# FACTORS POSITIVELY AFFECTING BEER A'S BRAND PREFERENCE OF CUSTOMERS IN BANGKOK

# FACTORS POSITIVELY AFFECTING BEER A'S BRAND PREFERENCE OF CUSTOMERS IN BANGKOK

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## ABSTRACT

The researcher studied the positive influence of beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, and convenient and practical functions towards beer A's brand preference of customers in Bangkok. The population of this study was people who were over 18 years of age and had experience in drinking beer for either once or on regular basis in Chatuchak, Wattana, and Bang Rak Districts in Bangkok. The sample of this research was 230 questionnaire respondents distributed at the Energy Complex Building, Emporium Office Building, and Sathon Square Building between the December 2016 and January 2017. The sample size was gathered using the non-probability sampling methods in terms of convenience sampling by collecting data only with respondents who were willing to cooperate with the researcher by completing the questionnaires. The data analyzed using descriptive statistics and multiple regression analysis were found that branding ($\beta = 0.596$) and social media ($\beta = 0.197$) were positively affected brand preference of the beer brand A's consumers in Bangkok at .01 level of significant, explaining 49% of the influence towards brand preference of the customers. However, beer characteristic, beer types, situation appropriateness statements, packaging, social

media, country of origin, and convenient and practical functions were not found to be significantly affected brand preference of beer brand A's customers in Bangkok.

*Keywords: Brand Preference, Beer, Social Media, Bangkok*

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# CHAPTER 1

# INTRODUCTION

This chapter presents background, objectives, significance, limitation and scope of the research, statement of problem, research questions, as well as definition of terms.

## 1.1 Background

According to the report from the Office of Industrial Economics ("2559 industry stat dec for download-web oie", 2017) the total production volumes of beer in Thailand in 2016 increased from 2,377,082 thousand liters to 2,424,945 thousand liters or by 1 % from the previous year. Further observation for the total production volumes of beer in 2015 revealed that the number also rose from 2,237,880 thousand liters to 2,377,082 thousand liters or by 6 % from 2014. However, the total production volumes of beer between 2013 and 2014 were negative growth as listed on table 1.1. Likewise, domestic sales of beer in Thailand in 2016 increased from 2,123,744 million Thai baht to 2,154,294 million Thai baht or a 1 % increase from prior year. In 2015, domestic sales of beer in Thailand rose from 2,000,487 million baht to be 2,123,744 million baht or a 6 % increase from 2014 whereas the domestic sales of beer in Thailand from 2013 to 2014 were negative growth as listed on table 1.1 ("2559 industry stat dec for download-web oie", 2017). Nevertheless, the negative growth in production volumes and sales in both years were not considered as a beer business regression but were the outcome from recession crisis during that time. The report of Thailand's economy in 2013 disclosed that the domestic demand in Thailand

has slowed down and weakened ("Thailand's Economic Conditions in 2014", 2014). Like 2014, The report of Thailand's economy showed that there was a 0.7% growth and surprisingly the number remained unchanged for the first half year (" Thailand's economic conditions in 2014", 2014). Although, Thailand was predicted to experience the worst economy in Asia by World Bank in 2016 (Fevre, 2016). The report from The Office of Industrial Economics interpreted that people were in economic recession but their willingness to spend on beer still remained at the same level. In other words, most beer consumers drink beer consistently regardless of current economic climate ("Countries that consume the most alcohol", 2017).

Table 1.1: Statistic of Number of Beer Production and Domestic Sales in Thailand

| Year | Production | | Production Capacity | | Domestic Sales | |
|---|---|---|---|---|---|---|
| | 1,000 Liters | % Diff | 1,000 Liters | % Utility | Million THB | % Diff |
| 2010 | 2,235,690 | - | 3,918,396 | 57% | 2,032,994 | - |
| 2011 | 2,010,412 | -10% | 3,558,396 | 56% | 1,869,304 | -8% |
| 2012 | 2,347,722 | 17% | 3,558,396 | 66% | 2,150,163 | 15% |
| 2013 | 2,272,544 | -3% | 3,908,396 | 58% | 2,046,635 | -5% |
| 2014 | 2,237,880 | -2% | 3,918,396 | 57% | 2,000,487 | -2% |
| 2015 | 2,377,082 | 6% | 3,888,396 | 61% | 2,123,744 | 6% |
| 2016 | 2,424,945 | 2% | 3,918,396 | 62% | 2,154,294 | 1% |

Source: The office of industrial economics. (2017). *Industrial statistic*. Retrieved from http://www.oie.go.th/academic/statistics.

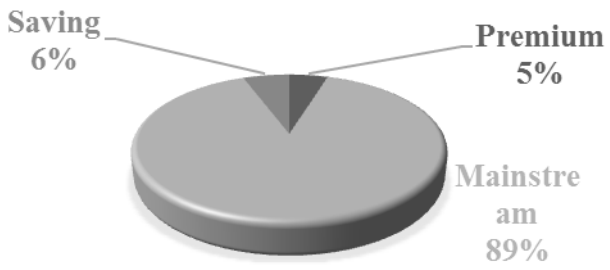
The history of beer in Thailand started from the first large scale brewery since 1934 (Mcbroom, 2013). Typically, the main ingredients in beer are water, hops, barley (or malt), and yeast. Thereinafter, the adaptation by local raw material such as rice replaced malt in the recipe ("History of beer in Thailand", 2017). In 1933, the first Boon Rawd Brewery, the oldest brewery company in Thailand was founded by Boonrawd Srethabutra (Mcbroom, 2013). Boon Rawd brewery produced many beer brands but the only one brand that has been continually served in the market is the Singha brand. In 1961, the second brewery of Thailand was founded under the name Bangkok Beer Brewery. The business was closed and changed hands in 1996 ("History of beer in Thailand", 2017). In the mid 1990's, Thai Bev started to produce and launch a new brand named Chang brand (Mcbroom, 2013).

Currently, there are many beer brands in Thailand. Some are local while others are foreign. In fact, the choices of beer are now more diverse in types and flavors. The reasons why the selection of beer brands was different from person to person is that some people chose a particular beer brand because of their attachment to its taste, while others loved to try a new taste. Sometimes people merely made their choice of beer based on what their friends were drinking. The affordability was also another factor for the beer brand selection in some cases. Nevertheless, beer still has been the top three of alcoholic beverage in Thailand.

Thai beer market has become an attractive market because of the marked increase in sales in the recent years. Nowadays, several beer brands have desired to occupy the market shares in Thai beer market. Some brands are local such as Singha, Chang, or Leo; whereas some are foreign brands like Heineken, Corona, Hoegaarden, or Carlsberg (" Thai beer part I: The famous brands taste of thailand", 2017). Beer

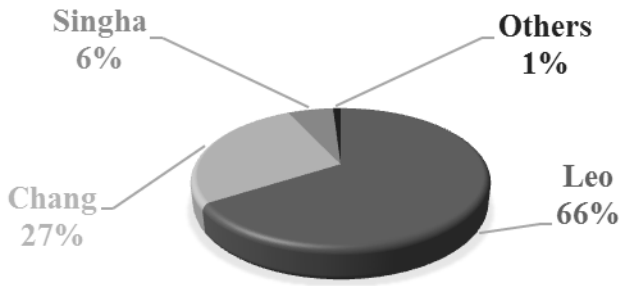
market segment in Thailand had been classified into three segments based on selling prices as detailed in figure 1. The first segment was the premium market segment specified by the average beer price at 90 baht per bottle as a big package size. The premium market segment accounted for 5 % of total market value and was dominated by Heineken brand at 96 % market share. The second segment was the mainstream market segment, which was the largest proportion in market at 93 % of total market value. The mainstream market segment specified by the average beer price at 56 baht per bottle as a big package size. The mainstream market segment has been the most competitive segment among all segments because of the brand diversity. The largest share in the mainstream market segment was Leo brand at 66 % followed by Change brand, Singha brand, and others brands at 27 %, 6 % and 1 % respectively. The last segmentation was the saving market segment quantified by the average price of beer at 46 baht per bottle as a big package size. The saving market segment size stood at 2 % of total market value. The entry barrier into this segment was difficult because Archa brand shared 100 % in this segment ("Mainstream beer news ", 2016).

Figure 1.1: Beer Market Segmentation in Thailand




Source: *Mainstream beer news*. (2016). Retrieved from http://positioningmag.com/1091301.

Figure 1.2: The Mainstream Market Segment




Source: *Mainstream beer news*. (2016). Retrieved from http://positioningmag.com/1091301.

Even though there were various beer brands in Thailand's market but only few brands had a significant market shares. In 2015, the highest share in the market belonged to Boon Rawd Brewery Company Limited counted at 72% followed by Thai Beverage Public Company Limited at 24% and Thai Asia Pacific Brewery Company at 4% ("Beer market share in Thailand", 2015).

Boon Rawd Brewery was the first Thai brewery and has continued to dominate in Thai beer market since 1933. The major beer brands that has been produced by Boon Rawd Brewery are Singha brand and Leo brand ( Boon Rawd Brewery, 2014). Since 2015, the main strategies of Singha beer have been adjusted in order to increase more brand awareness in the target groups who were part of Generation Y. The strategies were driven through many publicity such as the sponsorship of sport activities and concert events ("Mainstream beer news", 2016).

Thai Bev was founded in 1995 and has been listed as the second powerhouse in Thai beer market. The products of Thai Bev were Chang brand and Archa brand ("Thai beverage pcl corporate profile", 2015). Recently, Thai Bev has adjusted the strategies in order to boost competitiveness by redesigning the packaging and developing beer tastes, calling for more attention from the public by using celebrities as its presenters, and commencing the marketing activities programs to cover the whole region of Thailand ("Mainstream beer news", 2016).

Thai ASIA Pacific Brewery Company has been an international company that has done its marketing of brewing beer in Thailand. The company has started its business since 1993. The strategies of Thai ASIA Pacific Brewery adopted the different strategy and executed through the product varieties. The broader brands of beer merchandised by Thai ASIA Pacific Brewery Company such as Heineken brand, Tiger brand, Cheers brand, Guinness brand, and Kilkenny brand ("Thai asia pacific brewery background", 2015). Cheers brand has made an adjustment on the brand image, packaging, and taste. Moreover the company introduced new beer taste to the market and made popular by the limited edition ("Mainstream beer news", 2016).

Taxation rate of alcohol beverages in Thailand was considered as high for both imported and local beer. The import duties for imported beer made up 60% ,which was the highest import duties compared to other countries ("Import duty & taxes for lager beer", 2017). The main reason for the high import duties rate was to protect domestic breweries. Ultimately, this policy has been performed very effectively as the evidence reveals that all of the dominators in Thai beer market has been the local breweries for many years (Sonne, 2016). The impact from alcohol taxation rate directly affected decision making process, which dictated the nature of customers.

Their nature is psychological since most customers preferred a cheaper product than an expensive one. The evidence supports that the combination of alcohol taxation rate and customers' nature creates the continuing negative growth of imported beer brands at 20% (Rinwong, 2016).Moreover, the high tax rate structure of alcohol beverage was not only protect local breweries but also aimed to control the population of alcoholic beverage consumers. In 2013, there was a change in an increased taxation rate of alcoholic beverages produced locally. There are two objectives to this change. The first one was to generate more tax revenue for the government. According to the report from 2012, almost 55% of tax was generated from the sales of alcoholic beverages. The second one was an indirect goal to control the alcohol consumption per population to improve the health of Thai citizens (Jarurungsipong & Rakthum, 2013).

Another important regulation was the qualification license. All beer production companies or beer traders had to acquire an alcohol permission license. This creates the difficulties for many small and new players to break new ground in Thai market. There are many alcohol regulations in Thailand that affects the beer industry. Some of those regulations were beer advertising time control, time limit for beer selling , restriction on area to sell beer, label control with the warning about drinking and driving, legal drinking age, and the laws on alcohol consumption during driving (Jarurungsipong & Rakthum, 2013).

Therefore, the increase in sales of beer have attracted many beer brands to occupy the market shares in Thai beer market. Some brands are local such as Singha, Chang, or Leo whereas some are foreign like Heineken, Corona, Hoegaarden, or Carlsberg ("Thai beer part I: The famous brands taste of Thailand", 2017).

The premium market segment dominated by Heineken brand while the economic market segment dominated by Archa brand and the mainstream market segment dominated by Leo brand. The mainstream market segment was highly competitive because there are three majors' brands in this segment: Leo brand, Chang brand, and Singha brand. However, there are many beer brands in Thai beer market but there are a few beer companies that have significant market shares. Recently, Thai Bev adjusted the strategies to boost competitiveness by redesigning the packaging, developing beer tastes, gaining attention from publicity by using celebrities as its trademark through social media, and setting up marketing activities in many provinces ("Mainstream beer news", 2016). Unfortunately, taxation rate for alcohol beverage in Thailand was high for both imported and local production (Sonne, 2016). It has been difficult for small companies who wants to produce or trade beer in Thailand especially due to lack of license qualification. Then, the researchers are interested in the growth and the difficulties of foreign and local brands in Thai beer market ,which will affect brand preference of beer brand A's customers in Bangkok (Jarurungsipong & Rakthum, 2013).

## 1.2 SWOT Analysis

Table 1.2: Singha, Chang, and Heineken SWOT Analysis

| | **Singha** | **Chang** | **Heineken** |
|---|---|---|---|
| **Strength** | 1. In-depth beer industry experience and insight.<br>2. Well-managed and established distribution channels.<br>3. Top quality ingredients.<br>4. The strength of brand image associated with "International Thai" identity. | 1. A golden medal awarded beer in the non-limited degree in the international beer competition fair at Australia in July 1998.<br>2. Premium Thai beer, genuinely imported, was synonymous with Thai culture and pride.<br>3. Price for distributions was cheap and it was accessible to the target groups. | 1. Leading brand portfolio.<br>2. Efficiency brand equity improvement from undertaken various advertising and promotional initiatives.<br>3. Favorable image from strong brand portfolio.<br>4. Large and strong network of breweries increased customer satisfaction and reduced operation cost and transportation cost. |

(Continued)

Table 1.2 (Continued): Singha, Chang, and Heineken SWOT Analysis

| | **Singha** | **Chang** | **Heineken** |
|---|---|---|---|
| **Strength** | | 4. Has a sparkling gold appearance and a smooth, crisp taste and was made from the finest quality malt, hops and deep well-water.<br>5. Strong distribution channels.<br>6. Produces Scotch whisky, vodkas, gins, and liqueurs with over 20 distilleries in Scotland, France, Poland, and Ireland. | 5. Excellent branding and top of the mind recall. |
| **Weakness** | 1. High production costs of Singha beer.<br>2. Singha beer was priced higher than economy beers. | 1. Less known compared to market leaders then brand loyalty was lower than competitors. | 1. Challenge to maintaining corporate values, image and quality standards in various countries. |

(Continued)

Table 1.2 (Continued): Singha, Chang, and Heineken SWOT Analysis

| | Singha | Chang | Heineken |
|---|---|---|---|
| **Weakness** | | 2. Less Innovation could be a concern for the brand.<br>3. Very high potential of interception from competitors which hard to controlled. | 2. Has been a leader susceptible to fake imitation products. |
| **Opportunity** | 1. Taxation according to alcohol degree and local production base.<br>2. Expand market to overseas markets.<br>3. The increasing of Light beer trend.<br>4. Good knowledge to develop light beer and launch as new products with lower price than existing products. | 1. To make expansion by making it widely available and exported to countries around the world including UK, USA, Europe, Asia and Australia.<br>2. Large untapped international market. | 1. Acquisition of other breweries and brands.<br>2. Expand product line – for new areas and to accommodate changes in taste and preference.<br>3. Innovations contribute to the top-line growth and to the strength of the Heineken brand in particular. |

(Continued)

Table 1.2 (Continued): Singha, Chang, and Heineken SWOT Analysis

| | **Singha** | **Chang** | **Heineken** |
|---|---|---|---|
| **Opportunity** | 5. Offer premium beer (i.e. Kloster) to capture premium segment. | | 4. Integration forwards and backward.<br>5. Driving top-line growth by winning customers at the point of purchase has been the key rationale behind the roll-out of Heineken's extra Cold program. |
| **Threat** | 1. Regulations of prohibition to advertise alcoholic beverage in Thailand.<br>2. Economic recession. | 1. Large no. of spurious brands in the same category.<br>2. Continuous government intervention with regards to tax regulations. | 1. Tax regulations on the beer industry.<br>2. Falling trade and ownership regulations in foreign countries.<br>3. The increasing of negative perception in society towards |

(Continued)

Table 1.2 (Continued): Singha, Chang, and Heineken SWOT Analysis

| | Singha | Chang | Heineken |
|---|---|---|---|
| **Threat** | 3. Importation of foreign beers due to FTA agreements.<br>4. Importance competitor as Thai Bev company who ready to fight back in any strategies. | 3. Comparatively competitive prices of competitors. | alcohol could prompt legislators to restrictive measures.<br>4. Slowed industry growth rate effect from global economy.<br>5. Legal issues dealing with underage drinking – retailer's license may be revoked or suspended.<br>6. The challenge from other beverage categories in mature beer market.<br>7. Changing of taste and preference of consumers. |

(Continued)

Table 1.2 (Continued): Singha, Chang, and Heineken SWOT Analysis

| | Singha | Chang | Heineken |
|---|---|---|---|
| **Threat** | | | 8. Input costs (including transportation and energy) have accelerated to unprecedented levels in the past few years. |

Source: *Signha beer: Boon rawd brewery, Thai beer industry with five forces and swot analysis, tows matrix, perceptual map, positioning*. (2009-2016). Retrieved from https://brightkite.com/essay-on/signha-beer-boon-rawd-brewery-thai-beer-business-with-five-forces-and-swot-analysis-tows-matrix-perceptual-map-positioning.

*Swot analysis of thaibev thai beverages*. (2013). Retrieved from http://www.managementparadise.com/sayed123/documents/15961/swot-analysis-of-thaibev-thai-beverages/.

Sankrusme, S. (2016). Strategy to be market leader of chang beer. In *Paper presented at the 2016 CIK AUC Conference Proceedings Entrepreneurship, Responsible Management, and Economic Development*. Retrieved from http://www.cyrusik.org/wp-content/uploads/2016/11/Strategy-to-Be-Market-Leader-of-Chang-Beer.pdf.

*Heineken international swot analysis, usp & competitors*. (2011 - 2017). Retrieved from http://www.mbaskool.com/brandguide/food-and-beverages/4985-heineken-international.html.

### 1.3 Statement of Problem

According to the continuous growth of beer sales in Thai market, which makes it attractive to beer producers. Besides, Thai beer market is considered as a high value market and the target for the investors. Then, there are many beer brands in Thai beer market both local and international brands. Moreover, there are new players for the niche market as well. Then, the competition in Thai beer market is significantly high. Therefore, the study of influence toward brand preference of customers is interesting and bring more value and benefits from increase in sales or gain more shares from the market.

### 1.4 Objective of Research

The objective of this research was to study factors positively affecting beer A's brand preference of customers in Bangkok. The variable factors in the study included beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, and convenient and practical functions towards brand preference of the beer customers in Bangkok.

## 1.5 Scope of Research

1.5.1 Study on the following independent factors that positively affect brand preference.

1.5.1.1 Beer characteristic

1.5.1.2 Branding

1.5.1.3 Beer types

1.5.1.4 Situation appropriateness statements

1.5.1.5 Packaging

1.5.1.6 Social media

1.5.1.7 Country of origin

1.5.1.8 Convenient and practical functions

1.5.2 The data collected by using survey and questionnaires from 230 respondents who were over 18 years of age and had experience drinking beer either once or on a regular basis in Bangkok.

## 1.6 Research Question

1.6.1 Do beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, and convenient and practical functions have relationships with consumer brand preference?

1.6.2 Do beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, and convenient and practical functions affect consumer brand preference?

**1.7 Significant of Research**

1.7.1 The results of this research could be applied to marketing strategies of beer industry by enhancing branding or increasing the use of social media from the strategies according to research factors relationship.

1.7.2 This research is to provide the information on the factors affecting brand preference of customers.

1.7.3 This research expanded the information on how beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, and convenient and practical functions affected consumer brand preference. This would be beneficial for the future researchers.

**1.8 Limitations of Research**

First, the data collection had been completed within a certain period of time under limited resources. Hence, this research had a limited sampling number. In addition, this research was the preliminary one and only some independent variables and one dependent variable were considered, mediating, or mediator variables may not be taken into account in this study.

**1.9 Definition of terms**

1.9.1 Office of Industrial Economics (oie.go.th) meant for a department of The Ministry of Industry responsible for increasing efficiency and planning implementation of Industrial Economics.

1.9.2 World Bank meant for an international financial institution that provides loans to countries of the world for capital programs. There are two institutions in

World Bank, which are the International Bank for Reconstruction and Development (IBRD) and the International Development Association (IDA).

1.9.3 Gen Y has meant for the generation of people born during the 1980s and early 1990s. The characteristics vary by region, depending on social and economic conditions. The generally marked of this generation is an increased use and familiarity with communications, media, and digital technologies.

1.9.4 Taxation meant by which governments finance their expenditure by imposing charges on citizens and corporate entities. Governments used taxation to encourage or discourage certain economic decisions.

