influential factors have no significant influence.

The curve graph of Figure 5.2 is presents the importance degree means trend of different brands' customers. The lines of Heineken, Hoegaarden, and Others are similar; it means they are competitor in the imported beer market.

Figure 5.2: Importance Degree Means Trend of Different Brands
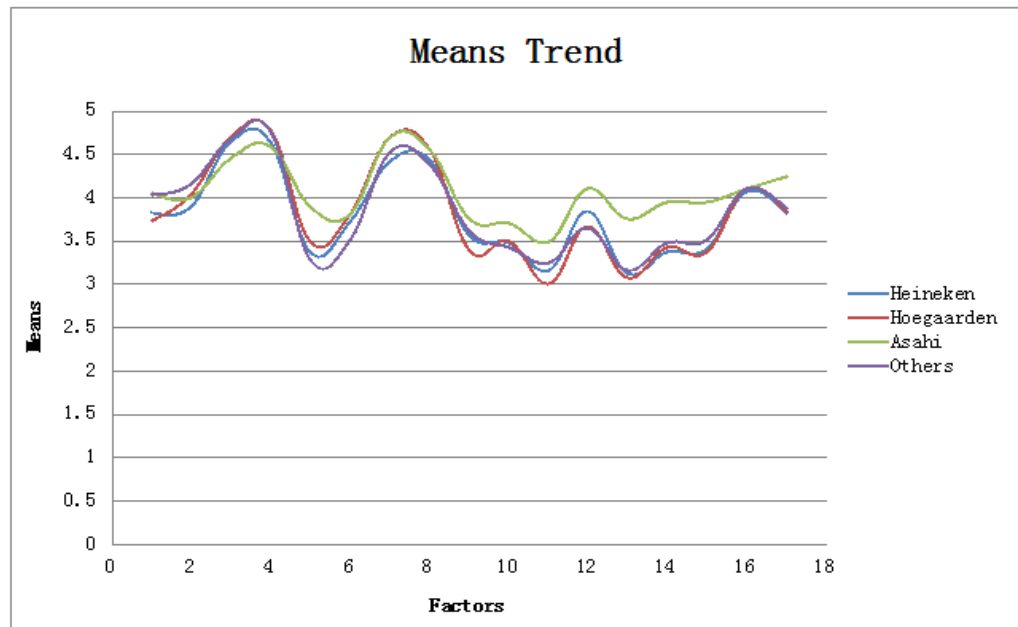
5.4 Influential Factors Analysis

The above 17 beer selection factors can be reduced dimension through factor analysis，Table 5.8 is the results of KMO and Bartlttet's test. It presented Bartlett sig. is (.000), that means certainty to do the factor analysis; and the KMO value is 0.79, it means that the result of analysis will be good.

Table 5.6:   KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.791
Bartlett's Test of Sphericity	Approx. Chi-Square	2432.819
	df	136
	Sig.	.000

Through the KMO and Bartlett's test, and then use principal components and varimax method rotation, the results are collecting as below. Table 5.7 presents, the first principal components consist of brand image, brand name, packaging, advertising image, advertising spokesperson, channel, specification, and try a new product, and we called it Brand factors, the variance explained is 18.238%. The second principal components consist of gift, promotion, and others recommend, and we called it Promotion factors, the variance explained is 14.872%. The third principal components consist of date of produce, guarantee period, country of origin, and convenience of buying, and we called it Product-Channel factors, the variance explained is 13.717%. The last principal components consist of price and taste, and we called it Price-Taste factors, the variance explained is 11.729%. The total variance explained cumulative is 58.555%.

Table 5.7: Results of Factors Analysis

Dimension	Factor/ Rotation name	Component	Initial Eigen values	Variance Explained %	Cumulative %
1	**Brand Factors** Brand image 0.738 Brand name 0.719 Packaging 0.601 Ad spokesperson 0.581 Ad image 0.538 Channel 0.531 Specification 0.506 Try a new product 0.410		4.822	18.238	18.238
2	**Promotion Factors** Gift 0.801 Promotion 0.794 Others recommend 0.648		2.229	14.872	33.110
3	**Product - Channel Factors** Date of produce 0.870 Guarantee period 0.843 Country of origin 0.469 Convenience of buying 0.397		1.616	13.717	46.826
4	**Price - Taste Factors** Price 0.899 Taste 0.881		1.287	11.729	58.555

