



# Consumers' Attitude toward Wine Consumption in Bangkok

by

Mr. Polsit Sutumratanakul

A Final Report of the Three-Credit Course  
CE 6998 Project

Submitted in Partial Fulfillment  
of the Requirements for the Degree of  
Master of Science  
in Computer and Engineering Management  
Assumption University

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Academic Year	July 2004

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The Graduate School of Assumption University has approved this final report of the three-credit course, CE 6998 PROJECT, submitted in partial fulfillment of the requirements for the degree of Master of Science in Computer and Engineering Management.

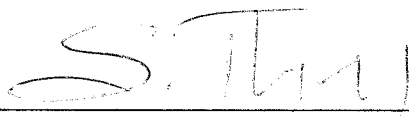
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## ABSTRACT

Nowadays marketing environment is changing rapidly. Customers needs and wants change accordingly. To understand Thai consumers attitude toward wine consumption, purchasing behavior of wine and the factors that affect their decision making, this research was conducted.

The research tool in this study is the questionnaire with stratified sampling population of Thai people who have different backgrounds in Bangkok. The Statistical Package for Social Sciences (SPSS) program is use to analyze the consumers attitude, behavior and other factors that are relevant. The result helps to understand the consumers better and is also recommend for the marketer

The results of this study shows that the Thai consumers attitude and behavior of male prefer to drink red wine than white wine whereas the females like to drink white wine to the red wine. Consumers like to buy wine at the department stores and supermarkets mostly because of convenience and there are many wines to choose. The consumers received information from the restaurants and the sellers mostly that because wine is not easy to choose. When the consumers like to drink, they have to find the information from the persons who know about wines. Many consumers like to drink wine in special occasions and promotion has the affect toward the consumers buying decisions. The consumers perceived that wine helps to protect heart attack and reduce cholesterol the most. The marketer should understand and good target groups of wine consumers and have good communications with the consumers and use suitable marketing strategies.

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## **I. INTRODUCTION**

### **1.1 Background of the Project**

Nowadays, Thais consume more alcoholic beverage. According to the statistical research, Thailand is in the top 5 countries which consume alcoholic beverages. Many Thais drink alcohol not only for special occasions but everyday. Thai consumers familiar with and usually consume beer and whisky, while the other alcoholic beverages are still not popular among Thais; such as wine.

In the past, attitude toward wine of Thai consumer is not as good as the present. Wine is a luxury product and is not suitable for them. However the consumption rate of wine is increasing, since Thai people are currently concerned more about their health. Wine in Thailand's usually imported from many countries such as France, Italy, Chile, Australia, USA, Spain and etc. There are some wines that produced in Thailand but they are not popular compared with that of other countries. Many countries consume wine a lot compared with Thailand that have still a low consumption of wine and there's all opportunity to sell the wine more. We have to understand the Thai consumer attitude, behavior and purchasing attitude of wine then only can we serve them with the highest satisfaction.

### **1.2 Statement of the Problem**

Even though the rate of wine consumption is increasing each year the marketer does not exactly know the consumers attitudes toward wine consumption, purchasing behavior, and what others factors that wine drinkers or even prospective buyer perceive that is important toward wine purchasing behavior such as the country of origin, the characteristics of the wine itself, the advertising and promotion and etc. The marketers



have to understand how it's related to the wine purchasing behavior only then can we set the market plan and know how to serve them in the best way.

### **1.3 Objectives of the Study**

This study is to identify, examine and understand the Thai customer's attitude and perception toward wine consumption in Thailand. The objectives of research are:

1. To identify the fundamental factors affecting attitudes toward wine consumption in Thailand in order to guide management about the marketing plan.
2. To measure the attitude of Thai customers toward wine consumption.
3. To study the consumer and purchasing behaviors of wine consumers.

### **1.4 Limitations of the Study**

The researcher sets the limit of the study as follows:

1. This study focuses on people in Bangkok especially in the metropolitan area
2. Some respondents are not willing to respond to questionnaires
3. Time Limitation

## II. LITERATURE REVIEW

### 2.1 Overview

Nowadays people in Thailand tend to be more health conscious than the past. The drinkers have changed their behavior in drinking. They tend to drink less or change the type of the beverages from the whisky, brandy or beer to wine. Wine is good for health; it can help to reduce cholesterol and help to protect heart attack. In the past, wine is a luxury beverage in the customers' mind but now some of them are quite familiar with wine because they have tried to drink and have known from word of mouth among the drinkers that it's better to drink wine compared with the others.