1.9.5 Beer Characteristic was referred to the intrinsic attributes of beer based on physical attribute of beer for instance aroma, carbonation, foam and taste.

1.9.6 Branding was referred to the experience of customers toward product image and product meaning by contribution from set of product attributes.

1.9.7 Beer Types was referred to beer categories separated from ingredient to produce beer.

1.9.8 Situation Appropriateness Statements was referred to relationship between situation and choice decision.

1.9.9 Packaging was referred to materials employed to contain, handle, protect, and/or transport products.

1.9.10 Social Media was referred to the collection of online communications channels consecrate to community-based input, interaction, content-sharing and collaboration.

1.9.11 Country of Origin was referred to country of manufacture, production, or growth where an article or product comes from.

1.9.12 Convenient and Practical Functions was referred to the perception on easiness of the product finding and use of the product.

1.9.13 Brand Preference was referred to a unique customer's perception toward particular brands by believing that a particular brand performs better than the others in the market.

# CHAPTER 2

# LITERATURE REVIEW

This chapter presents related literatures, theories, theoretical frameworks, and previous studies of factors positively affecting beer A's brand preference of customers in Bangkok as follow:

2.1 Concept theories of beer characteristic

2.2 Concept theories of branding

2.3 Concept theories of beer types

2.4 Concept theories of situation appropriateness statements

2.5 Concept theories of packaging

2.6 Concept theories of social media

2.7 Concept theories of country of origin

2.8 Concept theories of convenient and practical functions

2.9 Concept theories of brand preference

2.10 Related documents and previous research

2.11 Hypothesis

2.12 Variable used in research

2.13 Theoretical Framework

## 2.1 Concept Theories of Beer Characteristic

The two elements acted as causes of beer preference were beer characteristics and purchasing process (Aquilani, Laureti, Poponi & Secondi, 2015). Beer characteristic denoted to the intrinsic attributes and the extrinsic attributes of beer. The intrinsic

attributes referred to physical attributes of beer like aroma, carbonation, foam, and taste whereas the extrinsic attributes of beer were more related to purchasing decisions such as brand, price, distribution, packaging, and country of origin (Lee & Lou, 1995). Currently beer customers were more willing to pay for the intrinsic attributes especially for the taste and the bitterness, which had a significant impact on customers' choices (Gabrielyan, McCluskey, Marsh & Ross, 2014).

Both the impact on individual intrinsic attribute of beer preference and the combination of intrinsic attributes as a sensory point of view also played a part in beer choices. Sensory characteristics did not have any pattern but can be described as drinkability, refreshing, thirst-quenching or cooling properties (Guinard, Souchard, Picot, Rogeaux & Sieffermann, 1998). Sensorial experience of customers were important because it had an influence on brand preference through customers' perception according to their past sensory characteristics and experiences (Sester, Dacremont, Deroy & Valentin, 2013).

For the sake of creating the competitive advantages in the market, the awareness of product quality needed to be considered (Fandos & Flavián, 2006). Product quality was indicated as the standard performance of product or expected performance of product. The difference between the expectation and the product performance had a significant impact on the perception of customers as well as an effect on brand preference (Goetsch & Davis, 2014). Quality could be judged in various ways depended on timing. Generally, there were three categories of quality based on timing. The first type of quality was the search quality. The search quality referred to the purchasing moment related to the intrinsic attributes and the extrinsic attributes. The second type of quality was the experience quality. The experience

quality referred to use or consume moment related to only the intrinsic attributes. The third type of quality was the credence quality. The credence referred to the reliability level of media information related to the intrinsic attributes and the extrinsic attributes (Fandos & Flavián, 2006).

Aquilani et al. (2015) and Gómez-Corona, Escalona-Buendía, García, Chollet & Valentin (2016) conducted empirical study and found that aroma, perceived quality, level of bitterness, and alcoholic percentage were all factors explained the propensity of "purely" commercial beer.

**2.2 Concept Theories of Branding**

Siegel (2013) found that branding was one of the influent factors on customer purchasing decision. Whenever customers felt difficult to make a purchase decision based on the intrinsic attributes then the extrinsic attributes arise with a more powerful influence (Prentice & Handsjuk, 2016). Branding referred to customers' experience toward products' image and product's meaning contributed from sets of product attributes. Branding or brand was relevant to logo, color, slogan, and design (Kladou, Kavaratzis, Rigopoulou & Salonika, 2016). Since branding was the extrinsic characteristic, then possibly differed from brand to brand. The difference in branding increased the customers' recognition of the brand awareness of a particular brand. The plus sides of the difference of a particular brand was the recognition as the first choice of purchasing. Many successful brands created the advantages from branding by constituting the customers' benefits on the perspective customers from the sense of remarkableness (Prentice & Handsjuk, 2016).

Nevertheless, the crucial aspect of value-added products was the similar level perception of products which opposed the differentiate strategy (Mudambi, Doyle & Wong, 1997). Value-added products could be applied to brand equity, which did not have the same exact meaning as branding. Brand equity was the total value added by the brand to the core products. Brand equity comprised of brand loyalty, name awareness, perceive quality, brand association, and other proprietary brand assets (Aaker, 2009). Brand equity had benefits both producer firms and consumers. Overall, brand equity affected customer's confidence by enhancing or reducing the product value in customers' perception and the understanding of the information of product or brand (Mudambi et al., 1997). Furthermore, Prentice and Handsjuk (2016) investigated the consumption of vodka in Australia and found that branding had an impact on brand preference.

**2.3 Concept Theories of Beer Types**

Beer types referred to beer categories divided by beer ingredients. Recently, trend of the global segmentation of specialty beer and craft beer increased shares over than the mainstream beer segmentation and the gross sales of craft beer had been continuously growing. The implication of this trend was the consequence of customers' perception of the unique characteristic of craft beer (Gómez-Corona, Escalona-Buendía, García, Chollet & Valentin, 2016). Craft beer seemed to be different from other beer by blending the non-traditional raw materials or the selected ingredient (Aquilani et al., 2015). Beer customers were not only consume beer but also searched for further details about the products which related to perceive of perceive sensory. As customers understood that craft beer produced from special-

selected ingredients so their perception of craft beer were generally better quality than commercial beer according to the sensory point of view through the ingredients (Gómez-Corona et al., 2016).

Donadini, Fumi, Kordialik-Bogacka, Maggi, Lambri and Sckokai (2016) studied about the interests of consumer in the specialty beer in three European markets and found that the factors influencing the interests of specialty beer were the ingredients and the sensory characteristic. Moreover, Lee, Frederick and Ariely (2006) found that a direct impact of ingredients toward consumers was their preference. The preference of beer taste could be changed whenever customers knew the secret ingredient in beer. The changes of preference were influenced by top down expectation. Hence, some manufacturers preferred to mention the name of ingredients as a part of product commercial name because they wanted to create the brand preference. While some ingredients created positive values to the product in some countries, some might had negative values so the marketing research needed to be done to find the suitable market intelligence for each local area (Donadini et al., 2016). Then, Gómez-Corona et al. (2016) concluded that different types of beer such as wheat, malt, fruit, or craft beer made by different customer choices. Further, in Mexico consumers looked through beer ingredients before purchasing (Gómez-Corona et al., 2016).

### 2.4 Concept Theories of Situation Appropriateness Statements

Most customers did not consume products only because of their function but also due to their meaning that created identities. Moreover, customers consumed because of their loyalty (Gómez-Corona et al., 2016). The reasons to drinking alcohol

beverage were diversified as social reasons, psychological effects, and pleasure aspects (Crawford, 1987). While different situations altered customers behaved heterogeneity because of the difference of the contextual segmentations and the perception of product advantages across the different situations. The contextual segmentation organized into group of social influence, environmental factors, temporal aspects, and accompanying meal time (Giacalone et al., 2015).

Furthermore, the judgment to choose a particular brand was influenced by situation context and product familiarity (Cardello et al., 2016). Product familiarity was the product evaluation by relying on the product knowledge of the customers' awareness. Product familiarity formed from the amount of experiences with focal products. Product familiarity could be represented through product categories. This idea can be adapted and applied to the product brand as well. Usually customers were willing to use and try the familiar products easier than the unfamiliar products because of the different product knowledge. The explanation for the familiar product was that customers familiarized with products, which assumed that customers clearly understood product characteristics then determined the product potential and finally ended up with a high chance to use it regardless of situation context influencer. In contrast, the unfamiliar products, such as new products resulted in the opposite way. For the unfamiliar products, customers might not clearly understood product characteristics and the product values, which linked to limited product knowledge. Finally, the outcome of unfamiliar products were the least chance to use the products (Giacalone et al., 2015).

The conclusion of beer business was that the familiar beer was appropriately perceived for low context situations (Cardello et al., 2016). The situation context of consumption of familiar beer meant for casual (Giacalone et al., 2015). The novel beer or innovative beer was appropriately perceived for a high context situations (Cardello et al., 2016). The situation context of consumption of novel beer was due to the reason to impress someone, special occasions, an alternative to wine, restaurant dinner, and for women (Giacalone et al., 2015). Then, Cardello et al. (2016) found that drinking beer in casual dining, for relaxation, at the parties, to impress someone, or for special occasion referred to situation appropriateness statements (Cardello et al., 2016).

**2.5 Concept Theories of Packaging**

Recently, the packaging functions were not only to contain, protect, and transport product without any damage. The packaging design was improved in order to identify and distinguish the product from others in the market (Abidin, Effendi, Ibrahim & Idris, 2014). Types of packaging had various functions. The first packaging type was a primary packaging, which was a directly packaging contacted with product. The second packaging type was a secondary packaging function, which aimed to protect, created product identity, and conveyed product quality to customers. The last packaging type was a tertiary packaging function, which was same function as the secondary packaging type but focused on a commercial chain instead (Ampuero & Vila, 2006).

Normally, customers behavior for food and beverage made purchase after exploring only the front of the packaging without considering for other alternative products (Simmonds & Spence, n.d.). In summary, packaging influenced customers by transmitting product quality to customers' notion through the visual aids (Prentice & Handsjuk, 2016). Packaging also performed similarly to brand personality because of complete product information, which enhanced the experience of customers. Hence, the proper packaging design was important because it was the effective channel to communicate product values and customer experiences (Abidin et al., 2014). Meanwhile, packaging design must be well designed to make a product recognizable (Ampuero & Vila, 2006).

Packaging was a powerful tool for products and brands communication (Prentice & Handsjuk, 2016). An indirect advantage was the reduction of the advertising cost (Ampuero & Vila, 2006). In some cases, the packaging had more influence on brand decision than the product itself. The connotation of brands communication from packaging created some meaning in customers' perception that could be convenience, friendly environment, natural environment, nation, authenticity, prestige, value, and others (Abidin et al., 2014). In addition, packaging influenced brand preference (Prentice & Handsjuk, 2016).

### 2.6 Concept Theories of Social Media

Social media was heavily involved in current lifestyle for both urban living and rural living, so social media was counted as a powerful medium for the effective communication between product and customers (Prentice & Handsjuk, 2016). The augmentation of social media marketing had been the popularity marketing trends for

alcohol beverage business (Nicholls, 2012). Popularity of social media came from cost efficiency, geographic expansion, and business opportunities (Barreda, Bilgihan, Nusair & Okumus, 2016). The challenges from the widespread and active use of social media marketing on alcohol beverage was the younger target audiences (Nicholls, 2012). Some countries legislated an alcohol marketing regulations in order to control the effort and exposure of alcohol in social media marketing (Brodmerkel & Carah, 2013).

The crucial advantage of social media was to allow more customers' interaction by comments about products and brands. At the same time, the company still maintained non-interactive section such as information, activities, and news on the social media as well. The consequence from both perspectives of social media established and strengthened the relationship with customers (Barreda et al., 2016). Furthermore, customer's interaction was a valuable tools and cost less to construct brand preference (Prentice & Handsjuk, 2016). Likewise, social media induced brand recognition in the virtue of advertising and media commentary (Kladou et al., 2016). However, the disturbance of using social media could create risks from the negative comments when customers experienced any product issue so that marketers must noticed and planed well to resolve this threat (Powers, Advincula, Austin, Graiko & Snyder, 2012). Then, customers' interaction could be a link to customers' brand preference. Besides, social media influenced brand preference (Prentice & Handsjuk, 2016).

## 2.7 Concept Theories of Country of Origin

In fact, the country of origin was a simple basis to specify the product characteristic information and was referred from product source. However, the country of origin had influence on product judgment and was accepted as country of origin affected by country image (Manrai, Lascu & Manrai, 1998). Country image was a product appreciation of a particular country, which was a consequence from the past experiences and perception of the country's production combined with the strength of market (Roth & Romeo, 1992). Negative country image gained less reliability and faced with the limited successful products and services in global market whereas a positive country image enhanced the broad success of products and services in global market from better reliability. Preference of a group of countries were also affected by the different product categories that were evaluated differently based on a group of countries (Manrai et al., 1998). The inference of country of origin toward brand referred to the loyalty of brand image, product quality, and product judgment, which associated with the rich brand's history (Prentice & Handsjuk, 2016).

It is generally accepted that today's market was highly competitive, hence the strategies such as product differentiation and value-added products were mandatory to be applied. Value-added products did not mean for special quality products to compete in many markets but the importance was to create the unique identity of products (van Ittersum, Candel & Meulenberg, 2003). The aspects of products were identical for almost all aspects except for the country of origin, which was evaluated differently (Johansson, Douglas & Nonaka, 1985). The fast track to create the unique identity was the use of the information from a country of origin by communicating to

reliable information of the product either from the source of production, source of raw materials, or components (van Ittersum et al., 2003).

In addition, the complexity of brand preference depended upon product information guided by more availability of product information. A product with more product information made brand preference much easier than a product with individual product information. The product's country of origin would make it easier for consumers to make brand preference because it contained both product quality information and product attribute information. Product quality information was the obvious information to stimulate decision making. Meanwhile, product attributes information referred back to country image used in the judgment (Manrai et al., 1998).

Moreover, as for the country of origin, Calvo Porral and Levy-Mangin (2015) concluded that customers perceived to have more loyalty to global beer brands than local beer brands because customers had more trust in global beer brands than local beer brands examples in multiple countries such as Holland, Spain, or Germany (Calvo Porral & Levy-Mangin, 2015). Besides, the country of origin factor influenced brand preference (Prentice & Handsjuk, 2016).

**2.8 Concept Theories of Convenient and Practical Functions**

The habit of consumers basically were influenced by the combination between functional and emotional conceptualizations (Thomson, 2010). The inference described that customers did not only consumed or used the products because of the intrinsic and the extrinsic attributes of the product itself. In addition, most consumers consumed due to the association with both the functional and emotional conceptualization (Gutjar et al., 2015). Functional conceptualizations were described as what a product can do for

customers, which stimulated the consumption or use. On the other hand, emotional conceptualizations were described as what the products communicated to customers (Thomson, 2010). The emotional part was closed to the feeling. However, emotional side was not the effect from the product attributes. In fact, emotion was initiated by the emotional conceptualization referred to the specific responses to subjective product and for a short period of time (Silva et al., 2016).

Convenience was an important factor for consumers to make a choice among the same product performance in the market (Osman et al., 2014). The concept of convenience was highly important for today's market as mentioned by Anderson and Shugan (1991). The convenience concept pointed at the comfort experienced by customers, which derived from both or one of the product characteristics and the whole process of product purchase (Swoboda & Morschett, 2001). In brief, the convenience was related to the quality of consuming time, value in form of money and mental effort associated with consumption process (Osman et al., 2014). Convenience also was considered as a factor to motivate the brand preference (Spáčil & Teichmannová, 2016). The supporting evidence was from the study from Hjelmar (2011) found that the nature of customers who preferred organic food product because of convenient purchase from the nearby supermarket and they would give up if they could not find at the nearby supermarket or confronted with the inconvenient purchasing. Moreover, the study from Van Trijp (1994) found that customers preferred a beverage packaging, which was perceived as a convenient packaging.

## 2.9 Concept Theories of Brand Preference

The motivation of consumers was supported by two aspects. The first aspect was a rational model, which was evaluated on an objective criteria or product attributes in order to make a decision on the optimal brand (Bhat & Reddy, 1998). The second aspect was an emotional aspect, which referred the subjective criteria such as taste, pride, and consumer desire. The evaluation of the emotional aspect was varied from consumer to consumer because there was no the emotional standard (Schiffman & Kanuk, 1994).

Anyhow both aspects related to customers' attitude toward the product or brand. A function of consumer's attitude always associated with and influenced the consumer behaviors (Ajzen, 2011). This could elaborate that customer's attitude performed as a predictor of buying behavior. The notion of this belief was that a successful brand focused on a group of consumers who had a good attitude toward a particular product or brand in order to motivate them to buy more. A good attitude just continued for a certain period. In order to make a longer commitment with consumers, so it required the development plans to create the loyalty (Bennett & Bove, 2002).

Customer loyalty toward a particular brand reflected through brand preference. The measurement of brand preference was hard to determine, but this could be done by indirectly quantifying repurchasing and the referral program. Brand preference was the important factor because it could promote repurchasing intention and also had an impact on the referral program of the enhancement or its avoidance (Prentice & Handsjuk, 2016). The development plan to create brand preference was the focal point. The different product categories needed a variety of models in the process of

development. Hence, the six models to build brand preference were a guideline. The models were developed based on the different perspectives, which were divided into a need association, a mood association, a subconscious motivation, a behavior modification, a cognitive processing, and a model emulation (Alreck & Settle, 1999).

The highest objective in the brand management was a creation of brand loyalty. The intention to build brand loyalty was to gain more advantages on brand equity. Brand loyalty was a long-term commitment of consumers to the brand (Theng So, Grant Parsons & Yap, 2013). Brand loyalty was one dimension of brand equity, which was the conceptual theory about of assets linking to brand whether to increase or decrease product values. The rest of four dimensions of brand equity were brand asset, brand awareness, brand quality, and brand association (Wang & Wei, 2008). Normally, brand equity was considered when compared product values among the same product category in the market (Calvo Porral & Levy-Mangin, 2015). Brand equity initiated a brand confidence to confirm the better performance among other competitors and exhibited the uniqueness of the brand in some situations (Wang, Wei & Yu, 2008).

**2.10 Related Documents and Previous Researches**

Prentice and Handsjuk (2016) studied on Vodka purchasing behavior and brand preference in Australia. The factors were branding, country of origin, packaging and social media. The study conducted through an online survey method from Facebook users. Participants in this study were 400 individuals who were 18 years and older, legally consumed or purchased Vodka in Australia, and had access to Facebook. The results showed that branding was the most effective influent factor on

the attitude toward Vodka and the loyal behavior. In addition, branding was a powerful influent factor on brand preference and purchasing frequency. Furthermore, the study showed that packaging and social media had the impact on brand preference. Nonetheless, the result from the study showed that country of origin had no effect on brand preference. Lastly, the study found that positive attitude stimulated consumer's brand preference of Vodka. The result from this research could promote alcohol market to focus on mentioned factors and applied the suitable strategy.

Aquilani et al. (2015) studied the consumer preference perspective on the craft beer in Italy by comparing consumer profiles between purely commercial beer consumers and commercial beer consumers who had already tasted craft beer. The study factors were brand, price, availability in bars, pubs and restaurants, availability in stores, and packaging. The study method was a random survey. Participants in this study were 444 visitors who attended Dire-Fare-Mangire event in Italy organized by Slow Food. The result showed that the attractive factors on possibility of purely commercial beer drinkers to taste craft beer were aroma, perceive quality, frequent beer drinking, and drinking by oneself. The various flavor of craft beer was a factor making beer consumer's preferred craft beer more than commercial beer. Craft beer was perceived as higher quality than commercial beer because beer consumers believed that craft beer was produced from selective raw materials and better production process. The benefit of this research could apply to beer producers in order to understand the new trend of beer market.

Gómez-Corona et al. (2016) studied about motivations and benefits of craft beer consumption compared to industrial beer consumption for beer consumers in Mexico. The research conducted by questionnaire method to 207 beer consumers who

attended Beer Festival at Mexico City. Study areas in this study were potentials to consume alcohol and beer, beer drinking habits, and the awareness and consumption profile of craft beer in consumers. The study presented that there was three motivative influencers induced to try in craft beer which were the desire for more knowledge, the new taste experience, and the way to move away from the mainstream beer consumption. Further, the difference between craft beer consumers and mainstream consumers was the purpose of consumption. Craft beer consumers consumed for the purpose of product meaning, the identities connection, and the uniqueness perception meanwhile the mainstream consumers consumed because of the opposite reasons.

Calvo Porral and Levy-Mangin (2015) investigated on the consumers perception and the evaluation of local and global brands in European market. The study processed by collecting information from questionnaires. The study applied the survey methods. Participants in this research were 307 individuals who consumed beer, aged over 18 years old, and resided in Spain. The period to collect data was during March 2012. There had only 281 questionnaires were valid to use as data, which were separated into 129 participants represented for local beer brands and 152 participants represented for global beer brands. The independent variables in this study were brand awareness, perceive quality, brand organizational association by referred to brand image, and brand loyalty while brand equity, willingness to pay the premium price and purchase intention were the dependent variables. The first result of research revealed that customers in Spain did not consider the values of global brand better than the values of local brand. The consequence was customers did not willing to pay for the global brand as the premium price although was a global successful company. The second result revealed that the perception of brand image for local

brand was higher than global brand. The reason behind this was the limited understanding of preference, habits, and taste in the host country.