Table 5.8: ANOVA-ANALYSIS (Demographic vs. Factors Dimensions)

Factors	Living Location	Gender	Age	Marital status	Education	Occupation	Income
Brand Factors	1.350 (.242)	3.542 (.061)	1.271 (.281)	0.487 (.692)	1.391 (.245)	1.204 (.303)	0.363 (.835)
Promotion Factors	1.993 (.079)	0.729 (.394)	1.021 (.396)	1.045 (.372)	1.025 (.381)	1.944 (.073)	1.384 (.239)
Product-Channel Factors	1.861 (.100)	0.854 (.356)	0.678 (.608)	1.281 (.280)	1.953 (.120)	0.994 (.428)	0.708 .587)
Price-Taste Factors	1.381 (.231)	2.816 (.094)	0.435 (.783)	0.587 (.624)	0.511 (.675)	0.375 (.895)	**3.184 (.014)***

Note：The data in the figure above is F，and （ ） is P value.

We will use ANOVA-ANALYSIS method to explore the relationship between demographics variables and factors dimensions. According to the Table 5.8, and with Alpha is 0.05 as the judgment standard. There is only price and taste factors dimension has significance influence with income.

5.5 Reliability Analysis

In scale table, the reliability verification method is commonly used Cronbach's Alpha and Split - half method, the former estimates internal consistency better than the latter, use frequency is highest, we use the former in this study. The Cronbach's Alpha should be more than 0.7, and the results of study will be accepted. In this study, the Cronbach's Alpha of the 17 influential factors is 0.837, it is a good reliability.

And the internal consistency of various factors respectively is: the Cronbach's Alpha of "Brand Factors" is 0.804; the Cronbach's Alpha of "Promotion Factors" is 0.7;

the Cronbach's Alpha of "Product-Channel Factors" is 0.691; and the Cronbach's Alpha of "Price- Taste Factors" is 0.892.

5.6 Hypothesis Findings

H1: Age has significance influence with the key factors influencing for imported beer brand choice decision.

The Table 5.1: ANOVA-ANALYSIS （Demographic Variables vs. Influencing Factors）presents that all the p values of age are more than 0.05. It means age has no significance with influencing factors of imported beer. So H1 was rejected.

H2: Occupation has significance with the key factors influencing for imported beer brand choice decision.

The Table 5.1: ANOVA-ANALYSIS （Demographic Variables vs. Influencing Factors）presents that occupation has significant influence with packaging and others recommend. The significance is F2.253 (.038) and F2.873 (.009). So H2 was accepted.

H3: Income has significance with the key factors influencing for imported beer brand choice decision.

The Table 5.1: ANOVA-ANALYSIS （Demographic Variables vs. Influencing Factors）presents that income has significance influence with taste, F3.302 (.013). So H3 was accepted.

H4: Weekend plans have significance with the key factors influencing for imported beer brand choice decision.

The Table 5.3: ANOVA-ANALYSIS （Weekend plans vs. Influencing Factors）presents that brand image has significant with watch movie; specification has

significant with other plans; others recommend has significant with shopping and go to temple; convenient to buy has significance with watch movie and shopping; and country of origin has significance with shopping also. So H4 was accepted.

H5: Price has significance with imported beer brand.

H6: Taste has significance with imported beer brand.

Table 5.5: ANOVA- ANALYSIS (Brands vs. Influencing Factors) presented that brands have not significance with any influential factors of imported beer. So H5 and H6 were rejected.

The hypothesis findings are all presents in the Table 5.9 below.

Table 5.9: Conclusion the Results of Data Analysis

Independent variables		Relationship
Demographic	Age, Gender, Education	No significance
	Living location, Occupation, Marital status, Income	Significance
Lifestyle (Weekend plans)	Watching movie, Shopping, Going to temple, Others	Significance
	Party, Visiting friends, Sleeping, Just stay at home, Reading	No significance
Marketing Mix	Beer types	Significance
	Imported Beer Brands	No significance

5.7 Conclusion

The data results of questionnaire are collected in this chapter. Also, the data analysis of the influencing factors of demographic variables, lifestyle variables, and marketing mix variables were analyzed. The hypothesis finding was concluded. For the summary of this study are present in the next chapter.