In Thailand, the rate of the wine consumption is still low compared with the other countries even in Asia; but the rate of wine consumption in Thailand is increasing each year so the wine market is expanding. We can see the opportunity to increase the consumption rate in Thailand but first of all we have to understand their attitude toward wine consumption; then can we make a good marketing plan to serve the customers' needs to make the customers' highest satisfaction.

What do we know empirically about wine marketing? This question is much too broad to answer within the confines of one paper. Wine marketing includes many sub-areas of research. Traditionally, we would speak of the 4 Ps of marketing; product, pricing, promotion, and placement and their concomitant areas in wine marketing, such as branding, new product development, pricing, public relations, managing the sales force, and distribution. Beyond this, the area of wine marketing should include specialty topics, such as consumer behavior for wine, purchasing behavior of wine and consumers attitude toward wine consumption.

The principles of market-oriented economy require new approaches to production and marketing of goods. The marketing environment along with consumer's needs and wants is changing rapidly. The area of wine choice behavior was chosen for its critical influence in many of the other areas cited. If we can understand how consumers choose wine, then we have a much better framework to decide pricing, packaging, distribution, advertising, and merchandising strategies.

To understand the consumers' behavior is important to respond to them in the right way as the markets have changed rapidly and the consumers' attitudes and purchasing behaviors have changed along the time. The marketer must try to understand them to serve the consumers for their highest satisfaction.

## **2.2 Introduction to marketing**

Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others (Kotler 2000). Marketing management is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services to create exchanges that satisfy individual and organization goals (Bennette 1995). A market is composed of actual or potential buyers of a product, and the sellers who offer goods to meet buyer's needs (Assael 1981). It makes sense that the word marketing is derived from markets, because a market requires a process of exchange between buyers and sellers. A market is the set of all actual and potential buyers of a market offer. Marketing is typically seen as the task of creating, promoting, and delivering goods and services to consumers and businesses (Kotler 2000).

What is Marketing (Marketing Principal and Strategy) (Assael 1981)

Marketing can be defined as all activities directed toward identifying and satisfying customers' needs and wants through a process of exchange. To understand this definition, we must understand the meaning of

- (1) The customer
- (2) The process of exchange
- (3) The marketing management process required to satisfy customer needs.

The four Ps represent the sellers' view of the marketing tools available for influencing buyers. From a buyer's point of view, each marketing tool is designed to deliver a customer benefit. Robert Lauterborn suggested that the sellers' four Ps correspond to the customers' four Cs (Philip Kotler 2000).

<u>Four Ps</u>	<u>Four Cs</u>
Product	Customer Solution
Price	Customer cost
Place	Convenience
Promotion	Communication

#### Marketing Mix

Marketing mix is the product, price communications, distribution, and services provided to the target market as shown in figure 2.1 The Four P components of the marketing mix.