Gómez-Corona et al. (2016) studied about the influence of culture and consumption habits impacted on beer representation. The research were conducted by interview method through 300 male participants who aged between 19 to 51 years old, consumed beer at least once a month, had experience with industrial beer or craft beer. Sample target group were separated to collect data from two countries, 150 participants from Mexico City and other 150 participants were from Paris. The interview questions consisted of the session of giving free word associating with the use of craft beer, the session of ranking evoke words based on the importance, and the session of scoring to each evoke words. The result of research exhibited that consumers from the same culture shared the similar social representation on craft beer although had different consumption habits. Moreover, the result shown that craft beer consumers could not share any social representation across the different cultures but industrial beer consumers could share one social representation across the different cultures. The indication for beer consumers in Mexico and France were separated into two groups. The first group was the craft beer consumers who had more structure of social representation and maintained consumption habits. The second group was the industrial beer consumers who had less social representation structure and high probability to change in habits. The researcher also found that social representative of craft beer differenced across the cultures.

Cardello et al. (2016) researched about the effectiveness of each factor that measured the differences of New Zealand beer. Factors in this research were familiarity and novelty measurement, affective and attitudinal measurement,

situational appropriateness measurement, and emotional related variable measurement. This research collected data from beer testing set up by researchers. Participants in this research were 203 beer enthusiasts who must preferred and regularly consumed beer at least once a night, must be able to recall at least three beer styles, and must be interested in trying new beer. The result of research was presented by three groups. The first group was the attitudinal data explained that the familiarity or novelty and degree of simple or complex judgment were quantified through the classification task and highly associated with the specific situational uses. The second group was situation data explained that the familiar beer that appropriated for casual and everyday situations were opposite from novel beer that appropriated for special occasions at most. The last group was emotional data explained that the difference in active, passive and pleasant level. Familiar beer associated with passive emotion but novel beer associated with active emotion.

Silva et al. (2016) studied about functional conceptualization and emotional conceptualization of non-alcoholic beer compared with beer and wine. This study was a qualitative study and applied the focus group interview method to collect data. Question structure of focus group interview consisted of the introduction part, the context questions part, the motivation questions part, the emotions questions part, and a summary part. Participants for focus group interview were 56 individuals included both Dutch and Portuguese. Participants were divided into 30 female individuals and 26 male individuals. They were divided into regularly consumed beer at 54 individuals and regularly consumed wine at 54 individuals, and regularly consumed non-alcoholic beer at 28 individuals. The result revealed that there were different conceptualization among three focus groups. The successful product as beer and wine

had richer conceptual content. On the contrary, non-alcoholic beer was limited in conceptual content, more on functional, and less in emotional. Hence, there was not a successful product. Furthermore, the study discovered that wine associated with positive low arousal emotion response whereas beer associated with positive high arousal emotion response. Lastly, non-alcoholic beer did not have any associated with arousal emotion and had shown a negative response. The benefit from result was for beverage producers who were both alcohol beverage and non-alcohol beverage producers focused on eliciting a rich conceptualization containing emotional sets of positive connection with consumers for the success.

Thanaratakkharathawi and Kanthawongs (2016) studied on the influence of after-sales quality, seller morality, online shopping via Instagram, trust, peer recommendations, product risk, ease-of-use, user generated content support, and perceived risk affecting purchase intention of clothing products of consumers in Chatuchak Market in Bangkok. The data in this research were collected by using survey method with 270 sample size. Hypotheses testing analyzed by Multiple Regression Analysis. The result showed that most of the participants were female, aged between 31-35 years old, single, got bachelor's degree, worked as a private company employee, earned the income was between 20,001-30,000 baht, made purchasing cloths on Instagram was between 1-2 times per month, and spent on purchasing was between 501-10,000 baht. After analysis at 0.01 level of significance by Multiple Regression, only perceived risk, user-generated content support, and peer recommendations had positive influence on purchase intention of clothing consumers. The result from this research benefited the business owners on Instagram.

Notar and Kanthawongs (2016) studied the influence of private label image, social image, perceived quality, brand awareness, corporate social responsibility, price premium, prestige sensitivity, controlled-communication, and word-of-mouth communications toward purchase intention of high quality food products brand A of consumers in Bangkok. The data were collected by using survey method with 340 respondents. Hypotheses testing analyzed by Multiple Regression Analysis. The result showed that most of the participants were females, aged between 20-25 years old, single, got bachelor's degree, worked as a private company employee, earned the income was not over than 25,000 baht, purchased the quality food product as once a week, and spent on purchasing between 101-300 baht. After analysis at 0.01 level of significance by Multiple Regression, only price premium, word-of-mouth communications, and brand awareness had positive influence on purchasing intention of high quality food products. The result from this research benefited the food business industry.

**2.11 Hypothesis**

From related literature, related theories, theories framework, and previous studies can be hypothesized as follows.

2.11.1 There is a positive relationship between beer characteristic and brand preference.

2.11.2 There is a positive relationship between branding and brand preference.

2.11.3 There is a positive relationship between beer types and brand preference.

2.11.4 There is a positive relationship between situation appropriateness statements and brand preference.

2.11.5 There is a positive relationship between packaging and brand preference.

2.11.6 There is a positive relationship between social media and brand preference.

2.11.7 There is a positive relationship between country of origin and brand preference.

2.11.8 There is a positive relationship between convenient and practical functions and brand preference.

2.11.9 Beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin and convenient and practical functions has positive influence towards brand preference of the beer customers in Bangkok.

**2.12 Variable used in Research**

2.12.1 Independent Variable classify by

2.12.1.1 Beer characteristic

2.12.1.2 Branding

2.12.1.3 Beer types

2.12.1.4 Situation appropriateness statements

2.12.1.5 Packaging

2.12.1.6 Social media

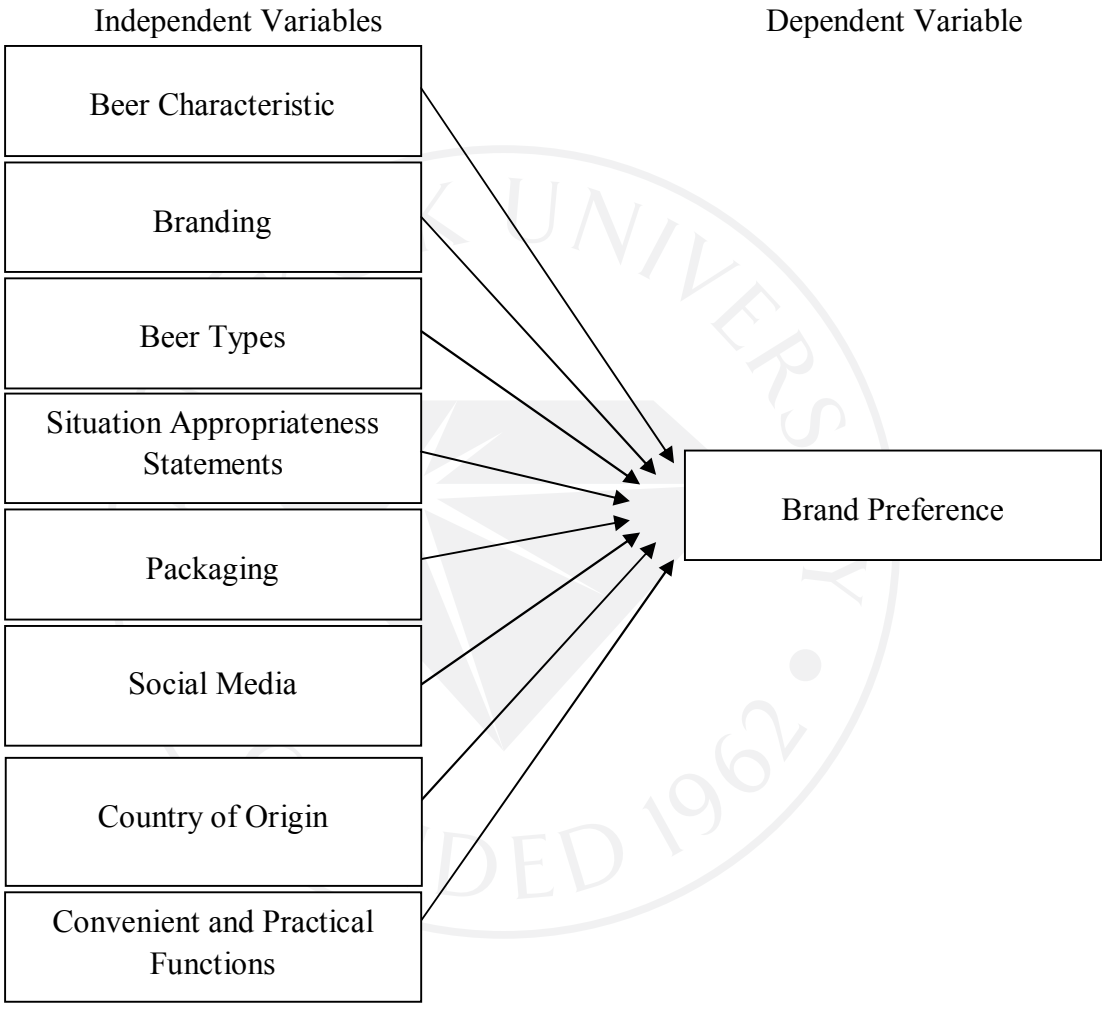
2.12.1.7 Country of origin

2.12.1.8 Convenient and practical function

2.12.2 Dependent Variable is brand preference.

## 2.13 Theoretical Framework

Figure 2.1: Theoretical framework for brand preference



# CHAPTER 3

# RESEARCH METHODOLOGY

This chapter presents the applied method to study factors positively affecting beer A's brand preference of customers in Bangkok. The research method is described step by step.

3.1 Research Design

3.2 Population and Sample Selection

3.3 Research Instrument

3.4 Testing Research Instrument

3.5 Data Collection

3.6 Preparation and Data Analysis

3.7 Statistic Method

## 3.1 Research Design

This research objective was to explore factors positively affecting beer A's brand preference of customers in Bangkok. The methodology of this research was based on the quantitative approach. This research used a survey method and collection of data through questionnaires.

## 3.2 Population and Sample Selection

3.2.1 Population and Sample Selection in Research

Population in this research were people who were over 18 years old and had experiences with beer: either one-time drinking experience or regular drinkers in

Chatuchak, Wattana, and Bang Rak Districts in Bangkok. The sample was gathered by using the non-probability sampling methods in terms of convenience sampling by collecting data only with respondents who were willing to cooperate with the researchers by completing the questionnaires (Saunders, Lewis & Thornhill, 2006; Trochim, 2006).

3.2.2 Sample Size in Research

The sample size for this study was calculated based on a Cohen (1977) formula to determine the sample size from 40 pilot questionnaires completed by people who were over 18 years old and had experiences with beer: either one-time drinking experience or regular drinkers in Chatuchak, Wattana, and Bang Rak Districts in Bangkok. Then the sample size was calculated by using G*power version 3.1.9.2, created by Cohen (1977) and approved by several researchers (Faul, Erdfelder, Buchner & Lang, 2009; Wiratchai, 2012), with the Power (1– β) of 0.87, Alpha (α) of 0.13, Number of Test Predictor of 8, Effect Size of 0.06085 (Calculated by Partial $R^2$ of 0.057). Then, the result showed that the minimum number of the total sample size was 230 (Cohen, 1977). Thus, 230 sets of questionnaire had been collected.

**3.3 Research Instrument**

This research was conducted under the research instruments as following order

3.3.1 Finding influential principle factors related to the study by exploring published documents such as articles and journals about brand preference, beer, social media, and Bangkok.

3.3.2 Constructing the questionnaire based on related principles, beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, and convenient and practical functions. Alongside the process of questionnaire construction, advisor's guidance was given until the first approval from the advisor.

3.3.3 Validating the questionnaire by beer experts, Ms. Kawmai Tonveerachaisakul, Head of Finance Planning & Analysis at Boonrawd Trading and Mr. Kongkit Kanchanavatee, Operation Manager of beer industry company gave the advices in terms of the business views to develop questionnaires content to be more precise.

3.3.4 Finalizing questionnaire according to the comments from the experts together with the advisor's guidance. After that, conducted a reliability testing of each variable in individual factors from 40 pilot respondents. The reliability test referred to Cronbach's Alpha Coefficient. Value of Cronbach's Alpha was between $0 \leq \alpha \leq 1$, higher value means higher reliability and closely related to the section.

3.3.5 Verification and probability were tested in order to re-grouping of questions in each factor to align with Factor Analysis on 40 pilot questionnaires to enhance the validity and the consistency with research study theory.

As mentioned earlier, this research applied questionnaire to investigate. The questionnaires was associated and constructed with the interesting and related principles, which comprised of fifty-one questions. The questions were divided into four parts:

Part 1: Demographic question; this part contained 6 close-ended response questions in general information of respondents, which were gender, age, status, level of education, monthly income, and professional status occupation.

Part 2: Consumption behavior question; this part consisted of 6 close-ended response questions in a purpose to measure beer consumption behavior of respondents. The collected information consisted of frequency of alcoholic beverage consuming type, favorite beer brand, frequency of beer consumption, weekly expenditure of beer, and beer purchasing intention influencer.

Part 3: Investigating factor question; the objective of this part was to obtain the attitude from beer customers toward to each variable from 38 close-ended response questions consisted of

| | | |
|---|---|---|
| Beer characteristic | 4 | Questions |
| Branding | 4 | Questions |
| Beer types | 4 | Questions |
| Situation appropriateness statements | 5 | Questions |
| Packaging | 4 | Questions |
| Social media | 4 | Questions |
| Country of origin | 4 | Questions |
| Convenient and practical functions | 5 | Questions |
| Brand preference | 4 | Questions |

The measurement evaluated from interval scale of the usage a five-level Likert Scale to measure the level of agreement.

| | | |
|---|---|---|
| Highest Agreeable Level | 5 | points |
| High Agreeable Level | 4 | points |

| | | |
|---|---|---|
| Moderate Agreeable Level | 3 | points |
| Low Agreeable Level | 2 | points |
| Lowest Agreeable Level | 1 | points |

Applied Class Interval formula with five points scales to calculate the measurement of each variable to classify the respondents' agreeable perception level.

Class Interval (width of the range) = (Max – Min) / level

= (5 – 1) / 5

= 0.8

In the section that used Interval Scale, researcher used the mean score justification level of agreeable perception according to following ranges:

Average mean score at 4.21-5.00 described as participant's perception of agreeable level on beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, convenient and practical functions, and brand preference were at the highest level.

Average mean score at 3.41-4.20 described as participant's perception of agreeable level on beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, convenient and practical functions, and brand preference were at the high level.

Average mean score at 2.61-3.40 described as participant's perception of agreeable level on beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, convenient and practical functions, and brand preference were at the normal level.

Average mean score at 1.81-2.60 described as participant's perception of agreeable level on beer characteristic, branding, beer types, situation appropriateness

statements, packaging, social media, country of origin, convenient and practical functions, and brand preference were at the low level.

Average mean score at 1.00-1.80 described as participant's perception of agreeable level on beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, convenient and practical functions, and brand preference were at the lowest level.

Part 4: An Open–Ended Response Question; a question was prepared for participant's advices or comments about the study.

**3.4 Testing Research Instrument**

The concept of testing research instrument determined the reliability of questionnaire to ensure that questionnaires appropriated to support this research by utilizing Cronbach's Alpha Coefficient and factor load value from Factor Analysis. After analyzed the first 40 pilot respondents. The Cronbach's Alpha Coefficient of beer characteristic equaled to 0.661, branding equaled to 0.896, beer types equaled to 0.736, situation appropriateness statement equaled to 0.667, packaging equaled to 0.830, social medias equaled to 0.966, country of origin equaled to 0.853, convenient and practical functions equaled to 0.833, and brand preference equaled to 0.909. The entire alpha coefficients of this research was more than 0.65 there by passed a recommended level and had proven to be a reliable study (Craig & Moores, 2006).

Factor load value from a Factor Analysis was another factor aimed to analyze questions in questionnaire in order to construct the reliable component of questions for each factors. This research conducted Factor Analysis by the number of question for each factors as below.

| | | |
|---|---|---|
| 1) Beer characteristic | 4 | Questions |
| 2) Branding | 4 | Questions |
| 3) Beer types | 4 | Questions |
| 4) Situation appropriateness statements | 5 | Questions |
| 5) Packaging | 4 | Questions |
| 6) Social media | 4 | Questions |
| 7) Country of origin | 4 | Questions |
| 8) Convenient and Practical Functions | 5 | Questions |
| 9) Brand Preference | 4 | Questions |

All of 38 questions were analyzed by using Principle Component Analysis. Setting Eigenvalue at 1, the lowest value. Then, used Varimax Orthogonal rotation to ensure that every set of questions was the most suitable component. The notion of result after 5 axis rotation was that researcher must considered factor loading value of each question and maybe rearranged the component with the condition that each factor loading value exceed 0.3 (Chen, Srinivasan, Elkasabany & Berenson, 1999; Chung et al., 2008; Kline, 2014).

Table 3.1: Factor Analysis of factors positively affecting beer A's brand preference of customers in Bangkok

| | **BC** | **BD** | **BM** | **SA** | **PK** | **SM** | **CO** | **CP** | **BF** |
|---|---|---|---|---|---|---|---|---|---|
| **BC1** | 0.316 | | | | | | | | |
| **BC2** | 0.819 | | | | | | | | |

(Continued)

Table 3.1 (Continued): Factor Analysis of factors positively affecting beer A's brand preference of customers in Bangkok

| | BC | BD | BM | SA | PK | SM | CO | CP | BF |
|---|---|---|---|---|---|---|---|---|---|
| **BC3** | 0.290 | | | | | | | | |
| **BC4** | 0.511 | | | | | | | | |
| **BD1** | | 0.663 | | | | | | | |
| **BD2** | | 0.819 | | | | | | | |
| **BD3** | | 0.837 | | | | | | | |
| **BD4** | | 0.594 | | | | | | | |
| **BM1** | | | 0.694 | | | | | | |
| **BM2** | | | 0.693 | | | | | | |
| **BM3** | | | 0.752 | | | | | | |
| **BM4** | | | 0.324 | | | | | | |
| **SA1** | | | | 0.942 | | | | | |
| **SA2** | | | | 0.363 | | | | | |
| **SA3** | | | | 0.012 | | | | | |
| **SA4** | | | | 0.160 | | | | | |
| **SA5** | | | | 0.077 | | | | | |
| **PK1** | | | | | 0.296 | | | | |
| **PK2** | | | | | 0.254 | | | | |
| **PK3** | | | | | 0.890 | | | | |
| **PK4** | | | | | 0.832 | | | | |

(Continued)

Table 3.1 (Continued): Factor Analysis of factors positively affecting beer A's brand preference of customers in Bangkok

| | BC | BD | BM | SA | PK | SM | CO | CP | BF |
|---|---|---|---|---|---|---|---|---|---|
| **SM1** | | | | | | 0.854 | | | |
| **SM2** | | | | | | 0.835 | | | |
| **SM3** | | | | | | 0.889 | | | |
| **SM4** | | | | | | 0.805 | | | |
| **CO1** | | | | | | | 0.754 | | |
| **CO2** | | | | | | | 0.780 | | |
| **CO3** | | | | | | | 0.438 | | |
| **CO4** | | | | | | | 0.631 | | |
| **CP1** | | | | | | | | 0.183 | |
| **CP2** | | | | | | | | 0.421 | |
| **CP3** | | | | | | | | 0.599 | |
| **CP4** | | | | | | | | 0.783 | |
| **CP5** | | | | | | | | 0.801 | |
| **BF1** | | | | | | | | | 0.853 |
| **BF2** | | | | | | | | | 0.796 |
| **BF3** | | | | | | | | | 0.844 |
| **BF4** | | | | | | | | | 0.860 |

From table 3.1: The explanation of each factor was stated below:

**Beer characteristic**

From factor analysis of beer characteristic, independent factor could be formed as one group by consisting of four questions, which were "I buy beer because of its aroma" (BC1), "I like beer which is not too bitter" (BC2), "I buy beer because of its alcoholic percentage" (BC3), and "I buy beer because of product quality" (BC4).

**Branding**

From factor analysis of branding, independent factor could be formed as one group by consisting of four questions, which were "I choose brand of beer based on the brand's trustworthiness" (BD1), "I choose brand of beer based on the brand's reputation" (BD2), "I am very familiar with a particular beer brand" (BD3), and "I have a clear image of the type of people who drink a particular beer brand" (BD4).

**Beer types**

From factor analysis of beer types, independent factor could be formed as one group by consisting of four questions, which were "I prefer wheat beer" (BM1), "I prefer malted beer" (BM2), "I prefer fruit beer" (BM3), and "I prefer craft beer" (BM4).