CHAPTER 6

CONCLUSION

Research Conclusion

1. Consumers Description

From the sample structure analysis, we can know the consumer demographic variables of Bangkok area. Within the valid samples, the number of female is more than male, most of them are between 18-25 years old and single, their education level mostly bachelor degree, their main occupations are company assistant or private institutions, their average monthly income are less than 10,000.

Lifestyle of the samples: the top three options of vacation destination are beach, island, and forest. And weekend plans of consumers, the top three options are sleeping, watching movie, just stay at home.

2. Consumers' Drinking Behaviors

The most often drinking frequency is once every two months or less; the most often monthly consumption is more than 351 Baht; the most like specification is bottle (630ml); the most often buying price per unit is 50-100 Baht; the most often drinking place is at home; the most often buying channel is 7-11; the most prefer beer type is larger; the most prefer imported origin is Germany; the first imported beer brand that come to the consumers mind is Heineken; the imported beer of most prefer also is Heineken; consumers think the biggest difference between imported and local beer is price. The main channel to know the message of a beer brand is from TV and supermarket; the drinking motivation is to relax or when consumers feel happy.

Importance Degree of Influencing Factors

3. Demographic Variables

According to the demographic variable of living location, consumers attach great importance to date of produce, gift, and convenience of buying. According to

the demographic variable of marital status, consumers attach great importance to gift. According to the demographic variable of occupation, consumers attach great importance to packaging and other's recommend. According to the demographic variables of income, consumers attach great importance to taste. And consumers in all Thailand area attach most importance to date of produce, and West Country consumers also attach the same importance degree to gift.

4. Lifestyle Variables

Brand image has significance with watching movie; specification has significance with other plans; other's recommend has significance with shopping and go to temple; convenience of buying has significance with watching movie and shopping; and country of origin has significance with shopping also.

5. Marketing Mix Variables

The stout beer drinkers attach most importance to others recommend, and the draught beer drinker attach less importance to others recommend.

The 17 influencing factors of imported beer have no significance influence with all 20 imported beer brands, the author think maybe it has significance influence with other factors that doesn't research in this study.

6. Principal Components of influencing factors

The influencing factors of beer using principal component analysis is divided into four major factors, Brand factors, Promotion factors, Product-Channel factors, and Price-Taste factors. In the income of demographic variables, consumers attach great importance to Price-Taste factors.

Research Recommendation

Since beer is a lifestyle product, therefore the demographic variables have significant influence with influencing factors. Beer marketers need on the basis of the characteristics of different consumer groups, positioning the features of the products. Firstly, consumers of different living location attach great importance to date of produce, gift, and convenience of buying. Manufactures should pay more attention to these three points when doing marketing. In addition, the marketers can give some different gifts with the logo of beer brand, such as hat, life, tableware, etc. From purchase convenience factor, marketers should pay attention to the channels which more convenience for consumers to purchase products, such as 7-11. Secondly, consumers of different occupations, they attach more importance to others recommend and packaging. Packaging design can on the basis of the demand of target consumers to design which the consumers like. Thirdly, consumers of different levels income attach more importance to taste. According to the results of questionnaires in Chapter 4 and the background of beer market in Thailand description, indicated lager beer is the beer types of Thai consumers most prefer. Based on the Thai consumers of lager beer preferences, marketers selected the lager beer entry to Thai beer market will be better than other types. Finally, according to the analysis of principal component, consumers of different levels income attach more importance to Price-Taste factors. On the basis of Table 4.2 (Data results of lifestyle variables) in Chapter 4 as you can see, the Thai consumers' main income level below 10,000 Baht, consumers' economic condition could not support them to drink or purchase expensive beer. Therefore, imported beer manufacturers need to make adjustments on the price. If imported beer compared with local beer has price advantage, imported beer's market share will also have more space to increase.