**Situation appropriateness statements**

From factor analysis of situation appropriateness statements, independent factor could be formed as one group by consisting of five questions, which were "I drink beer when I am at a casual dining restaurant" (SA1), "I drink beer when I need to relax alone at home" (SA2), "I drink beer when I am at parties" (SA3), "I drink beer when I want to impress someone" (SA4) and "I drink beer for a special occasion" (SA5).

**Packaging**

From factor analysis of packaging, independent factor could be formed as one group by consisting of four questions which, were "Buying beer with extravagant packaging makes me feel good about myself" (PK1), "I associate qualities in packaging of beer with qualities I see in myself" (PK2), "When I see beer packaging that is really well designed I have a strong urge to buy it" (PK3), and "Beer's packaging design can be a source of satisfaction for me" (PK4).

**Social media**

From factor analysis of social media, independent factor could be formed as one group by consisting of four questions which, were "I use social media to enhance my relationship with beer brand" (SM1), "I use social media to enhance my understanding of beer brand" (SM2), "I use social media to follow up activities related to beer brand's products" (SM3), and "I use social media to keep up to date with beer brand's products release" (SM4).

**Country of origin**

From factor analysis of country of origin, independent factor could be formed as one group by consisting of four questions which, were "Beer from Holland is the best quality" (CO1), "Beer from Spain is the best quality" (CO2), "Beer from Germany is the best quality" (CO3), and "Beer from Thailand is the best quality" (CO4).

**Convenient and practical functions**

From factor analysis convenient and practical functions, independent factor could be formed as one group by consisting of five questions, which were "I like beer because it is easy to drink" (CP1), "I prefer to order beer because it is available to

order in most places" (CP2), "I drink beer because it is inexpensive drink" (CP3), and "I drink beer because it is expensive drink" (CP4), and "I drink beer because it is easy to transport" (CP5).

**Brand preference**

From factor analysis brand preference, independent factor could be formed as one group by consisting of four questions, which were "I would buy a particular beer brand rather than any other brands available" (BF1), "I am willing to recommend others to buy a particular beer brand" (BF2), "I definitively purchase a particular beer brand in the future" (BF3), and "I am likely to purchase a particular beer brand in the future" (BF4).

## 3.5 Data Collection

This research combined two types of data collection.

3.5.1 Primary Data was the direct data that was obtained from respondents collected with many different methods but this research used questionnaire as a main source. The steps to do data collection were as follow:

3.5.1.1 Researcher studied intensively from related articles, documents, and concepts to create research objective and scheme of this research in appropriate questionnaires. 230 sets of questionnaires were responded and collected in the mid of December until the end of January 2017.

3.5.1.2 Fulfillment and correctness by checking each responded questionnaires and incorporated the advices from an advisor and the experts prior to the data analysis.

3.5.1.3 Process for the data input from completed questionnaires. Then completed the data analysis with suitable computer program.

3.5.2 Secondary Data was readily available data, which could be collected from articles, researches, reports, books, and the internet. However, data must related to the beer, customer decision, and brand preference. Meanwhile, data should supported to narrow the research scope and research references.

**3.6 Preparation and Data Analysis**

Data analysis of this research was more on statistical analysis by applying SPSS software. The steps have been described as follow:

1) Classified the completed and usable questionnaires as the group of focused questionnaires.

2) Coding focused questionnaires.

3) Saved coding on the questionnaires in SPSS by using Statistical Significant Level of .01.

4) The primary data was obtained from questionnaires and have been analyzed for the statistics.

4.1) Descriptive Statistic Analysis

4.1.1) Demographic Question, which was about demography and general information were analyzed by using Frequency and Percentage.

4.1.2) Consumption Behavior Question was analyzed by using frequency and Percentage.

4.1.3) Investigation Factor Question, which was the scale questions about beer characteristic, branding, beer types, situation appropriateness

statements, packaging, social media, country of origin, convenient and practical functions, and brand preference were analyzed by using Mean ($\overline{X}$) and Standard Deviation (S.D)

4.1.4) Open–Ended Response Question was analyzed to find the other related factors to the study.

4.2) Inferential Statistic Analysis

4.2.1) Each independent variable consisted of beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, and convenient and practical functions were analyzed by using Pearson Product-Moment Correlation Coefficient.

4.2.2) Together all of independent variables (beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, and convenient and practical functions) with a dependent variable (brand preference) was analyzed by using Multiple Regression Analysis.

**3.7 Statistic Method**

Statistical analysis methods in this research consisted of

3.7.1 The Reliability of the Test applied Cronbach's Alpha Coefficient (Vanichbuncha, 2009)

$$\alpha = \frac{n}{n-1}\left[1-\frac{\sum S_i^2}{S_t^2}\right]$$

$\alpha$ Reliability value of total questionnaire

n Number of question

$\sum S_i^2$ Total variability of questionnaire

$S_t^2$ Variability of total questionnaire

3.7.2 Descriptive Statistics Analysis

3.7.2.1 Percentage

$$P = \frac{f}{N} \times 100$$

***P*** percentage

***f*** percentage frequency

***N*** frequency

3.7.2.2 Mean

$$\bar{x} = \frac{\sum x}{n}$$

$\bar{x}$ Mean

$\sum X$ Total group score

n Number of group score

3.7.2.3 Standard Deviation

$$S.D. = \sqrt{\frac{\Sigma(X - \bar{X})^2}{n-1}}$$

S.D. Standard deviation

X Score

n Number of score in each group

∑ Total amount

3.7.3 Inferential Statistics

3.7.3.1 Multiple Regression Analysis (MRA) was an analysis progress to find relationship between Dependent Variable and Independent Variable (Vanichbuncha, 2009).

$$\acute{Y} = b0+b1X1+b2X2+ \cdots +bkXk$$

Ý predicted dependent variable

*b*0 value of Y when all of the independent variables are equal to zero

*b*1 ,..., *b*k estimated regression coefficients

*X*0 ,…, *X*k predictor variables

3.7.3.2 ANOVA Analysis had hypothesis that H0: $\beta 1 = \beta 2 = \ldots = \beta k = 0$ compare to H1: with at least 1 $\beta i$ at $\neq 0$ (i=1,…,k)

Table 3.2: ANOVA Analysis

| **Source of Variance** | **Df** | **Sum Square: SS** | **Mean Square: MS** | **F–Statistics** |
|---|---|---|---|---|
| Regression | K | SSR | $MSR = \frac{SSR}{K}$ | $F = \frac{MSR}{MSE}$ |
| Error/ Residual | n-k-1 | SSE | $MSE = \frac{SSE}{n-k-1}$ | |
| Total | n-1 | SST | | |

Source: Vanichbuncha, K. (2008). *Multivariate analysis*. Thailand: Thammasarn.

| | |
|---|---|
| k | number of independent variable |
| n | number of example |
| SST | Sum Square of Total |
| SSR | Sum Square of Regression |
| SSE | Sum Square of Error/ Sum Square of Residual |
| MSR | Mean Square of Regression |
| MSE | Mean Square of Error |
| F | F-Statistic |

3.7.3.3 Pearson Product-Moment Correlation Coefficient

$$r = \frac{n\sum XY - \sum X \sum Y}{\sqrt{\left[N\sum X^2 - (\sum X)^2\right]\left[n\sum Y^2 - (\sum Y)^2\right]}}$$

$R_{xy}$ Pearson Correlation Coefficient

x Values in the first set of data

y Values in second set of data

n Total number of value

The value of Pearson Correlation Coefficient was between $-1 \leq r \leq 1$. The positive and negative value of r determined the direction of relationship.

Positive r showed that 2 variables have same direction of relationship.

Negative r showed that 2 variables have opposite direction of relationship.

The size of the relationship could be determined by value of r

r value nearly +1 showed that 2 variables have close relationship in the same direction.

r value nearly -1 showed that 2 variables have least relationship in opposite direction.

r value equaled to 0 mean there was no correlation between 2 variables.

r value closed to 0 mean that 2 variables had few relationship.

# CHAPTER 4

# DATA PRESENTATION

This chapter presents the research data result to answer the research questions which purpose to explore factors positively affecting beer A's brand preference of customers in Bangkok. The data was collected from 230 respondents through the survey questionnaire method. The respondents specified to individuals who were over 18 years old and had experiences with beer: either one-time drinking experience or regular drinkers in Chatuchak, Wattana, and Bang Rak Districts in Bangkok. The closed – end questionnaire which consisted of a multiple questions part and a Likert scale questions part with the total of 50 questions were applied to collect the data to analyze and resulted in form of quantitative research.

The value of Cronbach's Alpha Coefficient of 8 factors were shown as follows. Beer characteristic equaled to 0.652, branding equaled to 0.895, beer types equaled to 0.718, situation appropriateness statements equaled to 0.654, packaging equaled to 0.896, social media equaled to 0.960, country of origin equaled to 0.807, convenient and practical functions equaled to 0.807, and brand preference equaled to 0.946. Every factors exceeded the minimal coefficient, 0.65. Then, all alpha coefficients passed the recommended level and had proven to be reliable (Craig & Moores, 2006).

According to all study factors passed reliable level as proven by the above paragraph thus data presentation done by data statistics and were presented in descriptive statistics and inferential statistics which were completed by SPSS Window version 16.0. Whereby descriptive statistics were presented by frequency, percentage,

mean and standard deviation. By which inferential statistics were presented by Pearson Product-Moment Correlation Coefficient and Multiple Regression. Data were presented as below.

### 4.1 Demographic Data

Data were presented in frequencies and percentage of gender, age, status, level of education, monthly income, professional status occupation, frequency behavior of consumption in each type of alcoholic beverage, favorite beer brand, frequency of beer consumption, frequency of beer consume in each day of week, weekly expenditure of beer, and the influencer on beer purchasing intention.

Table 4.1: Analysis of frequency and percentage in gender

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Male | 123 | 53.5 | 53.5 | 53.5 |
| | Female | 107 | 46.5 | 46.5 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.1, data presented from 230 respondents were divided to male at 123 respondents or 53.5% of population sample and females 107 respondents or 46.5% of population sample. The results showed that, male had higher potential to consume beer than female.

Table 4.2: Analysis of frequency and percentage in age

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 18-23 | 19 | 8.3 | 8.3 | 8.3 |
| | 24-29 | 70 | 30.4 | 30.4 | 38.7 |
| | 30-39 | 111 | 48.3 | 48.3 | 87.0 |
| | 40-49 | 26 | 11.3 | 11.3 | 98.3 |
| | More than 50 | 4 | 1.7 | 1.7 | 100.0 |

From Table 4.2, data presented that from 230 respondents showed that the age between 30-39 years old which accounted as 48.3% of population sample was the highest potential group for beer consumption. The second group was the age between 24-29 years old which accounted as 30.4% of population sample. The third group was the age between 40-49 years old which accounted as 11.3% of population sample. The implication was that the group of the adult and middle-age were a large portion to experience with beer.

Table 4.3: Analysis of frequency and percentage in status

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Single | 158 | 68.7 | 68.7 | 68.7 |
| | Married | 68 | 29.6 | 29.6 | 98.3 |
| | Divorced/Widowed /Separated | 4 | 1.7 | 1.7 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.3, data presented that most of population sample which were 158 respondents or 68.7% of population sample were single. On the other hand, 68 respondents or 29.6% of population sample were married. Only few of respondents, 4 respondent or 1.7% of population sample were divorced.

Table 4.4: Analysis of frequency and percentage in level of education

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Under Bachelor Degree | 14 | 6.1 | 6.1 | 6.1 |
| | Bachelor Degree | 139 | 60.4 | 60.4 | 66.5 |
| | Master Degree | 74 | 32.2 | 32.2 | 98.7 |
| | Doctorate Degree | 3 | 1.3 | 1.3 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.4, data presented that from 230 respondents, the largest group was the bachelor degree group which formed by 139 respondents accounted as 60.4% of population sample. Follow by the master degree group which formed by 74 respondents accounted as 32.2% of population sample. Follow by the under bachelor degree group formed by 14 respondents accounted as 6.1% of population sample. The smallest group was the doctorate degree group formed by only 3 respondents accounted only as 1.3% of population sample.

Table 4.5: Analysis of frequency and percentage in monthly income

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Less than 15,000 | 11 | 4.8 | 4.8 | 4.8 |
| | 15,001 - 30,000 | 75 | 32.6 | 32.6 | 37.4 |
| | 30,001 - 50,000 | 71 | 30.9 | 30.9 | 68.3 |
| | 50,001 - 100,000 | 52 | 22.6 | 22.6 | 90.9 |
| | 100,001 - 150,000 | 16 | 7.0 | 7.0 | 97.8 |
| | 150,001 - 200,000 | 2 | .9 | .9 | 98.7 |
| | 200,001 - 500,000 | 2 | .9 | .9 | 99.6 |
| | More than 500,000 | 1 | .4 | .4 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.5, 230 respondents were classified by monthly income. The largest group was the group of income range between 15,001-30,000 baht composed

of 75 respondents or 32.6% of population sample. The second group composed of 71 respondents or 30.9% of population sample who earned the income range between 30,001-50,000 baht. The third group composed of 52 respondents or 22.6% of population sample who earned the income range between 50,001-100,000 baht. The fourth group was the group of 16 respondents or 7% of population sample who earned the income range between 100,001-150,000 baht. The fifth group was the group of income range between 150,001-200,000 and 200,001-500,000 baht composed by 2 respondents or 0.9% for both groups. The last group was the group of income range more than 500,000 baht composed only 1 respondent or 0.4% of population sample.

Table 4.6: Analysis of frequency and percentage in professional status occupation

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | State enterprise Employee | 14 | 6.1 | 6.1 | 6.1 |
| | Private Employee | 185 | 80.4 | 80.4 | 86.5 |
| | Self-Employed | 16 | 7.0 | 7.0 | 93.5 |
| | Searching for job | 2 | .9 | .9 | 94.3 |
| | Students | 10 | 4.3 | 4.3 | 98.7 |
| | Etc. | 3 | 1.3 | 1.3 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.6, from 230 population sample showed that almost of respondents who worked as private employees as 185 respondents accounted for 80.4% of population sample. Whereas, respondents who worked as self-employee at 16 respondents accounted for 7% of population sample. Respondents who worked as state enterprise employees were at 14 respondents accounted for 6.1%. Respondents who were students were at 10 respondents accounted for 4.3% of population sample. Moreover, there had 3 respondents who were uncategorized group as accounted for 1.3% of population sample. The least group was the individuals who searched for job were 2 respondents accounted for 0.9% of population sample.

Table 4.7: Analysis of frequency and percentage in the respondent's behavior to frequently drink beer

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Not frequency | 25 | 10.9 | 10.9 | 10.9 |
| | Frequency | 205 | 89.1 | 89.1 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.7, data presented that from 230 respondents were divided to 205 respondents who frequently consumed beer accounted as 89.1% of population sample and 25 respondents who infrequently consumed beer accounted as 10.9% of population sample. The indication was that most of individuals frequently consumed beer.

Table 4.8: Analysis of frequency and percentage in the respondent's behavior to frequently drink wine

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Not frequency | 171 | 74.3 | 74.3 | 74.3 |
| | Frequency | 59 | 25.7 | 25.7 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.8, data presented that from 230 respondents were divided to 171 respondents who consumed wine as infrequently accounted as 74.3% of population sample and 59 respondents who frequently consumed wine accounted as 25.7 % of population sample. The indication was that most of individuals infrequently consumed wine.

Table 4.9: Analysis of frequency and percentage in the respondent's behavior to frequently drink whisky

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Not frequency | 179 | 77.8 | 77.8 | 77.8 |
| | Frequency | 51 | 22.2 | 22.2 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.9, data presented that from 230 respondents were divided to 179 respondents who consumed whisky as infrequently accounted as 77.8% of population sample and 51 respondents who consumed whisky as frequently accounted as 22.2 % of population sample. The indication was that most of individuals infrequently consumed whisky.

Table 4.10: Analysis of frequency and percentage in the respondent's behavior to frequently drink vodka

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Not frequency | 201 | 87.4 | 87.4 | 87.4 |
| | Frequency | 29 | 12.6 | 12.6 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.10, data presented that from 230 respondents were divided to 201 respondents who infrequently consumed vodka accounted as 87.4% of population sample and 29 respondents who frequently consumed vodka accounted as 12.6 % of population sample. The indication was that most of individuals infrequently consumed vodka behavior.

Table 4.11: Analysis of frequency and percentage in the respondent's behavior to frequently drink others alcohol beverage

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Not frequency | 217 | 94.3 | 94.3 | 94.3 |
| | Frequency | 13 | 5.7 | 5.7 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.11, data presented that from 230 respondents were divided to a group of individuals who infrequently consumed other beverage accounted as 217 respondents or 94.3% of population sample and a group of individuals who frequently consumed other beverage 13 respondents accounted as 5.7 % of population sample. The indication was that most of individuals infrequently consumed others alcohol beverage.

Table 4.12: Analysis of frequency and percentage in favorite beer for Heineken brand

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Non-Favorite | 105 | 45.7 | 45.7 | 45.7 |
| | Favorite | 125 | 54.3 | 54.3 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.12, data presented that 125 respondents or 54.3% of population sample favored in Heineken whereas 105 respondents or 45.7% of population sample disfavored in Heineken. The indication was that Heineken was a favorite brand.

Table 4.13: Analysis of frequency and percentage in favorite beer for Singha brand

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Non-Favorite | 141 | 61.3 | 61.3 | 61.3 |
| | Favorite | 89 | 38.7 | 38.7 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.13, data presented that 141 respondents or 61.3% of population sample disfavored in Singha whereas 89 respondents or 38.7% of population sample favored in Singha. The indication was that Singha was a non-favorite brand.

Table 4.14: Analysis of frequency and percentage in favorite beer for Leo brand

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Non-Favorite | 138 | 60.0 | 60.0 | 60.0 |
| | Favorite | 92 | 40.0 | 40.0 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.14, data presented that 138 respondents or 60% of population sample disfavored in Leo whereas 92 respondents or 40% of population sample favored in Leo. The indication was that Leo was a non-favorite brand.

Table 4.15: Analysis of frequency and percentage in favorite beer for Chang brand

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Non-Favorite | 174 | 75.7 | 75.7 | 75.7 |
| | Favorite | 56 | 24.3 | 24.3 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.15, data presented that 174 respondents or 75.7% of population sample disfavored in Chang whereas 56 respondents or 24.3% of population sample favored in Chang. The indication was that Chang was a non-favorite brand.

Table 4.16: Analysis of frequency and percentage in favorite beer for Carlsberg brand

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Non-Favorite | 211 | 91.7 | 91.7 | 91.7 |
| | Favorite | 19 | 8.3 | 8.3 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.16, data presented that 211 respondents or 91.7% of population sample disfavored in Carlsberg whereas 19 respondents or 8.3% of population sample favored in Carlsberg. The indication was that Carlsberg was a non-favorite brand.

Table 4.17: Analysis of frequency and percentage in favorite beer for San Miguel

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Non-Favorite | 217 | 94.3 | 94.3 | 94.3 |
| | Favorite | 13 | 5.7 | 5.7 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.17, data presented that 217 respondents or 94.3% of population sample disfavored in San Miguel whereas 13 respondents or 5.7% of population sample favored in San Miguel. The indication was that San Miguel was a non-favorite brand.

Table 4.18: Analysis of frequency and percentage in favorite beer for Hitachino Nest

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Non-Favorite | 224 | 97.4 | 97.4 | 97.4 |
| | Favorite | 6 | 2.6 | 2.6 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.18, data presented that 224 respondents or 97.4% of population sample disfavored in Hitachino Nest whereas only 6 respondents or 2.6% of population sample favored in Hitachino Nest. The indication was that Hitachino Nest was a non-favorite brand.

Table 4.19: Analysis of frequency and percentage in favorite beer for Estrella Damm

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Non-Favorite | 223 | 97.0 | 97.0 | 97.0 |
| | Favorite | 7 | 3.0 | 3.0 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.19, data presented that 223 respondents or 97% of population sample disfavored in Estrella Damm whereas only 7 respondents or 3% of population sample favored in Estrella Damm. The indication was that Estrella Damm was a non-favorite brand.

Table 4.20: Analysis of frequency and percentage in favorite beer for Hoegaarden

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Non-Favorite | 124 | 53.9 | 53.9 | 53.9 |
| | Favorite | 106 | 46.1 | 46.1 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.20, data presented that 124 respondents or 53.9% of population sample disfavored in Hoegaarden whereas 106 respondents or 46.1% of population sample favored in Hoegaarden. The indication was that Hoegaarden was a non-favorite brand.

Table 4.21: Analysis of frequency and percentage in favorite beer for Guinness

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Non-Favorite | 216 | 93.9 | 93.9 | 93.9 |
| | Favorite | 14 | 6.1 | 6.1 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.21, data presented that 216 respondents or 93.9% of population sample disfavored in Guinness whereas 106 respondents or 46.1% of population sample favored in Guinness. The indication was that Guinness was a non-favorite brand.

Table 4.22: Analysis of frequency and percentage in favorite beer for Leffe

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Non-Favorite | 216 | 93.9 | 93.9 | 93.9 |
| | Favorite | 14 | 6.1 | 6.1 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.22, data presented that 216 respondents or 93.9% of population sample disfavored in Leffe whereas 106 respondents or 46.1% of population sample favored in Leffe. The indication was that Leffe was a non-favorite brand.

Table 4.23: Analysis of frequency and percentage in favorite beer for Stella Artois

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Non-Favorite | 210 | 91.3 | 91.3 | 91.3 |
| | Favorite | 20 | 8.7 | 8.7 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.23, data presented that 210 respondents or 91.3% of population sample disfavored in Stella Artois whereas 20 respondents or 8.7% of population sample favored in Stella Artois. The indication was that Stella Artois was a non-favorite brand.

Table 4.24: Analysis of frequency and percentage in favorite beer for Tiger

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Non-Favorite | 221 | 96.1 | 96.1 | 96.1 |
| | Favorite | 9 | 3.9 | 3.9 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.24, data presented that 221 respondents or 96.1% of population sample disfavored in Tiger whereas 9 respondents or 3.9% of population sample favored in Tiger. The indication was that Tiger was a non-favorite brand.

Table 4.25: Analysis of frequency and percentage in favorite beer for A.K. Damm

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Non-Favorite | 227 | 98.7 | 98.7 | 98.7 |
| | Favorite | 3 | 1.3 | 1.3 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.25, data presented that 227 respondents or 98.7% of population sample disfavored in A.K. Damm whereas 3 respondents or 1.3% of population sample favored in A.K. Damm. The indication was that A.K. Damm was a non-favorite brand.

Table 4.26: Analysis of frequency and percentage in favorite beer for others brand

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Non-Favorite | 217 | 94.3 | 94.3 | 94.3 |
| | Favorite | 13 | 5.7 | 5.7 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.26, data presented that 217 respondents or 94.3% of population sample disfavored in others beer brand whereas 13 respondents or 5.7% of population sample favored in others beer brand. The indication was that the others beer brand were a non-favorite brand.

Table 4.27: Analysis of frequency and percentage in frequency of beer consumption

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Daily | 4 | 1.7 | 1.7 | 1.7 |
| | Once a week | 33 | 14.3 | 14.3 | 16.1 |
| | Several times per week | 44 | 19.1 | 19.1 | 35.2 |
| | Once a month | 40 | 17.4 | 17.4 | 52.6 |
| | Several times per month | 40 | 17.4 | 17.4 | 70.0 |
| | Once a year | 6 | 2.6 | 2.6 | 72.6 |
| | Several times per year | 9 | 3.9 | 3.9 | 76.5 |
| | Only on special occasions | 53 | 23.0 | 23.0 | 99.6 |
| | etc. | 1 | .4 | .4 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.27, the largest group was a group of respondents who frequently consumed only special occasions at 53 respondents or 23%. The second group was a group of respondents who frequently consumed several times per week at 44 respondents or 19.1%. The third groups was the groups of respondents who frequently

consumed once a month and consumed several times per month at 40 respondents or 17.4%. The fourth group was the group of respondents who frequently consumed several times per year at 9 respondents or 3.9%. The fifth group was the group of respondents who frequently consumed once a year at 6 respondents or 2.6%. The sixth group was the group of respondents who frequently consumed daily at 4 respondents or 1.7%. There was only 1 respondent or 0.4% who frequently consumed with another frequency which not mentioned in this questionnaire.

Table 4.28: Analysis of frequency and percentage in consume beer on Monday

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | No | 212 | 92.2 | 92.2 | 92.2 |
| | Yes | 18 | 7.8 | 7.8 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.28, total population sample at 230 respondents showed that almost of respondents not consumed beer on Monday at 212 respondents or 92.2% whereas 18 respondents or 7.8% consumed beer on Monday.

Table 4.29: Analysis of frequency and percentage in consume beer on Tuesday

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | No | 211 | 91.7 | 91.7 | 92.2 |
| | Yes | 19 | 8.3 | 8.3 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.29, total population sample at 230 respondents showed that almost of respondents not consumed beer on Tuesday at 211 respondents or 91.7% whereas 19 respondents or 8.3% consumed beer on Tuesday.

Table 4.30: Analysis of frequency and percentage in consume beer on Wednesday

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | No | 211 | 91.7 | 91.7 | 91.7 |
| | Yes | 19 | 8.3 | 8.3 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.30, total population sample at 230 respondents showed that almost of respondents not consumed beer on Wednesday at 211 respondents or 91.7% whereas 19 respondents or 8.3% consumed beer on Wednesday.

Table 4.31: Analysis of frequency and percentage in consume beer on Thursday

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | No | 214 | 93.0 | 93.0 | 93.0 |
| | Yes | 16 | 7.0 | 7.0 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.31, total population sample at 230 respondents showed that almost of respondents not consumed beer on Thursday at 214 respondents or 93% whereas 16 respondents or 7% consumed beer on Thursday.

Table 4.32: Analysis of frequency and percentage in consume beer on Friday

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | No | 64 | 27.8 | 27.8 | 27.8 |
| | Yes | 166 | 72.2 | 72.2 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.32, total population sample at 230 respondents showed that most of respondents consumed beer on Friday at 166 respondents or 72.2% whereas 64 respondents or 27.8% not consumed beer on Friday.

Table 4.33: Analysis of frequency and percentage in consume beer on Saturday

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | No | 78 | 33.9 | 33.9 | 33.9 |
| | Yes | 152 | 66.1 | 66.1 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.33, total population sample at 230 respondents showed that most of respondents consumed beer on Saturday at 152 respondents or 66.1% whereas 78 respondents or 33.9% not consumed beer on Saturday.

Table 4.34: Analysis of frequency and percentage in consume beer on Sunday

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| **Valid** | No | 193 | 83.9 | 83.9 | 83.9 |
| | Yes | 37 | 16.1 | 16.1 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.34, total population sample at 230 respondents showed that most of respondents not consumed beer on Sunday at 193 respondents or 83.9% whereas 37 respondents or 16.1% consumed beer on Sunday.

Table 4.35: Analysis of frequency and percentage in weekly expenditure of beer

| | Baht per week | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Less than 50 | 23 | 10.0 | 10.0 | 10.0 |
| | 51 - 200 | 37 | 16.1 | 16.1 | 26.1 |
| | 201 - 500 | 65 | 28.3 | 28.3 | 54.3 |
| | 501 - 1,000 | 57 | 24.8 | 24.8 | 79.1 |
| | 1,001 - 1,500 | 29 | 12.6 | 12.6 | 91.7 |
| | 1,501 - 2,000 | 8 | 3.5 | 3.5 | 95.2 |
| | 2,001 - 3,000 | 6 | 2.6 | 2.6 | 97.8 |
| | etc. | 5 | 2.2 | 2.2 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.35, the result showed that the largest group was the group of respondents who weekly spent on beer between 201-500 baht at 65 respondents or 28.3%. The second group was the group of respondents who weekly spent on beer between 501-1,000 baht at 57 respondents or 24.8%. The third group was the group of respondents who weekly spent on beer between 51-200 baht at 37 respondents or 16.1%. The fourth group was the group of respondents who weekly spent on beer between 1,001-1,500 baht at 29 respondents or 12.6%. The fifth group was the group of respondents who weekly spent less than 50 baht at 23 respondents or 10%. The sixth group was the group of respondents who weekly spent on beer between 1,501-2,000 baht at 8 respondents or 3.5%. The seventh group was the group of respondents

who weekly spent on beer between 2,001-3,000 baht at 6 respondents or 2.6%. The last group was the group of respondents who weekly spent on beer more than 3,000 baht at 5 respondents or 2.2%.

Table 4.36: Analysis of frequency and percentage in self-influence on beer purchasing

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Not Influence | 66 | 28.7 | 28.7 | 28.7 |
| | Influence | 164 | 71.3 | 71.3 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.36, total population sample at 230 respondents were divided into two groups. The largest group was the respondents who were influenced by themselves toward beer purchasing at 164 respondents or 71.3%. Another group was the respondents who did not influenced by themselves at 66 respondents or 28.7%. The indication was that the buyers had the influence on beer brand preference.

Table 4.37: Analysis of frequency and percentage in the influence of Families on beer purchasing

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Not Influence | 218 | 94.8 | 94.8 | 94.8 |
| | Influence | 12 | 5.2 | 5.2 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.37, total population sample at 230 respondents were divided into two groups. The largest group was the group of respondents who did not influenced by families toward beer purchasing at 218 respondents or 94.8%. Another group was the group of respondents who were influenced by families at 12 respondents or 5.2%. The indication was that families had no influence on beer brand preference.

Table 4.38: Analysis of frequency and percentage in the influence of beer experts' review on beer purchasing

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Not Influence | 224 | 97.4 | 97.4 | 97.4 |
| | Influence | 6 | 2.6 | 2.6 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.38, total population sample at 230 respondents were divided into two groups. The largest group was the group of respondents who did not influenced by beer experts' review toward beer purchasing at 224 respondents or 97.4%. Another group was the group of respondents who were influenced by beer experts' review at 6 respondents or 2.6%. The indication was that the review from beer experts had no influence on beer brand preference.

Table 4.39: Analysis of frequency and percentage in the influence of friends on beer purchasing

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Not Influence | 120 | 52.2 | 52.2 | 52.2 |
| | Influence | 110 | 47.8 | 47.8 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.39, total population sample at 230 respondents were divided into two groups. The largest group was the group of respondents who did not influenced by friends toward beer purchasing at 120 respondents or 52.2%. Another group was the group of respondents who were influenced by friends at 110 respondents or 47.8%. The indication was that friends had no influence on beer brand preference.

Table 4.40: Analysis of frequency and percentage in the others influence on beer purchasing

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Not Influence | 221 | 96.1 | 96.1 | 96.1 |
| | Influence | 9 | 3.9 | 3.9 | 100.0 |
| | Total | 230 | 100.0 | 100.0 | |

From Table 4.40, total population sample at 230 respondents were divided into two groups. The largest group was the group of respondents who did not influenced by others factor toward beer purchasing at 221 respondents or 96.1%. Another group was the group of respondents who were influenced by others factor at 9 respondents or 3.9%. The indication was that the others influence factors had no influence on beer brand preference.

## 4.2 Mean, Standard Deviation and Respondents perception

Table 4.41: Mean, Standard Deviation and Respondents perception of beer characteristic

| Beer characteristic | MEAN | S.D. | Perception Level |
|---|---|---|---|
| I buy beer because of its aroma | 3.53 | 1.01 | High |
| I like beer which is not too bitter | 3.90 | 0.99 | High |
| I buy beer because of its alcoholic percentage | 2.88 | 1.07 | Normal |
| I buy beer because of product quality | 3.83 | 0.98 | High |
| Total | 3.54 | 1.01 | High |

From Table 4.41, data presented that beer characteristic had a total Mean in high level of perception indicated by a total Mean (Mean = 3.54) and Standard Deviation in total at 1.01. This research found that "I like beer which is not too bitter" had the highest Mean (Mean = 3.90). Follow by "I buy beer because of product quality" (Mean = 3.83) and "I buy beer because of its aroma" (Mean = 3.53). The lowest Mean (Mean = 2.88) was "I buy beer because of its alcoholic percentage".

From Table 4.41, data also presented that "I buy beer because of its alcoholic percentage" had the most deviation of information among 4 elements (S.D. = 1.07). While the least deviation of information among 4 elements was "I buy beer because of product quality" (S.D. = 0.98).

Table 4.42: Mean, Standard Deviation and Respondents perception of branding

| Branding | MEAN | S.D. | Perception Level |
|---|---|---|---|
| I choose beer brand A based on the brand's trustworthiness | 3.51 | 1.03 | High |
| I choose beer brand A based on the brand's reputation | 3.42 | 1.03 | High |
| I am very familiar with beer brand A | 3.53 | 1.06 | High |
| I have a clear image of the type of people who drink beer brand A | 3.11 | 1.12 | Normal |
| Total | 3.39 | 1.06 | Normal |

From Table 4.42, data presented that branding had a total Mean in normal level of perception indicated by a total Mean (Mean = 3.39) and Standard Deviation in total at 1.06. This research found that "I am very familiar with beer brand A" had the highest Mean (Mean = 3.53). Follow by "I choose beer brand A based on the brand's trustworthiness" (Mean = 3.51) and "I choose beer brand A based on the brand's reputation" (Mean = 3.42). The lowest Mean (Mean = 3.11) was "I have a clear image of the type of people who drink beer brand A".

From Table 4.42, data also presented that "I have a clear image of the type of people who drink beer brand A" had the most deviation of information among 4 elements (S.D. = 1.12). While the least deviation of information among 4 elements

were "I choose beer brand A based on the brand's trustworthiness" and "I choose beer brand A based on the brand's reputation" (S.D. = 1.03).

Table 4.43: Mean, Standard Deviation and Respondents perception of Beer types

| Beer types | MEAN | S.D. | Perception Level |
|---|---|---|---|
| I prefer wheat beer | 3.12 | 0.95 | Normal |
| I prefer malted beer | 3.16 | 0.93 | Normal |
| I prefer fruit beer | 2.96 | 1.12 | Normal |
| I prefer craft beer | 3.12 | 1.11 | Normal |
| Total | 3.09 | 1.03 | Normal |

From Table 4.43, data presented that beer types had a total Mean in normal level of perception indicated by a total Mean (Mean = 3.09) and Standard Deviation in total at 1.03. This research found that "I prefer malted beer" had the highest Mean (Mean = 3.16). Follow by "I prefer wheat beer" and "I prefer craft beer" had the same Mean (Mean = 3.12). The lowest Mean (Mean = 2.96) was "I prefer fruit beer".

From Table 4.43, data also presented that "I prefer fruit beer" had the most deviation of information among 4 elements (S.D. = 1.12). While the least deviation of information among 4 elements was "I prefer malted beer" (S.D. = 0.93).

Table 4.44: Mean, Standard Deviation and Respondents perception of situation appropriateness statements

| Situation appropriateness statements | MEAN | S.D. | Perception Level |
|---|---|---|---|
| I drink beer when I am at a casual dining restaurant | 3.18 | 1.44 | Normal |
| I drink beer when I need to relax alone at home | 2.67 | 1.38 | Normal |
| I drink beer when I am at parties | 4.26 | 0.93 | Highest |
| I drink beer when I want to impress someone | 2.52 | 1.31 | Low |
| I drink beer for a special occasion | 4.16 | 0.95 | High |
| Total | 3.36 | 1.20 | Normal |

From Table 4.44, data presented that situation appropriateness statements had a total Mean in normal level of perception indicated by a total Mean (Mean = 3.36) and Standard Deviation in total at 1.20. This research found that "I drink beer when I am at parties" had the highest Mean (Mean = 4.26). Follow by "I drink beer for a special occasion" (Mean = 4.16). Next were "I drink beer when I am at a casual dining restaurant" (Mean = 3.18) and "I drink beer when I need to relax alone at home" (Mean = 2.67). The lowest Mean (Mean = 2.52) was "I drink beer when I want to impress someone".

From Table 4.44, data also presented that "I drink beer when I am at a casual dining restaurant" had the most deviation of information among 5 elements (S.D. =

1.44). While the least deviation of information among 5 elements was "I drink beer when I am at parties" (S.D. = 0.93).

Table 4.45: Mean, Standard Deviation and Respondents perception of packaging

| Packaging | MEAN | S.D. | Perception Level |
|---|---|---|---|
| Buying beer with extravagant packaging makes me feel good about myself | 3.30 | 1.05 | Normal |
| I associate qualities in packaging of beer with qualities I see in myself | 3.27 | 1.02 | Normal |
| When I see beer packaging that is really well designed I have a strong urge to buy it | 3.46 | 0.97 | High |
| Beer's packaging design can be a source of satisfaction for me | 3.48 | 0.97 | High |
| Total | 3.38 | 1.00 | Normal |

From Table 4.45, data presented that packaging had a total Mean in normal level of perception indicated by a total Mean (Mean = 3.38) and Standard Deviation in total at 1.00. This research found that "Beer's packaging design can be a source of satisfaction for me" had the highest Mean (Mean = 3.48). Follow by "When I see beer packaging that is really well designed I have a strong urge to buy it" (Mean = 3.46) and "Buying beer with extravagant packaging makes me feel good about myself"

(Mean = 3.30). The lowest Mean (Mean = 3.27) was "I associate qualities in packaging of beer with qualities I see in myself".

From Table 4.45, data also presented that "Buying beer with extravagant packaging makes me feel good about myself" had the most deviation of information among 4 elements (S.D. = 1.05). While the least deviation of information among 4 elements were "When I see beer packaging that is really well designed I have a strong urge to buy it" and "Beer's packaging design can be a source of satisfaction for me" had the same Standard Deviation (S.D. = 0.97).

Table 4.46: Mean, Standard Deviation and Respondents perception of social media

| **Social media** | **MEAN** | **S.D.** | **Perception Level** |
|---|---|---|---|
| I use social media to enhance my relationship with beer brand A | 2.33 | 1.03 | Low |
| I use social media to enhance my understanding of beer brand A | 2.30 | 1.01 | Low |
| I use social media to follow up activities related to beer brand A’s products | 2.36 | 1.08 | Low |
| I use social media to keep up to date with beer brand A’s product releases | 2.34 | 1.11 | Low |
| Total | 2.33 | 1.06 | Low |

From Table 4.46, data presented that packaging had a total Mean in low level of perception indicated by a total Mean (Mean = 2.33) and Standard Deviation in total at 1.06. This research found that "I use social media to follow up activities related to beer brand A's products" had the highest Mean (Mean = 2.36). Follow by "I use social media to keep up to date with beer brand A's product releases" (Mean = 2.34) and "I use social media to enhance my relationship with beer brand A" (Mean = 2.33). The lowest Mean (Mean = 2.30) was "I use social media to enhance my understanding of beer brand A".

From Table 4.46, data also presented that "I use social media to keep up to date with beer brand A's product releases" had the most deviation of information among 4 elements (S.D. = 1.11). While the least deviation of information among 4 elements was "I use social media to enhance my understanding of beer brand A" (S.D. = 1.01).

Table 4.47: Mean, Standard Deviation and Respondents perception of country of origin

| **Country of origin** | **MEAN** | **S.D.** | **Perception Level** |
|---|---|---|---|
| Beer from Holland is the best quality | 3.27 | 0.88 | Normal |
| Beer from Spain is the best quality | 3.02 | 0.83 | Normal |
| Beer from Germany is the best quality | 3.64 | 1.00 | High |
| Beer from Thailand is the best quality | 3.29 | 0.90 | Normal |
| Total | 3.30 | 0.90 | Normal |

From Table 4.47, data presented that country of origin had a total Mean in normal level of perception indicated by a total Mean (Mean = 3.30) and Standard Deviation in total at 0.90. This research found that "Beer from Germany is the best quality" had the highest Mean (Mean = 3.64). Follow by "Beer from Thailand is the best quality" (Mean = 3.29) and "Beer from Holland is the best quality" (Mean = 3.27). The lowest Mean (Mean = 3.02) was "Beer from Spain is the best quality".

From Table 4.47, data also presented that "Beer from Germany is the best quality" had the most deviation of information among 4 elements (S.D. = 1.00). While the least deviation of information among 4 elements was "Beer from Spain is the best quality" (S.D. = 0.83).

Table 4.48: Mean, Standard Deviation and Respondents perception of convenient and practical functions

| **Convenient and practical functions** | **MEAN** | **S.D.** | **Perception Level** |
|---|---|---|---|
| I like beer because it is easy to drink | 3.80 | 1.02 | High |
| I prefer to order beer because it is available to order in most places | 3.70 | 1.09 | High |
| I drink beer because it is inexpensive drink | 3.44 | 1.08 | High |
| I drink beer because it is expensive drink | 2.67 | 0.99 | Normal |
| I drink beer because it is easy to transport | 3.46 | 1.13 | High |
| Total | 3.41 | 1.06 | High |

From Table 4.48, data presented that convenient and practical functions had a total mean in high level of perception indicated by a total Mean (Mean = 3.41) and Standard Deviation in total at 1.06. This research found that "I like beer because it is easy to drink" had the highest Mean (Mean = 3.80). Follow by "I prefer to order beer because it is available to order in most places" (Mean = 3.70), "I drink beer because it is easy to transport" (Mean = 3.46), and "I drink beer because it is inexpensive drink" (Mean = 3.44). The lowest Mean (Mean = 2.67) was "I drink beer because it is expensive drink".

From Table 4.48, data also presented that "I drink beer because it is easy to transport" had the most deviation of information among 5 elements (S.D. = 1.13). While the least deviation of information among 5 elements was "I drink beer because it is expensive drink" (S.D. = 0.99).

Table 4.49: Mean, Standard Deviation and Respondents perception of brand preference

| **Brand preference** | **MEAN** | **S.D.** | **Perception Level** |
|---|---|---|---|
| I would buy a beer brand A rather than any other brands available | 3.03 | 1.13 | Normal |
| I am willing to recommend others to buy beer brand A | 3.03 | 1.09 | Normal |
| I definitively purchase beer brand A in the future | 3.13 | 1.08 | Normal |
| I am likely to purchase beer brand A in the future | 3.20 | 1.06 | Normal |
| Total | 3.10 | 1.09 | Normal |

From Table 4.49, data presented that brand preference had a total Mean in normal level of perception indicated by a total Mean (Mean = 3.10) and Standard Deviation in total at 1.09. This research found that "I am likely to purchase beer brand A in the future" had the highest Mean (Mean = 3.20). Follow by "I definitively purchase beer brand A in the future" (Mean = 3.13). The lowest Mean (Mean = 3.03) were "I would buy a beer brand A rather than any other brands available" and "I am willing to recommend others to buy beer brand A" which had the same Mean.