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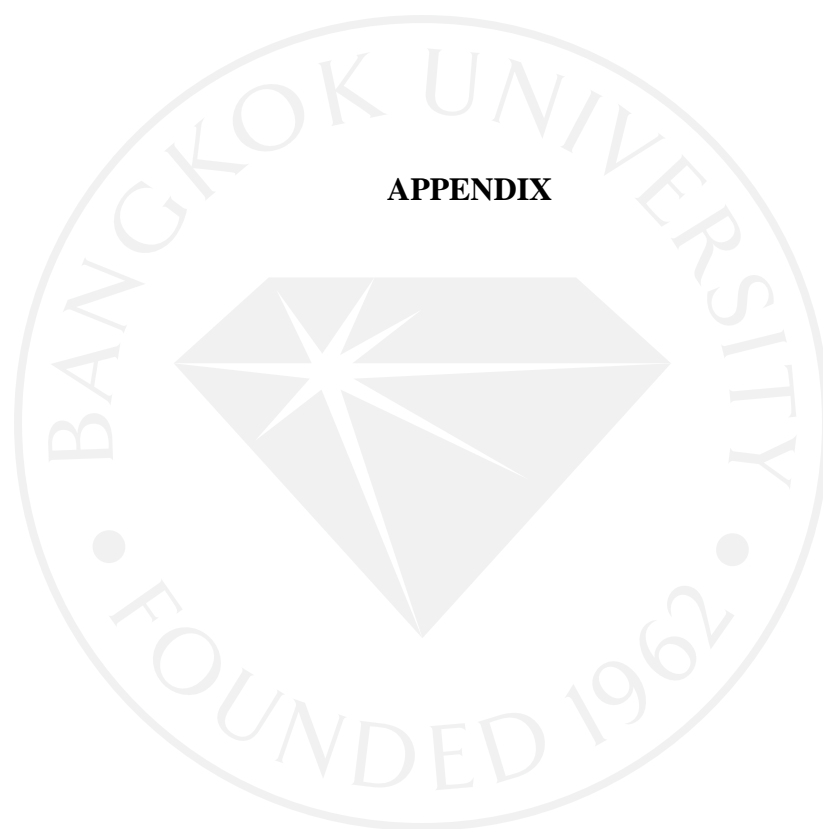
APPENDIX

Appendix A: Survey Questions (English)

A Questionnaire of Influential Factors of Imported Beer Choice

Part One

1. Do you drink beer?

A Yes   B No

2 Where do you live？

A North Country   B South Country

C East Country   D West Country

E Middle Country   F Northeast Country

3 What's your gender?

A Male   B Female

4 What is your age range?

A 18-25   B 26-35   C 36-45   D 46-55   E 55+

5 What is your marital status?

A Single   B Divorced

C Married   D Widowed

6 What's your highest level of education?

A Less than high school   B High school/ Vocational school

C Bachelor Degree   D Higher than Bachelor Degree

7 What is your present occupation?

A Student

B Company Assistant/ Private Institutions

C Housewife/ Househusband

D Labor

E Government official/ State Enterprises/ State Agency

F Business Person

G Other (please specify)

8 How much is your monthly income？

A Less than 10,000 Baht   B 10,001-13,000 Baht

C 13,001-15,000 Baht   D 15,001-20,000 Baht

E Over 20,000 Baht

9 Where is your most like vacation destination? (You can choose more than one)

A Beach   B Forest

C Village   D Small town

E Island   F Old country

G Deserts   H Hotspring

I Others

10 What do you like to do at weekend? (You can choose more than one)

A Watching movie   B Shopping   C Reading

D Party   E Going to temple   F Visiting friends

G Sleeping   H Just stay at home   I Others

Part two

11 How frequently are you drinking beer?

A Once a day

B 1-3times a week

C 1-3 times a month

D Once every two months or less

12 How much money do you spend on beer each month?

A Under 50 baht

B 51-150 baht

C 151-250 baht

D 251-350 baht

E 351 up

13 What kind of specifications of beer do you like to buy?

A Small Bottle   B Bottle

C Barrel   D Can

E Others (please specify)

14 Where do you usually buy beer?

A Tesco Lotus   B Tops

C Big c   D Max value

E 7-11   F Makro

G Family Mart   H Buy on website

I Grocery   J Other (please specify)

15 Where do you usually drink?

A Home   B Restaurant

C Club   D Pub

E Other (please specify)

16 Which type of beer do you prefer most?

A Lager Beer

B Ale Beer

C Light Beer

D Stout Beer

E Draught Beer

F Other (please specify)