From Table 4.49, data also presented that "I would buy a beer brand A rather than any other brands available" had the most deviation of information among 4 elements (S.D. = 1.13). While the least deviation of information among 4 elements was "I am likely to purchase beer brand A in the future" (S.D. = 1.06).

**4.3 Analysis of the data based on assumptions**

The assumption consisted of beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, convenient and practical functions, and brand preference.

Table 4.50: Analysis of correlation between independent variables and the dependent variable using Pearson's Correlation Coefficient of beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, and convenient and practical functions that positively affecting brand preference of the beer customers in Bangkok

| Variable | Mean | S.D. | Cronbach's Alpha | BC | BD | BM | SA | PK | SM | CO | CP | BF |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Beer characteristic (BC) | 3.54 | 0.71 | 0652 | 1 | | | | | | | | |
| Branding (BD) | 3.39 | 0.92 | 0.895 | .480** | 1 | | | | | | | |
| Beer types (BM) | 3.09 | 0.76 | 0.718 | .528** | .411** | 1 | | | | | | |
| Situation appropriateness statements (SA) | 3.36 | 0.79 | 0.654 | .188** | .242** | .292** | 1 | | | | | |

(Continued)

Table 4.50 (Continued): Analysis of correlation between independent variables and the dependent variable using Pearson's Correlation Coefficient of beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, and convenient and practical functions that positively affecting brand preference of the beer customers in Bangkok

| Variable | Mean | S.D. | Cronbach's Alpha | BC | BD | BM | SA | PK | SM | CO | CP | BF |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Packaging (PK) | 3.38 | 0.84 | 0.896 | .422** | .543** | .365** | .196** | 1 | | | | |
| Social media (SM) | 2.33 | 1.00 | 0.960 | .269** | .446** | .358** | .260** | .475** | 1 | | | |
| Country of origin (CO) | 3.30 | 0.72 | 0.807 | .320** | .423** | .418** | .350** | .410** | .424** | 1 | | |
| Convenient and practical functions (CP) | 3.41 | 0.80 | 0.807 | .292** | .284** | .324** | .480** | .218** | .346** | .466** | 1 | |
| Brand preference (BF) | 3.10 | 1.00 | 0.946 | .201** | .651** | .260** | .232** | .411** | .469** | .355** | .267** | 1 |

**Correlation is significant at the .01 level.

From table 4.50, the explanation was expressed as below

Hypothesis 1, beer characteristic has a positive relationship toward brand preference or not. The analysis exhibited that beer characteristic had a positive relationship toward brand preference referred from Pearson's Correlation Coefficient, 0.201 at .01 statistical significant level.

Hypothesis 2, branding has a positive relationship toward brand preference or not. The analysis exhibited that branding had a positive relationship toward brand preference referred from Pearson's Correlation Coefficient, 0.651 at .01 statistical significant level.

Hypothesis 3, beer types has a positive relationship toward brand preference or not. The analysis exhibited that beer types had a positive relationship toward brand preference referred from Pearson's Correlation Coefficient, 0.260 at .01 statistical significant level.

Hypothesis 4, situation appropriateness statements has a positive relationship toward brand preference or not. The analysis exhibited that situation appropriateness statements had a positive relationship toward brand preference referred from Pearson's Correlation Coefficient, 0.232 at .01 statistical significant level.

Hypothesis 5, packaging has a positive relationship toward brand preference or not. The analysis exhibited that packaging had a positive relationship toward brand preference referred from Pearson's Correlation Coefficient, 0.411 at .01 statistical significant level.

Hypothesis 6, social media has a positive relationship toward brand preference or not. The analysis exhibited that social media had a positive relationship toward

brand preference referred from Pearson's Correlation Coefficient, 0.469 at .01 statistical significant level.

Hypothesis 7, country of origin has a positive relationship toward brand preference or not. The analysis exhibited that country of origin had a positive relationship toward brand preference referred from Pearson's Correlation Coefficient, 0.355 at .01 statistical significant level.

Hypothesis 8, convenient and practical functions has a positive relationship toward brand preference or not. The analysis exhibited that convenient and practical functions had a positive relationship toward brand preference referred from Pearson's Correlation Coefficient, 0.267 at .01 statistical significant level.

Table 4.51: Beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, and convenient and practical functions that positively affecting brand preference of the beer customers in Bangkok

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| **1** | **Regression** | 114.317 | 8 | 14.290 | 26.545 | .000[a] |
| | **Residual** | 118.969 | 221 | .538 | | |
| | **Total** | 233.285 | 229 | | | |

From table 4.51, ANOVA analysis confirmed that independent variables, which consisted of beer characteristic, branding, beer types, situation appropriateness

statements, packaging, social media, country of origin, and convenient and practical functions had influence on dependent variable, which was brand preference due to Sig. of the equation equaled 0.000 at .01 significant level.

Table 4.52: Multiple Regression Analysis of beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, and convenient and practical functions that positively affecting brand preference of the beer customers in Bangkok

| Dependent Variable: Brand preference, R = 0.700, $R^2$ = 0.490, Constant = 0.728 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Independent Variables** | **R** | **$R^2$** | **B** | **Std Error** | **t** | **Sig** | **Tolerance** | **VIF** |
| (Constant) | | | | 0.325 | 2.236 | 0.026 | | |
| Beer characteristic (BC) | 0.201 | 0.040 | -0.180 | 0.088 | -2.925 | 0.004* | 0.609 | 1.643 |
| Branding (BD) | 0.651 | 0.424 | 0.596* | 0.069 | 9.379 | 0.000* | 0.572 | 1.748 |
| Beer types (BM) | 0.260 | 0.068 | -0.014 | 0.081 | -0.235 | 0.814 | 0.618 | 1.618 |
| Situation appropriateness statements (SA) | 0.232 | 0.054 | 0.031 | 0.072 | 0.557 | 0.578 | 0.734 | 1.362 |
| Packaging (PK) | 0.411 | 0.169 | 0.046 | 0.072 | 0.735 | 0.463 | 0.593 | 1.687 |

(Continued)

Table 4.52 (Continued): Multiple Regression Analysis of beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, and convenient and practical functions that positively affecting brand preference of the beer customers in Bangkok

| Dependent Variable: Brand preference, R = 0.700, $R^2$ = 0.490, Constant = 0.728 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Independent Variables** | **R** | **$R^2$** | **B** | **Std Error** | **t** | **Sig** | **Tolerance** | **VIF** |
| Social media (SM) | 0.469 | 0.220 | 0.197* | 0.060 | 3.307 | 0.001* | 0.653 | 1.531 |
| Country of origin (CO) | 0.355 | 0.126 | 0.032 | 0.086 | 0.519 | 0.604 | 0.614 | 1.628 |
| Convenient and practical functions (CP) | 0.267 | 0.071 | 0.048 | 0.076 | 0.800 | 0.425 | 0.637 | 1.569 |

*significant at the .01 level

From table 4.52, Multiple Regression Analysis could be determined the proper model aimed for the prediction of brand preference. The ideas of brand preference had been the causes of brand preference of beer consumers in Bangkok. The analysis showed that three independent variables had significant effect toward brand preference at the .01 level and could be as the predictors for brand preference. The predictors for brand preference were beer characteristic (Sig. = 0.004), branding (Sig. = 0.000), and

social media (Sig. = 0.001). On the contrary, the rest independent variables had no positive influence on brand preference then they could not be as the predictors. The independent variables disabled be as predictors for brand preference were beer types (Sig. = 0.814), situation appropriateness statements (Sig. = 0.578), packaging (Sig. = 0.463), country of origin (Sig = 0.604), and convenient and practical functions (Sig. = 0.425).

Since this research aimed to study for factors positively affecting brand preference of customers in Bangkok. Hence, the principal of this research focused the positive standardized beta coefficients (β). From table 4.52, Multiple Regression Analysis showed that three independent variables which were beer characteristic (β = -0.180), branding (β = 0.596), and social media (β = 0.197) could be the predictors toward brand preference. Nevertheless, only two independent variables acted as predictors in this research which were branding (β = 0.596) and social media (β = 0.197). Although, the Multiple Regression Analysis showed that beer characteristic had positively affected toward brand preference at significant level of .01 but the standardized beta coefficient of beer characteristic was a negative value (β = -0.180) which made beer characteristic acted as a suppressor variable. Suppressor variable was the uncorrelated variable. The function of suppressor was to improve the overall prediction by restraining some errors in the other factors (Pandey & Elliott, 2010). Hence, the conclusion was that beer characteristic had no positive influence on brand preference at statistical significant level of .01 and disabled to use as a predictor for brand preference in this research. Eventually, the most two effective predictive independent variables in this research were branding (β = 0.596) and social media

(β = 0.197) as respectively. Branding and social media explained the positive influence on brand preference of the customers at 49.0%. The other 51.0% were influenced by the other variables that were not used in this research. The standard error was ±0.325 then the result was as the following equation.

Y (Brand preference) = 0.728 + 0.596 (Branding) + 0.197 (Social media)

The implications from the above equation were as below

If, branding was increased by 1 point and other factors remained the same then resulted in brand preference would be increased by 0.596 point.

If, social media was increased by 1 point and other factors remained the same then resulted in brand preference would be increased by 0.197 point.

Data from table 4.52 used to test the following hypothesis.

Hypothesis 9, by using Multiple Regression Analysis, the result showed that branding and social media had positive influence toward brand preference at statistical significant level of .01. Whereas, beer characteristic, beer types, situation appropriateness statements, packaging, country of origin, and convenient and practical functions had no positive influence on brand preference at .01 statistical significant.

**4.4 Other Analysis**

As of principle of Multiple Linear Regression advised that the relationship among group of independent variables were prohibited. By mean of the relationship among independent variables was understood as Multicollinearity (Chaisamran, 2016). In the case of high multicollinearity was denoted as high degree of relationship

among independent variables which perhaps caused the changes in deviation from true value. Normally, Multicollinearity was tested by Variance Inflation Factor (VIF) value or Tolerance value. The appropriately value of Variance Inflation Factor (VIF) should not exceeded 4 and Tolerance value should exceeded 0.2 (Miles & Shevlin, 2001).

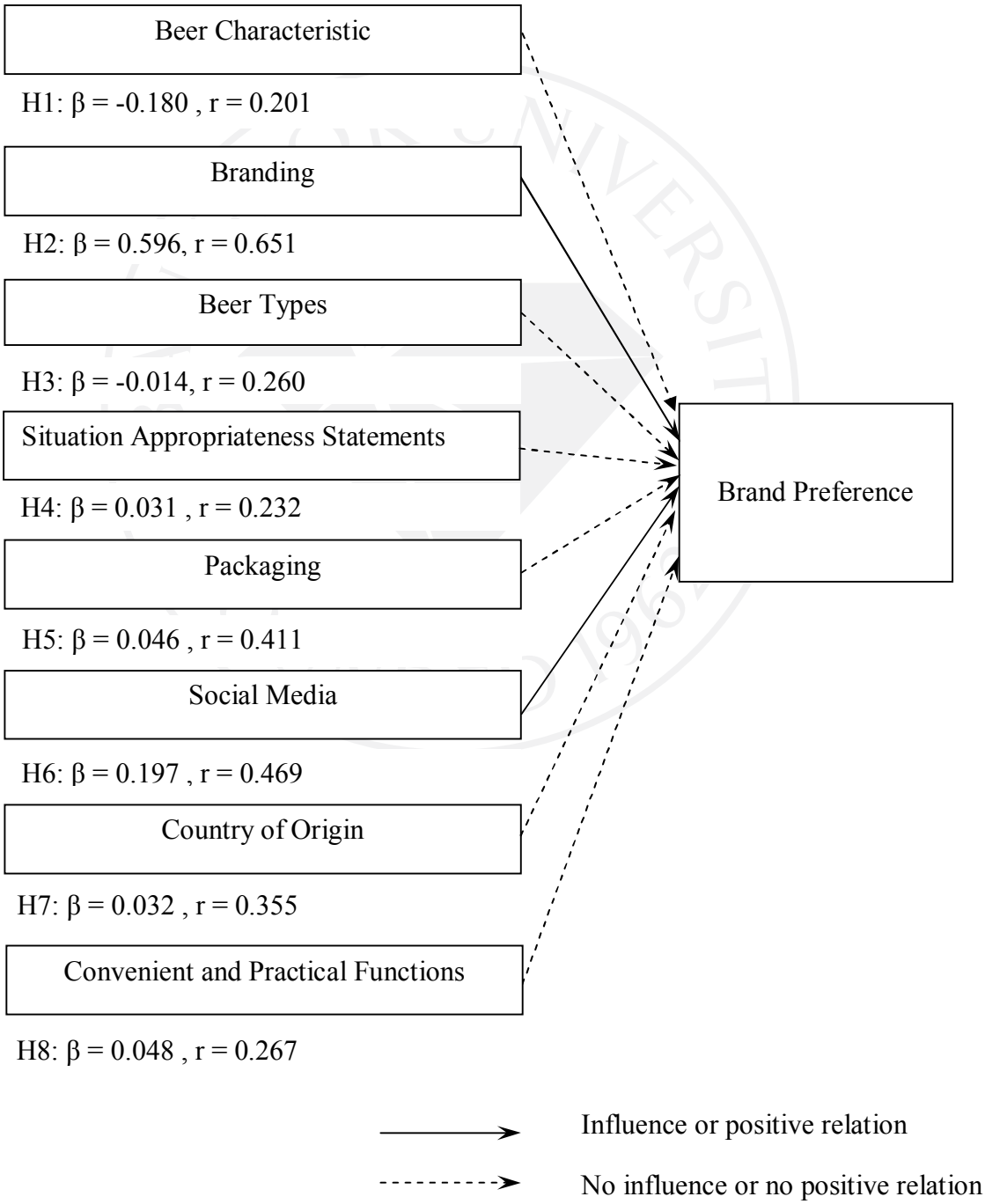
Table 4.53: Testing Collinearity of independent variable

| **Independent Variable** | **Tolerance** | **Variance Inflation Factor (VIF)** |
|---|---|---|
| Beer characteristic (BC) | 0.609 | 1.643 |
| Branding (BD) | 0.572 | 1.748 |
| Beer types (BM) | 0.618 | 1.618 |
| Situation appropriateness statements (SA) | 0.734 | 1.362 |
| Packaging (PK) | 0.593 | 1.687 |
| Social media (SM) | 0.653 | 1.531 |
| Country of origin (CO) | 0.614 | 1.628 |
| Convenient and practical functions (CP) | 0.637 | 1.569 |

From table 4.53, the result of Collinearity showed that Tolerance value of each independent variables exceeded 0.2 and the less Tolerance value was 0.572. Likewise, the Variance Inflation Factor (VIF) of each independent variables valued not exceeded than 4 and the highest value was 1.75. Hence, the conclusion was that there

had no Multicollinearity among independent variables in this research then was able to apply Multiple Regression Analysis.

Figure 4.1: Result of Multiple Regression Analysis from Scope of Research



From Figure 4.1, presented that only branding and social media had positive influence on brand preference of the beer customers in Bangkok. Whereas, beer characteristic, beer types, situation appropriateness statements, packaging, country of origin, and convenient and practical functions had no positive influence on brand preference of the beer customers in Bangkok.

# CHAPTER 5

# CONCLUSIONS AND RECOMMENDATIONS

This is the final chapter which summarizes and presents the main points from research analysis. This research aims to answer to the assumptions of this independent study. The final part of this chapter comprises of the future research recommendation.

## 5.1 Summary of Study

The purpose of this research was to study the positive influent factors of beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, and convenient and practical functions on beer A's brand preference of customers in Bangkok. The research was conducted by surveying with questionnaire method. The population sample were collected from 230 respondents who were over 18 years of age and had experienced drinking beer for either once or on regular basis at Chatuchak, Wattana, and Bang Rak Districts in Bangkok. The sample size was gathered by the non-probability sampling. Then, data was analyzed in quantitative approach by SPSS program.

## 5.2 Hypothesis Assumption

The interesting factors in this research were beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, and convenient and practical functions influenced on brand preference. The collected data focused on male respondents aged between 30-39 years old, single with bachelor degree. Their salary ranged from 15,001 to 30,000 baht per month, and all had jobs

private companies. Their beer brand preference was beer brand A. They would drink on special occasion, and regularly consumed it on Friday and Saturday, and had weekly expenses on beer at from 201 to 500 baht. They could make a purchase decision by themselves. Research results based on hypothesis concluded that.

Hypothesis 1, beer characteristic factor has a positive relationship toward brand preference or not. The result from the analysis showed that beer characteristic had a positive relationship toward brand preference at .01 significant level. So, the hypothesis was accepted.

Hypothesis 2, branding factor has a positive relationship toward brand preference or not. The result from the analysis showed that branding had a positive relationship toward brand preference at .01 significant level. So, the hypothesis was accepted.

Hypothesis 3, beer types factor has a positive relationship toward brand preference or not. The result from the analysis showed that beer types had a positive relationship toward brand preference at .01 significant level. So, the hypothesis was accepted.

Hypothesis 4, situation appropriateness statements factor has a positive relationship toward brand preference or not. The result from the analysis showed that situation appropriateness statements had a positive relationship toward brand preference at .01 significant level. So, the hypothesis was accepted.

Hypothesis 5, packaging factor has a positive relationship toward brand preference or not. The result from the analysis showed that packaging had a positive relationship toward brand preference at .01 significant level. So, the hypothesis was accepted.

Hypothesis 6, social media factor has a positive relationship toward brand preference or not. The result from the analysis showed that social media had a positive relationship toward brand preference at .01 significant level. So, the hypothesis was accepted.

Hypothesis 7, country of origin factor has a positive relationship toward brand preference or not. The result from the analysis showed that country of origin had a positive relationship toward brand preference at .01 significant level. So, the hypothesis was accepted.

Hypothesis 8, convenient and practical functions factor has a positive relationship toward brand preference or not. The result from the analysis showed that convenient and practical functions had a positive relationship toward brand preference at .01 significant level. So, the hypothesis was accepted.

Hypothesis 9, Beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin and convenient and practical functions has positive influence towards brand preference of the beer customers in Bangkok. The result from the analysis showed that factors that performed as predictors of brand preference (Y) were branding and social media, which explained by the positive influence at 49%. Another 51% was influenced by the other variables that were not used in this research. The standard error was ±0.325 by using the following equation.

Y (Brand preference) = 0.728 + 0.596 (Branding) + 0.197 (Social media)

## 5.3 Summary

This research studied the positive influent factors of beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, and convenient and practical functions on beer A's brand preference of customers in Bangkok. The research was conducted by surveying with questionnaire method. The population sample were collected from 230 respondents who were over 18 years of age and had experienced drinking beer for either once or on regular basis in Chatuchak, Wattana, and Bang Rak Districts in Bangkok. Then, data was analyzed in quantitative approach by SPSS program and found the interesting information as follows.

Hypothesis 1, beer characteristic has a positive relationship on brand preference or not. The results from Pearson correlation analysis showed that beer characteristic had no positive relationship toward brand preference at .01 statistical significant level, which accepted hypothesis. Beer characteristic defined the intrinsic attribute of beer, which was the important factor for customers to prefer or not prefer a particular beer brand (Aquilani et al., 2015). Meanwhile, the willingness to pay for the intrinsic attribute increased especially because of taste and bitterness (Gabrielyan et al., 2014). Because of a variety of beer brands in Thai market, which caused customers some difficulties to recognize beer characteristic of a particular brand. Beer customers in Bangkok acknowledged that all beer brands in market were similar in characteristic.

Hypothesis 2, branding has a positive relationship on brand preference or not. The results from Pearson correlation analysis showed that branding had a positive relationship toward brand preference at .01 statistical significant level, which accepted

hypothesis. Branding referred to customers' experience toward products' image and products' meaning, which contributed to the sets of product attributes (Kladou et al., 2016). As mentioned that there had been many beer brands in Thai beer market. To make brand preference required experiences or connection between brands and customers. The aim of branding was to make the differentiation among the same product category that had been recognized by customers. The product recognition or product differentiation depended upon the strategy of branding. This information was confirmed by the research from Siegel et al. (2013) that customers made purchase based on the extrinsic attributes such as branding when there had been no difference in the intrinsic attributes, product characteristics or product performance.

Hypothesis 3, beer types has a positive relationship on brand preference or not. The results from Pearson correlation analysis showed that beer types had no positive relationship toward brand preference at .01 statistical significant level, which accepted hypothesis. Beer types referred to beer categories separated from raw material used to produce beer. Currently, the behavior of beer customers was more of the search for product information, which connected to perceive sensory (Gómez-Corona et al., 2016). Nevertheless, the interesting level of information was varied by individual because this factor was not a significant and effective factor affecting customers in Bangkok. In conclusion, customers in Bangkok did not want to know the in-depth details. The major reason to consume beer for customers in Bangkok was merely for pleasure.

Hypothesis 4, situation appropriateness statements has a positive relationship on brand preference or not. The results from Pearson correlation analysis showed that situation appropriateness statements had no positive relationship toward brand

preference at .01 statistical significant level, which accepted hypothesis. The judgment to choose a particular brand was influenced by the situation context and the product familiarity (Cardello et al., 2016). Nonetheless, beer customers in Bangkok more relied on product familiarity in order to choose a particular beer brand for a situation. Further, the plenty of available beer brands in Bangkok caused customers confused then customers always preferred the familiar brand as a priority in eventually.

Hypothesis 5, packaging has a positive relationship on brand preference or not. The results from Pearson correlation analysis showed that packaging had no positive relationship toward brand preference at .01 statistical significant level, which accepted hypothesis. The buying behavior of customers for food and beverage was that they normally chose after exploring only the front of packaging and without considering the alternative products (Simmonds & Spence, n.d.). However, not every customer made their choices based on only the packaging. Nowadays, almost all beer producers designed the similar packaging so there was no difference for customers to recognize and could not base their judgment based on the packaging. Just a few beer producers came up with unique packaging with the expectation to attract buyers due to the packaging. Although most of customers preferred luxury packaging designed but could not afford because of high price.

Hypothesis 6, social media has a positive relationship on brand preference or not. The results from Pearson correlation analysis showed that social media had a positive relationship toward brand preference at .01 statistical significant level, which accepted hypothesis. Social media was counted as a powerful medium to send message about the products to the customers (Prentice & Handsjuk, 2016). Nowadays,

the lifestyle of people revolved around social media among those living in both urban and rural areas. The number of social media users in Bangkok was significantly higher than that in other provinces. Furthermore, time spent on social media was lesser but gave out positive result. Also, it had an impact on the large group of target audiences. The culture of people today had changed. They believed any information presented on social media without any doubt. They wanted to follow the trends, on social media. Then, to make a particular beer brand well-known should be in a public space like social media where connection was made with consumers in Bangkok.

Hypothesis 7, country of origin has a positive relationship on brand preference or not. The results from Pearson correlation analysis showed that country of origin had no positive relationship toward brand preference at .01 statistical significant level, which accepted hypothesis. Country of origin referred to a generic and specific product characteristic information, which derived from the sources of product (Manrai et al., 1998). Also, this connected to the past experiences received from the perception of particular countries in terms of product acceptable level (Roth & Romeo, 1992). However, customers in Bangkok gave less attention to the origin of beer. Conversely, most customers were interested in the activities more than the origin because they gave more benefits to them.

Hypothesis 8, convenient and practical functions has a positive relationship on brand preference or not. The results from Pearson correlation analysis showed that convenient and practical functions had no positive relationship toward brand preference at .01 statistical significant level, which accepted hypothesis. Convenient and practical functions meant for the comfort ability of customers toward the products. Commonly, customers preferred products that made them felt more

comfortable (Silva et al., 2016). In fact, every beer producers in Bangkok chose the same pattern in order to create the perception of comfort in the products either during purchasing stage or period of time that the product was consumed. Lastly, there was no difference in convenient perception level because they were perceived as a standard service.

Hypothesis 9, by applying multiple regression analysis on the hypothesis found that factors influenced brand preference were branding and social media at statistic significant level of .01. Like Siegel et al. (2013), this showed that branding was the important influent factor on brand preference even though there was no difference in product characteristic or product performance. Furthermore, branding was the image and meaning of the product, which derived from a set of product attributes (Kladou et al., 2016). Customers noticed the differences of branding. Then their relationship with particular brands could be expressed due to level of their experience with the brand. Hence, the experiences could be created through communication. Currently, the most efficient communication was through social media (Prentice & Handsjuk, 2016). Customers accessed to social media to follow news about the products, related activities to enhance brand image, and the information for a product judgment. Then this should been applied on social media to create experiences in the mind of the customers. Together with social media or branding or both factors could enhance the experiences of customers toward brand and led to brand preference.

## 5.4 Recommendations

### 5.4.1 Recommendations for business

The result of the research on the positive influence on beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, and convenient and practical functions on brand preference of beer customers in Bangkok showed that branding and social media had an impact on brand preference of beer consumers. Therefore, beer manufacturers and importers need to consider and develop the strategies for branding and social media as their marketing strategies. They should focus on creating the uniqueness of the beer brand from external appearances such as logo, tagline, and product image in order to connect with target group customers and enhance the level of brand awareness. Also the beer manufacturers and importers should launch a clear message, offer an easy access to communication, and allow broad communication to customers by utilizing social media, which was the most effective communication tools in this era.

5.4.1.1 Beer manufacturers and importers should focus more on branding strategies because branding has more influence on brand preference according to the equation result. The objective of branding is to create the meaning of brand in customers' mind and connect between customers and the brand. Branding strategies and development of beer brands could be based on trustworthiness, reputation, familiarity, and brand image.

Trustworthiness and reputation could be both represented in the development. Brand reputation could be developed from beer taste, quality of ingredients, quality of products, quality of packaging, and product consistency. Customers will keep repurchase if they are satisfied with the product from a particular

brand. Therefore, a consistency of product is very important. Any major or minor change of the products need to be announced. Customers will not trust the brand, if the product has gone through any changes without the announcement. Good reputation of the product can develop long-term trust, which can lead to be brand loyalty. Moreover, social responsibility should be part of the plan to form reputation. Beer manufacturers and importers have to be concerned with a group of non-beer drinkers in order to avoid the resistance from this group.

Familiarity could be developed from customers' experiences. There are many ways to create experiences among customers. Beer sampling at the events such as a concert or small party can be effective because customers have a chance to try the product. It also creates the opportunity for the next purchase and advertise the product at the same time. Expanding distribution channel is important as well. The place to sell beer should not be limited to supermarkets, convenient stores or liquor stores. It can be in the restaurants, pubs, bars, hotels, and hostel, etc. The other channels should belong to the event organizers because they have to set up many events and parties.

The last suggestion for branding is about brand image. Brand image must be clear in order to make brand identity and differentiate itself from others. Brand image is very important because it can create originality among brands. Nowadays, customers purchase a particular beer brand because that brand reflects customers' individual identity through its image. To make brand image clear starts from brand's direction, brand's target group, brand logo, tagline, related events and advertisement.

5.4.1.2 Social media is another important factor that influences brand preference. Lifestyle of residents in Bangkok are changing. They are more connected with social media such as Facebook, Instagram, and Line. The most effective social media is Facebook because it has an interactive communication, which is the system of posting comments and pictures. Currently, social media is the most effective outlet and very cost effective used to communicate in order to enhance brand awareness and brand preference among customers.

Hence, beer manufacturers and importers should utilize social media to enhance relationship between brand and customers, enhance the understanding of customers on brands, allow customers to follow up related activities, which are set up by brands, and open up a channel for them to receive updates from the brands. Then, beer brands need to set up multi-channels of social media where a staff or team can monitor. The contents of each social media can promote knowledge, news about the products, and brand activities. The team who is responsible for maintaining social media will communicate and receive feedback from customers to learn about the data of the market size, market trend, weakness, competitors, and threats. This data will be useful in the adjustment of future marketing strategy.

However, the use of social media needs control and monitoring. There is a risk to receive negative comments, which could be damage trust and loyalty on the brand. Then, the team must be trained on how to respond to negative comments.

**5.4.2 Recommendations for future research**

Researchers should consider the following issues in the future research

5.4.2.1 Respondents of this research were respondents who worked as the staff in an office building and mostly consumed beer in special occasion. Then

their brand preference was based on some criteria whereas the group of party lovers might prefer on be selective about the brand because of its price range and product size. Accordingly, the reasons of brand preference toward beer may be different from the respondents who consumed only in special occasions and who consumed for parties. As a result, researcher recommend to collect data from the respondents who are at a party or restaurant to compare with the existing data.

5.4.2.2 In this research, only branding and social media could predict consumer brand preference. Some respondents mentioned to the other factors such as the unit selling price, choice of packaging size, product promotions, and brand activities in the open-ended question of the questionnaire. According to this, the unit selling price, choice of packaging size, product promotions, and brand activities might have influence on consumer brand preference and should be added in the future research.

5.4.2.3 During factor analysis, this research found that some questions had factor loading value less than 0.3, which should be deleted from the group or using confirmatory factor analysis in the future research. The questions that were not exceed factor loading value are question 3: I drink beer when I am at parties (SA3) and question 5: I drink beer for a special occasion (SA5) in situation appropriateness statements grouping and question 4: I drink beer because it is expensive drink (CP4) in convenient and practical functions grouping.

5.4.2.4 Theories and knowledge on branding and social media's effects towards brand preference had been expanded. Future research should add some mentioned factors, which were not used in this research to find the relation. Furthermore, the future research could include data collection in other big cities like

Chonburi, Prachuap Khiri Khan and Chiang Mai to compare the results in different regions of Thailand based on different drinking culture based on location. Also, the data can be collected, compared, and analyzed between the Thai and the foreign beer consumers in Thailand because of different cultures based on nationality.

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# APPENDIX A

## Survey Questions (English)

มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

Questionnaire

on

Factors Positively Affecting Purchase Intention of Beer Brand A's

Customers in Bangkok

**Instruction:** Objective of this survey is to collected data for use in master of business administration research, Bangkok University. The result of this research will be benefit to beer industry. In this regard, cooperation from the respondents are needed. I, Sunkamol Khongsawatvorakul, master's degree of business administration student from Bangkok University thankfully for your cooperation

Instruction: Please answer the following question and put ✓in ☐ that matches you most.

**1. Gender**

☐ 1) Male ☐ 2) Female

**2. Age**

☐ 1) From 18 to 23 years ☐ 2) 24–29 years old

☐ 3) 30-39 years old ☐ 4) 40-49 years old

☐ 5) Over 50 years old

**3. Status**

☐ 1) Single ☐ 2) Married ☐ 3) Divorced/ Widowed/ Separated

**4. Level of education**

☐ 1) Under Bachelor Degree ☐ 2) Bachelor Degree

☐ 3) Master Degree ☐ 4) Doctorate Degree

☐ 5) Others, Please Specify …….

**5. Monthly income**

☐ 1) Less than and equal to 15,000 baht ☐ 2) 15,001–30,000 baht

☐ 3) 30,001–50,000 baht ☐ 4) 50,001-100,000 baht

☐ 5) 100,001–150,000 baht ☐ 6) 150,001– 200,000 baht

☐ 7) 200,001–500,000 baht ☐ 8) More than 500,000 baht

**6. Professional Status**

☐ 1) State enterprise employee ☐ 2) Private employee

☐ 3) Self-Employed ☐ 4) Searching for job

☐ 5) Housewives ☐ 6) Retired

☐ 7) Students

☐ 8) Others, Please Specify ……

**7. Your type(s) of alcoholic beverage frequent consume**d. **(Can select more than one choice)**

☐ 1) Beer ☐ 2) Wine ☐ 3) Whisky

☐ 4) Vodka ☐ 5) Others, Please Specify ……

**8. Your favorable brand(s) of beer. (Can select more than one choice)**

☐ 1) Heineken ☐ 2) Singha

☐ 3) Leo ☐ 4) Chang

☐ 5) Carlsberg ☐ 6) San Miguel

☐ 7) Hitachino Nest ☐ 8) Estrella Damm

☐ 9) Hoegaarden ☐ 10) Guinness

☐ 11) Leffe ☐ 12) Stella Artois

☐ 13) Tiger ☐ 14) A.K. Damm

☐15) Others, Please Specify ……

**9. Your frequency of beer consumption.**

☐ 1) Daily ☐ 2) Once a week

☐ 3) Several times per week ☐ 4) Once a month

☐ 5) Several times per month ☐ 6) Once a year

☐ 7) Several times per year ☐ 8) Only on special occasions

☐ 9) Others, Please Specify ……

**10. Day(s) of the week you consume most. (Can select more than one choice)**

☐ 1) Monday ☐ 2) Tuesday

☐ 3) Wednesday ☐ 4) Thursday

☐ 5) Friday ☐ 6) Saturday

☐ 7) Sunday

**11. How much you spend on beer per week. (Can select more than one choice)**

☐ 1) Less than and equal to 50 baht ☐ 2) 51 – 200 baht

☐ 3) 201 – 500 baht ☐ 4) 501 – 1,000 baht

☐ 5) 1,001 – 1,500 baht ☐ 6) 1,501 – 2,000 baht

☐ 7) 2,001 – 3,000 baht ☐ 8) More than 3,000

**12. Who has most influence on your beer purchase intention. (Can select more than one choice)**

☐ 1) Yourself ☐ 2) Families

☐ 3) Beer experts review ☐ 4) Friends

☐ 5) Others, Please Specify ……

Please mark every question with only one ✓in the box that most corresponds to your comments.

| | | **Agreeable Level** | | | | |
|---|---|---|---|---|---|---|
| | | Highest (5) | High (4) | Moderate (3) | Low (2) | Lowest (1) |
| Beer Characteristic | | | | | | |
| 1 | I buy beer because of its aroma. | | | | | |
| 2 | I like beer which is not too bitter. | | | | | |
| 3 | I buy beer because of its alcoholic percentage. | | | | | |
| 4 | I buy beer because of product quality. | | | | | |
| Branding | | | | | | |
| 1 | I choose beer brand A based on the brand's trustworthiness. | | | | | |
| 2 | I choose beer brand A based on the brand's reputation. | | | | | |
| 3 | I am very familiar with beer brand A. | | | | | |
| 4 | I have a clear image of the type of people who drink beer brand A. | | | | | |
| Beer types | | | | | | |
| 1 | I prefer Types wheat beer. | | | | | |
| 2 | I prefer malted beer. | | | | | |
| 3 | I prefer fruit beer. | | | | | |

| | | Agreeable Level | | | | |
|---|---|---|---|---|---|---|
| | | Highest (5) | High (4) | Moderate (3) | Low (2) | Lowest (1) |
| 4 | I prefer craft beer. | | | | | |
| Situation appropriateness statements | | | | | | |
| 1 | I drink beer when I am at a casual dining restaurant. | | | | | |
| 2 | I drink beer when I need to relax alone at home. | | | | | |
| 3 | I drink beer when I am at parties. | | | | | |
| 4 | I drink beer when I want to impress someone. | | | | | |
| 5 | I drink beer for a special occasion. | | | | | |
| Packaging | | | | | | |
| 1 | Buying beer with extravagant packaging makes me feel good about myself. | | | | | |
| 2 | I associate qualities in packaging of beer with qualities I see in myself. | | | | | |
| 3 | When I see beer packaging that is really well designed I have a strong urge to buy it. | | | | | |

| | | Agreeable Level | | | | |
|---|---|---|---|---|---|---|
| | | Highest (5) | High (4) | Moderate (3) | Low (2) | Lowest (1) |
| 4 | Beer's packaging design can be a source of satisfaction for me. | | | | | |
| Social media | | | | | | |
| 1 | I use social media to enhance my relationship with beer brand A. | | | | | |
| 2 | I use social media to enhance my understanding of beer brand A. | | | | | |
| 3 | I use social media to follow up activities related to beer brand A's products. | | | | | |
| 4 | I use social media to keep up to date with beer brand A's product releases. | | | | | |
| Country of origin | | | | | | |
| 1 | Beer from Holland is the best quality. | | | | | |
| 2 | Beer from Spain is the best quality. | | | | | |
| 3 | Beer from Germany is the best quality. | | | | | |
| 4 | Beer from Thailand is the best quality. | | | | | |
| Convenient and practical functions | | | | | | |
| 1 | I like beer because it is easy to drink. | | | | | |

| | | Agreeable Level | | | | |
|---|---|---|---|---|---|---|
| | | Highest (5) | High (4) | Moderate (3) | Low (2) | Lowest (1) |
| 2 | I prefer to order beer because it is available to order in most places. | | | | | |
| 3 | I drink beer because it is inexpensive drink. | | | | | |
| 4 | I drink beer because it is expensive drink. | | | | | |
| 5 | I drink beer because it is easy to transport. | | | | | |
| Brand preference | | | | | | |
| 1 | I would buy a beer brand A rather than any other brands available. | | | | | |
| 2 | I am willing to recommend others to buy beer brand A. | | | | | |
| 3 | I definitively purchase beer brand A in the future. | | | | | |
| 4 | I am likely to purchase beer brand A in the future. | | | | | |

**Please recommend for other factors that might positively affect the purchase intention towards beer brand A**.

_____

_____

_____

_____

_____

_____

Thank you for your cooperation

Miss Sunkamol Khongsawatvorakul

E–Mail: sunkamol.khon@bumail.net

**APPENDIX B**

**Survey Questions (Thai)**

มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

**แบบสอบถาม**

**เรื่องปัจจัยที่มีอิทธิพลเชิงบวกต่อความตั้งใจซื้อเบียร์ตราสินค้า A ของผู้บริโภคในกรุงเทพมหานคร**

**คำชี้แจง:** แบบสอบถามนี้มีวัตถุประสงค์เก็บรวบรวมข้อมูล เพื่อนำไปประกอบการศึกษาระดับปริญญาโท บริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยกรุงเทพ และสามารถนำผลการวิจัยไปใช้ประโยชน์ได้อย่างมีประสิทธิภาพต่อธุรกิจเบียร์ ดังนั้นจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามให้ตรงตามความเห็นของท่านมากที่สุด โอกาสนี้ผู้ศึกษาวิจัยนางสาว สรรกมล คงสวัสดิ์วรกุล นักศึกษาปริญญาโท สาขาวิชาเอกบริหารธุรกิจ คณะบริหารธุรกิจ มหาวิทยาลัยกรุงเทพ ขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

คำชี้แจง: โปรดทำเครื่องหมาย ✓ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละหนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

**1. เพศ**

☐ 1) ชาย ☐ 2) หญิง

**2. อายุ**

☐ 1) ตั้งแต่ 18 ถึง 23 ปี ☐ 2) 24–29 ปี
☐ 3) 30-39 ปี ☐ 4) 40-49 ปี
☐ 5) มากกว่า 50 ปี

**3. สถานภาพ**

☐ 1) โสด ☐ 2) สมรส ☐ 3) หย่าร้าง/ หม้าย/ แยกกันอยู่

**4. ระดับการศึกษา**

☐ 1) ต่ำกว่าปริญญาตรี ☐ 2) ปริญญาตรี
☐ 3) ปริญญาโท ☐ 4) ปริญญาเอก
☐ 5) อื่น ๆ โปรดระบุ.....

**5. รายได้ต่อเดือน**

☐ 1) ต่ำกว่าหรือเท่ากับ 15,000 บาท ☐ 2) 15,001–30,000 บาท
☐ 3) 30,001–50,000 บาท ☐ 4) 50,000-100,000 บาท
☐ 5) 100,001–150,000 บาท ☐ 6) 150,001– 200,000 บาท
☐ 7) 200,001–500,000 บาท ☐ 8) มากกว่า 500,000 บาท

**6. อาชีพ**

☐ 1) พนักงานรัฐวิสาหกิจ/ รับราชการ ☐ 2) พนักงานบริษัทเอกชน/ รับจ้าง
☐ 3) ธุรกิจส่วนตัว/ ค้าขาย ☐ 4) อยู่ในช่วงหางาน
☐ 5) ไม่ประกอบอาชีพ ☐ 6) เกษียณ
☐ 7) นักเรียน/ นักศึกษา
☐ 8) อื่น ๆ โปรดระบุ.....

**7. ท่านดื่มเครื่องดื่มแอลกอฮอล์ประเภทไหนบ่อย (สามารถเลือกได้มากกว่า 1 ข้อ)**

☐ 1) เบียร์ ☐ 2) ไวน์
☐ 3) วิสกี้ ☐ 4) วอดก้า
☐ 5) อื่น ๆ โปรดระบุ.....

**8. ตราสินค้าของเบียร์ที่ท่านนิยมชื่นชอบ (สามารถเลือกได้มากกว่า 1 ข้อ)**

☐ 1) ไฮเนเก้น (Heineken) ☐ 2) สิงห์ (Singha)
☐ 3) ลีโอ (Leo) ☐ 4) ช้าง (Chang)
☐ 5) คาร์ลสเบิร์ก (Carlsberg) ☐ 6) ซาน มิเกล (San Miguel)
☐ 7) ฮิตาชิโน่ เนส (Hitachino Nest) ☐ 8) เอสเทรลล่า แดม (Estrella Damm)
☐ 9) ฮูการ์เด้น (Hoegaarden) ☐ 10) กินเนส (Guinness)
☐ 11) เล็ฟ (Leffe) ☐ 12) สเทลลาอาทวา (Stella Artois)
☐ 13) ไทเกอร์ (Tiger) ☐ 14) เอ.เค. แดมม์ (A.K. Damm)
☐ 15) อื่น ๆ โปรดระบุ.....

**9. ความบ่อยในการดื่มเบียร์ของท่าน**

☐ 1) ทุกวัน ☐ 2) 1 ครั้งต่อสัปดาห์
☐ 3) มากกว่า 1 ครั้งต่อสัปดาห์ ☐ 4) 1 ครั้งต่อเดือน
☐ 5) มากกว่า 1 ครั้งต่อเดือน ☐ 6) 1 ครั้งต่อปี
☐ 7) มากกว่า 1 ครั้งต่อปี ☐ 8) ดื่มในโอกาสพิเศษเท่านั้น
☐ 9) อื่นๆ โปรดระบุ..... .....