17 Which country is your preferred beer imported origin？

A Germany   B Japan

C USA   D Ireland

E Singapore   F UK

G Others

18 Which brand of beers is the first brand comes to your mind?

A Heineken   B Tiger   C Sapporo

D Carlsberg&Miller E Stella Artois   F Corona Extra

G Erding   H Schneider Weisse   I Budweiser

J Paulaner   K San Miguel   L Rogue Ale

M Trappist Ale   N Brewdog   O Guineness

P Asahi   Q Hacker Pschorr   R Tstingtao

S Tuatara   T Other

19 Among the imported beers that you know, which do you most prefer to drink?

A Heineken	B Tiger	C Sapporo
D Carlsberg&Miller	E Stella Artois	F Corona Extra
G Erding	H Schneider Weisse	I Budweiser
J Paulaner	K San Miguel	L Rogue Ale
M Trappist Ale	N Brewdog	O Guineness
P Asahi	Q Hacker Pschorr	R Tstingtao
S Tuatara	T Other	

20 What do you think the biggest difference between imported beers and local beers?

A Brand	B Advertising
C Convenience of buying	D Price
E Packaging	F Taste
G Other's recommend	H Promotion
I Import country	J Other (please specify)

21 How much is the price of beer that you often buy? (A bottle of 630ml)

A Less than 50 Baht	B 50-100 Baht
C 101-200 Baht	D Over 200 Baht

22 If launch beer promotion, what kind of promotion way do you prefer?

A Buy beer gets beer

B Other gifts

C At a discount

D Other (please specify)

23 Which one would you prefer from the following channels to know the brand of beer?

A Store or Supermarket

B Restaurant recommendations

C TV

D Newspapers and Magazines

E Network

F Billboard

G A friend or family member is introduced

24 What kind of emotion that can let you drink beer?

A Feel happy

B Feel upset

C Feel boring

D Feel sad

E Feel gloomy

F Others

25 Why you drink beer?

A To relax   B Socialization

C Treatment   D To be drank

E Others

Part Three

26 There are influential factors of imported beer list as follow, please based on the individual conditions to select the importance degree for each influential factor.

(1) Brand image

A Definitely not important   B Somewhat not important   C Natural

D Somewhat important E Definitely important

(2) Brand name

A Definitely not important   B Somewhat not important   C Natural

D Somewhat important E Definitely important

(3)Taste

A Definitely not important   B Somewhat not important   C Natural

D Somewhat important E Definitely important

(4) Price

A Definitely not important   B Somewhat not important   C Natural

D Somewhat important E Definitely important

(5) Specification

A Definitely not important   B Somewhat not important   C Natural

D Somewhat important E Definitely important

(6) Packaging

A Definitely not important   B Somewhat not important   C Natural

D Somewhat important E Definitely important

(7) Date of produce

A Definitely not important   B Somewhat not important   C Natural

D Somewhat important E Definitely important

(8) Guarantee Period

A Definitely not important   B Somewhat not important   C Natural

D Somewhat important E Definitely important

(9) Other's recommend

A Definitely not important   B Somewhat not important   C Natural

D Somewhat important E Definitely important

(10) Promotion

A Definitely not important   B Somewhat not important   C Natural

D Somewhat important E Definitely important

(11) Gift

A Definitely not important   B Somewhat not important   C Natural

D Somewhat important E Definitely important

(12) Advertising image

A Definitely not important   B Somewhat not important   C Natural

D Somewhat important E Definitely important

(13) Advertising spokesperson

A Definitely not important   B Somewhat not important   C Natural

D Somewhat important E Definitely important

(14) Channel

A Definitely not important   B Somewhat not important   C Natural

D Somewhat important E Definitely important

(15) Try a new product

A Definitely not important   B Somewhat not important   C Natural

D Somewhat important E Definitely important

(16) Convenience of buying

A Definitely not important   B Somewhat not important   C Natural

D Somewhat important E Definitely important

(17) Country of origin

A Definitely not important   B Somewhat not important   C Natural

D Somewhat important E Definitely important

Appendix B: Survey Questions (Thai)