**10. วันใดในสัปดาห์ที่ท่านดื่มเบียร์เป็นประจำ (สามารถเลือกได้มากกว่า 1 ข้อ)**

☐ 1) วันจันทร์ ☐ 2) วันอังคาร
☐ 3) วันพุธ ☐ 4) วันพฤหัส
☐ 5) วันศุกร์ ☐ 6) วันเสาร์
☐ 7) วันอาทิตย์

**11. ท่านใช้จ่ายในการดื่มเบียร์เป็นจำนวนเท่าไรต่อหนึ่งสัปดาห์ (สามารถเลือกได้มากกว่า 1 ข้อ)**

☐ 1) น้อยกว่าหรือเท่ากับ 50 บาท ☐ 2) 51 – 200 บาท
☐ 3) 201 – 500 บาท ☐ 4) 501 – 1,000 บาท
☐ 5) 1,001 – 1,500 บาท ☐ 6) 1,501 – 2,000 บาท
☐ 7) 2,001 – 3,000 บาท
☐ 8) อื่น ๆ โปรดระบุ.....

**12. บุคคลใดมีอิทธิพลต่อความตั้งใจในการเลือกซื้อเบียร์สำหรับท่าน (สามารถเลือกได้มากกว่า 1 ข้อ)**

☐ 1) ตัวท่านเอง ☐ 2) ครอบครัว
☐ 3) บทวิจารณ์จากนักชิมเบียร์ ☐ 4) เพื่อน
☐ 5) อื่น ๆ โปรดระบุ.....

โปรดทำเครื่องหมาย ✓ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละหนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

| | | **ระดับความเห็นด้วย** | | | | |
|---|---|---|---|---|---|---|
| | | มากที่สุด (5) | มาก (4) | ปานกลาง (3) | น้อย (2) | น้อยที่สุด (1) |
| คุณลักษณะของเบียร์ (Beer Characteristic) | | | | | | |
| 1 | ท่านเลือกดื่มเบียร์ที่กลิ่นของเบียร์ | | | | | |
| 2 | ท่านเลือกดื่มเบียร์ที่มีรสชาติไม่ขมจนเกินไป | | | | | |
| 3 | ท่านเลือกดื่มเบียร์จากปริมาณของแอลกอฮอล์ในเบียร์ | | | | | |
| 4 | ท่านเลือกซื้อเบียร์ที่คุณภาพของเบียร์ | | | | | |
| ตราสินค้า (Branding) | | | | | | |
| 1 | ท่านเลือกดื่มเบียร์เบียร์ตราสินค้าAจากความเชื่อมั่นในตราสินค้า | | | | | |
| 2 | ท่านเลือกซื้อเบียร์ตราสินค้าAจากชื่อเสียงของตราสินค้า | | | | | |
| 3 | ท่านเลือกซื้อเบียร์ตราสินค้าAจากประสบการณ์ที่เคยดื่ม | | | | | |
| 4 | ท่านมีภาพลักษณ์ที่ชัดเจนของกลุ่มคนที่ดื่มเบียร์ตราสินค้าA | | | | | |
| คุณลักษณะประเภทของเบียร์ (Beer types) | | | | | | |
| 1 | ท่านนิยมดื่มเบียร์ที่ทำมาจากข้าวสาลี | | | | | |
| 2 | ท่านนิยมดื่มเบียร์ที่ทำมาจากข้าวมอลต์ | | | | | |
| 3 | ท่านนิยมดื่มเบียร์ที่มีส่วนผสมของผลไม้ | | | | | |
| 4 | ท่านนิยมดื่มคราฟท์เบียร์ | | | | | |
| สถานการณ์ที่เหมาะสมในการดื่มเบียร์ (Situation appropriateness statements) | | | | | | |
| 1 | ท่านดื่มเบียร์ในมื้ออาหารเย็น | | | | | |

| | | ระดับความเห็นด้วย | | | | |
|---|---|---|---|---|---|---|
| | | มากที่สุด (5) | มาก (4) | ปานกลาง (3) | น้อย (2) | น้อยที่สุด (1) |
| 2 | ท่านดื่มเบียร์ยามพักผ่อนคนเดียวอยู่ที่บ้าน | | | | | |
| 3 | ท่านดื่มเบียร์ในงานปาร์ตี้ | | | | | |
| 4 | ท่านดื่มเบียร์เมื่อท่านต้องการสร้างความประทับใจให้ใครบางคน | | | | | |
| 5 | ท่านดื่มเบียร์ในโอกาสพิเศษ | | | | | |
| บรรจุภัณฑ์ (Packaging) | | | | | | |
| 1 | การซื้อเบียร์ที่มีบรรจุภัณฑ์หรูหรามักทำให้ท่านรู้สึกดี | | | | | |
| 2 | บรรจุภัณฑ์ของเบียร์สะท้อนถึงคุณภาพที่ท่านเห็นในตัวเอง | | | | | |
| 3 | เมื่อท่านเห็นบรรจุภัณฑ์ของเบียร์ที่ออกแบบมาอย่างดีทำให้ท่านอยากซื้อเบียร์ | | | | | |
| 4 | การออกแบบบรรจุภัณฑ์ของเบียร์สามารถทำให้ท่านพอใจในตัวสินค้าได้ | | | | | |
| สื่อออนไลน์ (Social media) | | | | | | |
| 1 | ท่านใช้สื่อสังคมออนไลน์ในการติดตามเบียร์ตราสินค้าA | | | | | |
| 2 | ท่านใช้สื่อสังคมออนไลน์ในการทำความเข้าใจเบียร์ตราสินค้าA | | | | | |
| 3 | ท่านใช้สื่อสังคมออนไลน์ในการติดตามกิจกรรมเกี่ยวกับผลิตภัณฑ์เบียร์ตราสินค้าA | | | | | |
| 4 | ท่านใช้สื่อสังคมออนไลน์เพื่อติดตามข่าวความเคลื่อนไหวของผลิตภัณฑ์ของเบียร์ตราสินค้าA | | | | | |
| ประเทศผู้ผลิตสินค้าของตราสินค้านั้น (Country of origin) | | | | | | |
| 1 | เบียร์จากประเทศฮอลแลนด์มีคุณภาพดี | | | | | |
| 2 | เบียร์จากประเทศสเปนมีคุณภาพดี | | | | | |

| | | ระดับความเห็นด้วย | | | | |
|---|---|---|---|---|---|---|
| | | มากที่สุด (5) | มาก (4) | ปานกลาง (3) | น้อย (2) | น้อยที่สุด (1) |
| 3 | เบียร์จากประเทศเยอรมันมีคุณภาพดี | | | | | |
| 4 | เบียร์จากประเทศไทยมีคุณภาพดี | | | | | |
| ความสะดวกและความเป็นจริง (Convenient and practical functions) | | | | | | |
| 1 | ท่านชอบดื่มเบียร์เนื่องจากดื่มง่าย | | | | | |
| 2 | ท่านเลือกสั่งเบียร์เพราะเบียร์มีจำหน่ายเกือบทุกร้าน | | | | | |
| 3 | ท่านเลือกดื่มเบียร์เนื่องจากราคาที่ไม่แพง | | | | | |
| 4 | ท่านเลือกดื่มเบียร์เนื่องจากราคาที่แพง | | | | | |
| 5 | ท่านเลือกดื่มเบียร์เนื่องจากความสะดวกในการขนย้าย | | | | | |
| ความพึงพอใจในในตราสินค้า (Brand preference) | | | | | | |
| 1 | ท่านเลือกที่จะซื้อเบียร์ตราสินค้า A มากกว่าเบียร์ตราสินค้าอื่น ๆ | | | | | |
| 2 | ท่านยินดีที่จะแนะนำให้เพื่อนๆของท่านซื้อเบียร์ตราสินค้า A | | | | | |
| 3 | ท่านเลือกที่จะซื้อเบียร์ตราสินค้า A ในอนาคตอย่างแน่นอน | | | | | |
| 4 | ท่านมีแนวโน้มที่จะเลือกซื้อเบียร์ตราสินค้า A ในอนาคต | | | | | |

**ขอให้ท่านแนะนำเพิ่มเติมสำหรับปัจจัยเชิงบวกอื่น ๆ ที่มีผลต่อความตั้งใจซื้อเบียร์ตราสินค้า A**

_____

_____

_____

_____

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โอกาสนี้ผู้ศึกษาวิจัยขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

นางสาว สรรกมล คงสวัสดิ์วรกุล

E–Mail: sunkamol.khon@bumail.net

**APPENDIX C**

**Form to Expert Letter**

39/67 Sixnature Kalapapruek

Kalapapruek Road, Bangkae

Bangkok 10160

E-mail: sunkamol.khon@bumail.net

November 22, 2016

Reference: Acceptance to be the Advisor in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Dr. Penjira Kanthawongs
Advisor, Bangkok University

I, Sunkamol Khongsawatvorakul, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Affecting Purchase Intention of Beer Brand A's Customers in Bangkok. Due to your expertise in research, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **0** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature. [redacted]
(Dr. Penjira Kanthawongs)
Advisor

Signature ... [redacted]
(Sunkamol Khongsawatvorakul)
Researcher

39/67 Sixnature Kalapapruek

Kalapapruek Road, Bangkae

Bangkok 10160

E-mail: sunkamol.khon@bumail.net

October 18, 2016

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To คุณ ข้าวใหม่ ตันวีระชัยสกุล
Head of Finance Planning & Analysis
Boonrawd Trading Co., LTD.

I, Sunkamol Khongsawatvorakul, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Affecting Purchase Intention of Beer Brand A's Customers in Bangkok. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **0** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.....
(ข้าวใหม่ ตันวีระชัยสกุล)
Expert

Signature .....
(Sunkamol Khongsawatvorakul)
Researcher

39/67 Sixnature Kalapapruek

Kalapapruek Road, Bangkae

Bangkok 10160

E-mail: sunkamol.khon@bumail.net

October 18, 2016

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To คุณ ก้องกิตติ กาญจนวตี
Operation Manager
Company A related to Beer Industry

I, Sunkamol Khongsawatvorakul, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Affecting Purchase Intention of Beer Brand A's Customers in Bangkok. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **0** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature..... K. Kantte
(ก้องกิตติ กาญจนวตี)
Expert

Signature ..... Sun L.
(Sunkamol Khongsawatvorakul)
Researcher

| Factors | Original Eng. v. | Adjusting Eng. v. | Adjusted Thai v. | IOC | Comments from the expert | Total points |
|---|---|---|---|---|---|---|
| Beer Characteristic (BC) (Aquilani, Laureti, Poponi, & Secondi, 2015) | BC1 : Aroma | BC1: I buy beer because of its aroma. | BC1: ท่านเลือกดื่มเบียร์ที่กลิ่นของเบียร์ | | | |
| (Gómez-Corona, Escalona-Buendía, García, Chollet, & Valentin, 2016) | BC2: Bitter | BC2: I like beer which is not too bitter. | BC2: ท่านเลือกดื่มเบียร์ที่มีรสชาติไม่ขมจนเกินไป | | | |
| | BC3: Alcoholic percentage | BC3: I buy beer because of its alcoholic percentage. | BC3: ท่านเลือกดื่มเบียร์จากปริมาณของแอลกอฮอล์ในเบียร์ | | | |
| | BC4: Quality (Perceived) | BC4: I buy beer because of product quality. | BC4: ท่านเลือกซื้อเบียร์ที่คุณภาพของเบียร์ | | | |
| Branding (BD) (Prentice & Handsjuk, 2016) (Porral & Levy-Mangin, 2015) | BD1: I chose vodka based on the brand's trustworthiness. | BD1: I choose beer brand A based on the brand's trustworthiness. | BD1:ท่านเลือกดื่มเบียร์ตราสินค้าเอจากความเชื่อมั่นในตราสินค้า | | | |
| | BD2: I chose vodka based on the brand's reputation. | BD2: I choose beer brand A based on the brand's reputation. | BD2: ท่านเลือกซื้อเบียร์ตราสินค้าเอจากชื่อเสียงของตราสินค้า | | | |
| | BD3: I am very familiar with brand | BD3: I am very familiar with beer | BD3: ท่านเลือกซื้อเบียร์ตราสินค้าเอ | | | |

| Factors | Original Eng. v. | Adjusting Eng. v. | Adjusted Thai v. | IOC | Comments from the expert | Total points |
|---|---|---|---|---|---|---|
| | X. | brand A. | จากประสบการณ์ที่เคยดื่ม | | | |
| | BD4: I have a clear image of the type of people who use the brand X. | BD4: I have a clear image of the type of people who drink beer brand A. | BD4: ท่านมีภาพลักษณ์ที่ชัดเจนของกลุ่มคนที่ดื่มเบียร์ตราสินค้าเอ | | | |
| Beer Types (BM) (Gómez-Corona et al., 2016) | BM1: Which type of beer do you like most? | BM1: I prefer wheat beer. | BM1: ท่านนิยมดื่มเบียร์ที่ทำมาจากข้าวสาลี | | | |
| | BM2: Which type of beer do you like most? | BM2: I prefer malted beer. | BM2: ท่านนิยมดื่มเบียร์ที่ทำมาจากข้าวมอลต์ | | | |
| | BM3: Which type of beer do you like most? | BM3: I prefer fruit beer. | BM3: ท่านนิยมดื่มเบียร์ที่มีส่วนผสมของผลไม้ | | | |
| | BM4: Which type of beer do you like most? | BM4: I prefer craft beer. | BM4: ท่านนิยมดื่มคราฟท์เบียร์ | | | |
| Situation appropriateness statements. (SA) (Cardello et al., 2016) | SA1: At a casual dining restaurant. | SA1: I drink beer when I am at a casual dining restaurant. | SA1: ท่านดื่มเบียร์ในมื้ออาหารเย็น | | | |
| | SA2: To drink alone. At | SA2: I drink beer when I | SA2: ท่านดื่มเบียร์ยาม | | | |

| Factors | Original Eng. v. | Adjusting Eng. v. | Adjusted Thai v. | IOC | Comments from the expert | Total points |
|---|---|---|---|---|---|---|
| | home. When I want to relax. | need to relax alone at home. | พักผ่อนคนเดียวอยู่ที่บ้าน | | | |
| | SA3: At a party. | SA3: I drink beer when I am at parties. | SA3: ท่านมักจะดื่มเบียร์ในงานปาร์ตี้ | | | |
| | SA4: To impress someone. | SA4: I drink beer when I want to impress someone. | SA4: ท่านดื่มเบียร์เมื่อท่านต้องการสร้างความประทับใจให้ใครบางคน | | | |
| | SA5: For a special occasion. | SA5: I drink beer for a special occasion. | SA5: ท่านมักจะดื่มเบียร์ในโอกาสพิเศษ | | | |
| Packaging. (PK) (Prentice & Handsjuk, 2016) | PK1: Buying vodka with extravagant packaging makes me feel good about myself. | PK1: Buying beer with extravagant packaging makes me feel good about myself. | PK1: การซื้อเบียร์ที่มีบรรจุภัณฑ์หรูหรามักทำให้ท่านรู้สึกดี | | | |
| | PK2: I associate qualities in packaging with qualities I see in myself. | PK2: I associate qualities in packaging of beer with qualities I see in myself. | PK2: บรรจุภัณฑ์ของเบียร์สะท้อนถึงคุณภาพที่ท่านเห็นในตัวเอง | | | |

| Factors | Original Eng. v. | Adjusting Eng. v. | Adjusted Thai v. | IOC | Comments from the expert | Total points |
|---|---|---|---|---|---|---|
| | PK3: When I see vodka packaging that is really well designed I have a strong urge to buy it. | PK3: When I see beer packaging that is really well designed I have a strong urge to buy it. | PK3: เมื่อท่านเห็นบรรจุภัณฑ์ของเบียร์ที่ออกแบบมาอย่างดีทำให้ท่านอยากซื้อเบียร์ | | | |
| | PK4: A vodka's packaging design can be a source of satisfaction for me. | PK4: Beer's packaging design can be a source of satisfaction for me. | PK4: การออกแบบบรรจุภัณฑ์ของเบียร์สามารถทำให้ท่านพอใจในตัวสินค้าได้ | | | |
| Social media. (SM) (Prentice & Handsjuk, 2016) | SM1: I use social media to enhance my relationship with particular brands of vodka. | SM1: I use social media to enhance my relationship with beer brand A. | SM1: ท่านใช้สื่อสังคมออนไลน์ในการติดตามเบียร์ตราสินค้าเอ | | | |
| | SM2: I use social media to enhance my understanding of particular brands of | SM2: I use social media to enhance my understanding of beer brand A. | SM2: ท่านใช้สื่อสังคมออนไลน์ในการทำความเข้าใจเบียร์ตราสินค้าเอ | | | |

| Factors | Original Eng. v. | Adjusting Eng. v. | Adjusted Thai v. | IOC | Comments from the expert | Total points |
|---|---|---|---|---|---|---|
| | vodka. | | | | | |
| | SM3: I use social media to follow vodka sales promotions. | SM3: I use social media to follow up activities related to beer brand A's products. | SM3: ท่านใช้สื่อสังคมออนไลน์ในการติดตามกิจกรรมเกี่ยวกับผลิตภัณฑ์ของเบียร์ตราสินค้าเอ | | | |
| | SM4: I use social media to keep up to date with current vodka product releases. | SM4: I use social media to keep up to date with product releases of beer brand A. | SM4: ท่านใช้สื่อสังคมออนไลน์เพื่อติดตามข่าวความเคลื่อนไหวของผลิตภัณฑ์เบียร์ตราสินค้าเอ | | | |
| Country of origin. (CO) (Prentice & Handsjuk, 2016) | CO1: Some countries produce better quality vodka than others. | CO1: Beer from Holland is the best quality. | CO1: เบียร์จากประเทศฮอลแลนด์มีคุณภาพดี | | | |
| | CO2: Some countries produce better quality vodka than others. | CO2: Beer from Spain is the best quality. | CO2: เบียร์จากประเทศสเปนมีคุณภาพดี | | | |
| | CO3: Some countries | CO3: Beer from Germany | CO3: เบียร์จากประเทศ | | | |

| Factors | Original Eng. v. | Adjusting Eng. v. | Adjusted Thai v. | IOC | Comments from the expert | Total points |
|---|---|---|---|---|---|---|
| | produce better quality vodka than others. | is the best quality. | เยอรมันมีคุณภาพดี | | | |
| | CO4: Some countries produce better quality vodka than others. | CO4: Beer from Thailand is the best quality. | CO4: เบียร์จากประเทศไทยมีคุณภาพดี | | | |
| Convenient and Practical Functions (CP) (Silva et al., 2016) | CP1: Easy to drink. | CP1: I like beer because it is easy to drink. | CP1: ท่านชอบดื่มเบียร์เนื่องจากดื่มง่าย | | | |
| | CP2: Practical to order. | CP2: I prefer to order beer because it is available to order in most places. | CP2: ท่านเลือกสั่งเบียร์เพราะเบียร์มีจำหน่ายเกือบทุกร้าน | | | |
| | CP3: Inexpensive drink. | CP3: I drink beer because it is inexpensive drink. | CP3: ท่านเลือกดื่มเบียร์เนื่องจากราคาที่ไม่แพง | | | |
| | CP4: Expensive drink. | CP4: I drink beer because it is expensive drink. | CP4: ท่านเลือกดื่มเบียร์เนื่องจากราคาที่แพง | | | |

| Factors | Original Eng. v. | Adjusting Eng. v. | Adjusted Thai v. | IOC | Comments from the expert | Total points |
|---|---|---|---|---|---|---|
| | CP5: Easy to transport. | CP5: I drink beer because it is easy to transport. | CP5: ท่านเลือกดื่มเบียร์เนื่องจากความสะดวกในการขนย้าย | | | |
| Brand preference (BF) (Prentice & Handsjuk, 2016) (Porral & Levy-Mangin, 2015) | BF1: I would buy this product/brand rather than any other brands available. | BF1: I would buy beer brand A rather than any other brands available. | BF1: ท่านเลือกที่จะซื้อเบียร์ตราสินค้าเอมากกว่าเบียร์ตราสินค้าอื่นๆ | | | |
| | BF2: I am willing to recommend others to buy this product /brand. | BF2: I am willing to recommend others to buy beer brand A. | BF2: ท่านยินดีที่จะแนะนำให้เพื่อน ๆ ของท่านซื้อเบียร์ตราสินค้าเอ | | | |
| | BF3: Definitively, I would consider buying Brand X beer. | BF3: I definitively purchase beer brand A in the future. | BF3: ท่านเลือกที่จะซื้อเบียร์ตราสินค้าเอในอนาคตอย่างแน่นอน | | | |
| | BF4: I am likely to buy Brand X beer. | BF4: I am likely to purchase beer brand A in the future. | BF4: ท่านมีแนวโน้มที่จะเลือกซื้อเบียร์ตราสินค้าเอในอนาคต | | | |

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