แบบสอบถามเรื่อง ปัจจัยในการเลือกซื้อเบียร์นำเข้า
ตอนที่ 1

1. คุณดื่มเบียร์ใช่หรือไม่

A ดื่ม   B ไม่ดื่ม

2. ภูมิลำเนา

A ภาคเหนือ   B ภาคใต้

C ภาคตะวันออก   D ภาคตะวันตก

E ภาคกลาง   F ภาคตะวันออกเฉียงเหนือ

3. เพศ

A ชาย   B หญิง

4. คุณมีอายุเท่าไหร่

A 18-25   B 26-35   C 36-45   D 46-55   E 55 ขึ้นไป

5. สถานภาพของคุณ

A โสด   B หย่าร้าง   C แต่งงาน   D หม้าย

6. การศึกษา

A ต่ำกว่ามัธยมปลาย   B มัธยมปลาย/อาชีวศึกษา   C ปริญญาตรี   D สูงกว่าปริญญาตรี

7. คุณประกอบอาชีพอะไร

A นักศึกษา   B พนักงานบริษัท / องค์กรเอกชน

C แม่บ้าน / พ่อบ้าน   D รับจ้างทั่วไป

E ข้าราชการ / รัฐวิสาหกิจ / หน่วยงานรัฐ   F เจ้าของกิจการ

G อื่นๆ (โปรดระบุ)_____

8. รายได้ต่อเดือน

A ต่ำกว่า 10,000 บาท   B 10,001 – 13,000 บาท

C 13,001 – 15,000 บาท   D 15,001 – 20,000 บาท

E มากกว่า 20,000 บาท

9. คุณพึงพอใจกับสภาพร่างการปัจจุบันมากแค่ไหน (สามารถเลือกได้มากกว่า 1 ข้อ)

A ชายทะเล   B ป่า   C หมู่บ้าน   D เมืองเล็กๆ

E หมู่เกาะ   F เมืองเก่า   G ทะเลทราย   H น้ำพุร้อน   I อื่นๆ

10. คุณชอบทำอะไรในวันหยุดสุดสัปดาห์ (สามารถเลือกได้มากกว่า 1 ข้อ)

A ดูหนัง   B ช๊อปปิ้ง

C อ่านหนังสือ   D ไปปาร์ตี้

E ไปทำบุญที่วัด   F ไปพบปะเพื่อน

G นอนหลับพักผ่อน   H อยู่บ้านเฉยๆ

I อื่นๆ

ตอนที่ 2

11 คุณดื่มเบียร์บ่อยแค่ไหน

A วันละครั้ง   B 1-3ครั้งต่อสัปดาห์

C 1-3ครั้งต่อเดือน   D 2เดือน1ครั้ง หรือน้อยกว่า

12 ใน 1 เดือน คุณชำระเงินค่าเบียร์เท่าไหร่

A น้อยกว่า 50 บาท   B 51 – 150 บาท   C 151 – 250 บาท   D 251 – 350 บาท

E มากกว่า 351 บาท

13 คุณมักจะซื้อเบียร์ในรูปแบบบรรจุภัณฑ์ใด

A ขวดเล็ก   B ขวดขนาดปกติ   C ถัง   D กระป๋อง

E อื่นๆ (โปรดระบุ)

14 คุณมักจะไปซื้อเบียร์ที่ไหน

A เทสโก้ โลตัส   B ท๊อปส์ ซุปเปอร์มาร์เก็ต

C บิ๊กซี   D แม็กซ์แวลู

E เซเว่นอีเลฟเว่น   F แม็คโคร

G แฟมิลี่มาร์ท   H ซื้อผ่านเว็ฐไซต์

I ร้านขายของชำ   J อื่นๆ (โปรดระบุ) _____

15 คุณมักจะดื่มเบียร์ที่ไหน

A บ้าน / ที่พัก   B ร้านอาหาร

C คลับ   D สถานบันเทิง

E อื่นๆ (โปรดระบุ) _____

16 คุณดื่มเบียร์ประเภทใดมากที่สุด

A เบียร์ทั่วไป   B เอลเบียร์

C เบียร์แอลกอฮอล์น้อย   D เบียร์ดำ

E เบียร์สด   F อื่นๆ (โปรดระบุ) _____

17 คนชอบดื่มเบียร์ที่นำเข้าจากประเทศใด

A เยอรมนี   B ญี่ปุ่น

C สหรัฐอเมริกา   D ไอร์แลนด์

E สิงคโปร์   F อังกฤษ

G อื่นๆ

18 ถ้าพูดถึงเบียร์นำเข้าคุณจะนึกถึงเบียร์ยี่ห้อไหนเป็นอันดับแรก

A Heineken	B Tiger	C Sapporo
D Carlsberg&Miller	E Stella Artois	F Corona Extra
G Erding	H Schneider Weisse	I Budweiser
J Paulaner	K San Miguel	L Rogue Ale
M Trappist Ale	N Brewdog	O Guineness
P Asahi	Q Hacker Pschorr	R Tstingtao
S Tuatara	T อื่นๆ	

19 เบียร์นำเข้ายี่ห้อใดที่คุณชอบดื่มมากที่สุด

A Heineken	B Tiger	C Sapporo
D Carlsberg&Miller	E Stella Artois	F Corona Extra
G Erding	H Schneider Weisse	I Budweiser
J Paulaner	K San Miguel	L Rogue Ale
M Trappist Ale	N Brewdog	O Guineness
P Asahi	Q Hacker Pschorr	R Tstingtao
S Tuatara	T อื่นๆ	

20 ข้อแตกต่างระหว่างเบียร์นำเข้าและเบียร์ท้องถิ่นที่ต่างกันอย่างชัดเจนมากที่สุด

A ยี่ห้อ

B โฆษณา

C ความสะดวกในการซื้อ

D ราคา

E บรรจุภัณฑ์

F รสชาติ

G คำแนะนำจากคนอื่น

H โปรโมชัน

I ประเทศที่นำเข้า

 J อื่นๆ (โปรดระบุ)_____

21 ค่าใช้จ่ายในการซื้อเบียร์ของคุณเท่าไหร่ (เบียร์ 1 ขวด ขนาด 630 มิลลิลิตร)

A น้อยกว่า 50 บาท

B 50 – 100 บาท

C 101 – 200 บาท

D มากกว่า 200 บาท

22 ถ้าเบียร์มีโปรโมชัน คุณอยากให้มีโปรโมชันแบบใด (สามารถเลือกได้มากกว่า 1 ข้อ)

A ซื้อเบียร์ แถมเบียร์

B ซื้อเบียร์ พร้อมของสัมมนาคุณ

C ลดราคา

D อื่นๆ (โปรดระบุ) _____

23 คุณทราบข้อมูลของเบียร์จากช่องทางใดบ้าง (สามารถเลือกได้มากกว่า 1 ข้อ)

A ห้างสรรพสินค้า

B การประชาสัมพันธ์จากร้านอาหาร

C โทรทัศน์

D หนังสือพิมพ์และนิตยสาร

E อินเตอร์เนต

F ป้ายโฆษณา

G คนใกล้ตัวแนะนำ

24 คุณจะดื่มเบียร์เวลาที่คุณรู้สึกอย่างไร (สามารถเลือกได้มากกว่า 1 ข้อ)

A มีความสุข

B อารมเสีย

C เวลาเบื่อ

D เสียใจ

E เศร้าใจ

F อื่นๆ

25 เหตุผลที่คุณดื่มเบียร์

A เพื่อผ่อนคลาย

B เพื่อเข้าสังคม

C รักษาอาการป่วย

D เมา

E อื่นๆ

ตอนที่ 3

26 ปัจจัยข้อใดต่อไปที่มีอิทธิพลต่อเบียร์นำเข้า โปรดระบุตัวเลือกเพื่อเลือกระดับความสำคัมสำหรับ

ปัจจัยที่มีอิทธิพล

(1) ภาพลักษณ์ยี่ห้อ

A ไม่สำคัญที่สุด   B ไม่สำคัญ   C ปกติ   D สำคัญ   E สำคัญที่สุด

(2) ชื่อยี่ห้อ

A ไม่สำคัญที่สุด   B ไม่สำคัญ   C ปกติ   D สำคัญ   E สำคัญที่สุด

(3) รสชาติ

A ไม่สำคัญที่สุด   B ไม่สำคัญ   C ปกติ   D สำคัญ   E สำคัญที่สุด

(4) ราคา

A ไม่สำคัญที่สุด   B ไม่สำคัญ   C ปกติ   D สำคัญ   E สำคัญที่สุด

(5) ขนาด ปริมาณ

A ไม่สำคัญที่สุด   B ไม่สำคัญ   C ปกติ   D สำคัญ   E สำคัญที่สุด

(6) บรรจุภัณฑ์

A ไม่สำคัญที่สุด   B ไม่สำคัญ   C ปกติ   D สำคัญ   E สำคัญที่สุด

(7) วันที่ผลิต

A ไม่สำคัญที่สุด   B ไม่สำคัญ   C ปกติ   D สำคัญ   E สำคัญที่สุด

(8) วันหมดอายุ

A ไม่สำคัญที่สุด   B ไม่สำคัญ   C ปกติ   D สำคัญ   E สำคัญที่สุด

(9) คำแนะนำจากคนอื่น

A ไม่สำคัญที่สุด   B ไม่สำคัญ   C ปกติ   D สำคัญ   E สำคัญที่สุด

(10) โปรโมชัน

A ไม่สำคัญที่สุด   B ไม่สำคัญ   C ปกติ   D สำคัญ   E สำคัญที่สุด

(11) ของสัมนาคุณ

A ไม่สำคัญที่สุด   B ไม่สำคัญ   C ปกติ   D สำคัญ   E สำคัญที่สุด

(12) ภาพลักษณ์โฆษณา

A ไม่สำคัญที่สุด   B ไม่สำคัญ   C ปกติ   D สำคัญ   E สำคัญที่สุด

(13) ผู้นำเสนอในโฆษณา พรีเซนเตอร์

A ไม่สำคัญที่สุด   B ไม่สำคัญ   C ปกติ   D สำคัญ   E สำคัญที่สุด

(14) ช่องทาง

A ไม่สำคัญที่สุด   B ไม่สำคัญ   C ปกติ   D สำคัญ   E สำคัญที่สุด

(15) ลองผลิตภัณฑ์ใหม่

A ไม่สำคัญที่สุด   B ไม่สำคัญ   C ปกติ   D สำคัญ   E สำคัญที่สุด

(16) ความสะดวกในการซื้อ

A ไม่สำคัญที่สุด   B ไม่สำคัญ   C ปกติ   D สำคัญ   E สำคัญที่สุด

(17) ประเทศที่นำเข้า

A ไม่สำคัญที่สุด   B ไม่สำคัญ   C ปกติ   D สำคัญ   E สำคัญที่สุด

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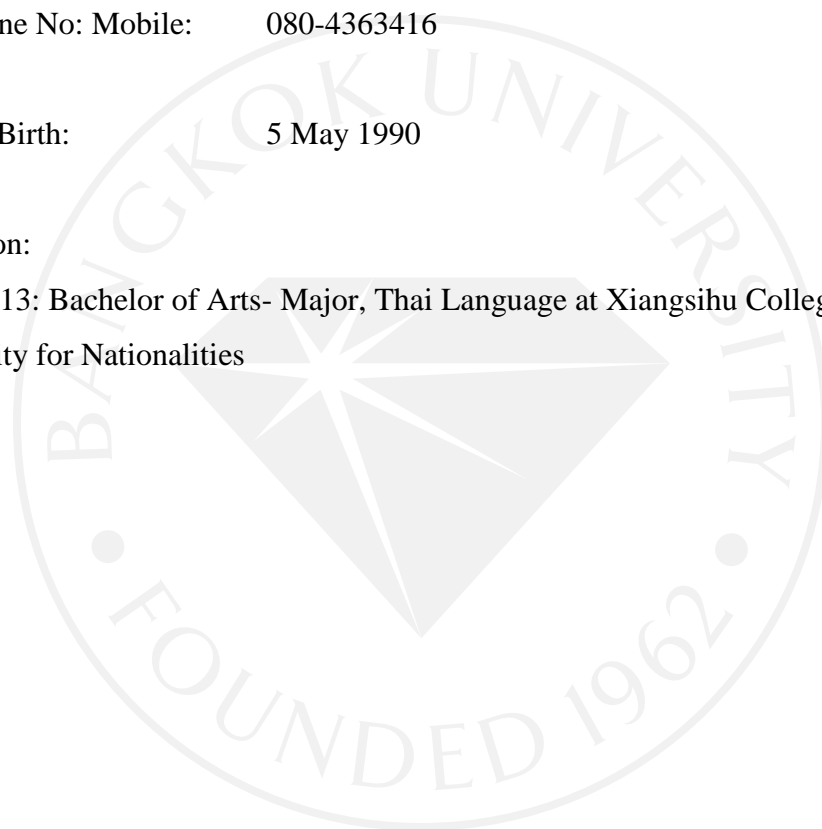Residential Address: 1141/49 City Room Condominium Sutthisan Winitchai Rd.

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