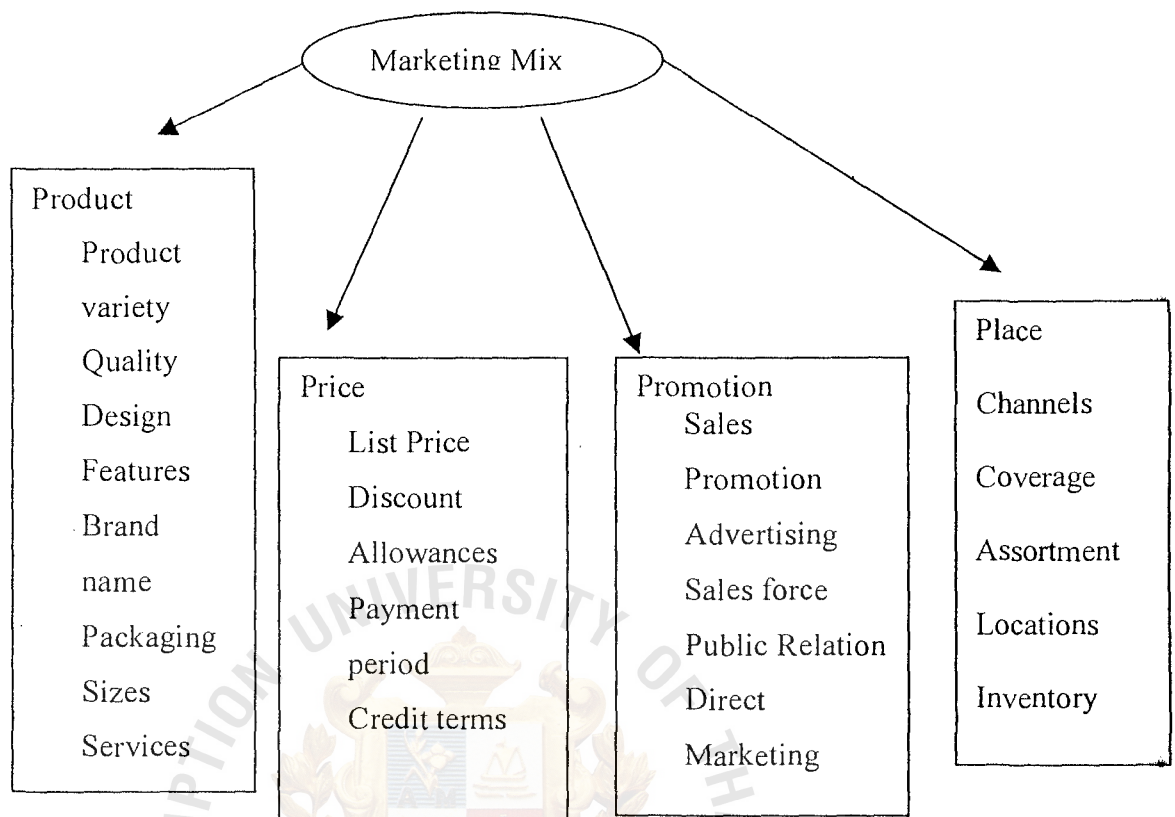


Figure 2.1. The Four P Components of the Marketing Mix (Kotler 2000)

## Marketing Mix

Product: A product is anything that can be offered to market to satisfy a want or need, the firm's tangible offering to the market, which include the product quality, design, features, branding, and packaging (Kotler 2000). Product is anything a consumer acquires or might acquire to meet a perceived need (Hawkins, Best and Corney 1995). Product is defined as a bundle of attributes and benefits designed to satisfy customers' needs. Product is the most basic component of the marketing mix. It represents the product features, the package, the brand name, and post-sales service support (Assael 1981).

Place: Place represents the actions the company takes to make sure the product gets to the right target group at the right location and at the right time (Assael 1981). Having the product available where target customers can buy it is essential to success (Hawkins, Best and Corney 1995).

Promotion: Promotions includes all the activities the company undertakes to communicate and promote it's product to the target market (Kilter 2000). The tactics the company uses to communicate the product's positioning are collectively called promotion. The four key promotional elements: advertising, sales promotion, public relations, and personal selling are often referred to as a promotional mix within the broader context of the marketing mix (Henry Assael 1981).

Price: Price is amount of money one must pay to obtain the right to use the product. (Hawkins, Best and Corney 1995). Economists often assume that lower prices for the same product will result in more sales than higher prices. However price sometimes serves as a signal of quality. A product priced "too low" might be perceived as having low quality. Owning expensive items also provides information about the owner. If nothing else, it indicates that the owner can afford the expensive item. This is a desirable feature to some consumers. Therefore, setting the price requires a thorough understanding of the symbolic role that price plays for the product and target market in question (Hawkins, Best and Corney 1995). The fourth component of the marketing mix is price. There're two types of pricing strategy (Assael 1981).

- (1) Skimming Strategy: Produces high operating margins, but it also encourages competitive entry.

- (2) Penetration Strategy: try to get the greatest share of market as possible and to discourage competitive entry.

### 2.3 Consumer Environment & Culture

Culture refers to social heritage (Kassarjin and Roberston 1993). Culture, as used in the study of consumer behavior, refers to the value, ideas, artifacts, and other meaningful symbols that help individuals communicate, interpret, and evaluate as members of society (James F. Engel, Roger D. Blackwell, Paul W Miniard 1993). Culture represents the widely shared norms and values learned from a society and leading to common patterns of behavior. Culture refers to widely shared norms and patterns of behavior of a large group of people. Cultures represent the widely shared norms and values learned from a society and leading to common patterns of behavior.

Cross-Culture influences represent the differences in cultural values between countries. Cross-Culture is defined as the effort to determine to what extent the consumers of two or more nations are similar or different Cross-Culture (Schiffman and Kanuk 1994). It is difficult to present only one definition of culture and expect it to portray the richness of the field and its relevance to understanding consumers. However, the following two are representative: That complex whole that includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society. (Stewart) The distinctive way of life of a group of people, their complete design for living. (McKenna).

Culture defined as the sum total of learned beliefs, values, and customs that serve direct the consumer behavior of members of a particular society (Schiffman and Kanuk

1994). Subculture defined as a distinct cultural group that exists as an identifiable segment within a larger, more complex society (Schiffman and Kanuk 1994). Subculture is the segment of a culture that shares distinguishing patterns of behavior (Hawkins, Best and Coney 1991).

#### Consumer's Environment

##### Environment Influencer

The consumer is also affected by environmental variables -- culture, social class, face-to-face group, and situational factors. The consumers' needs, perception, and attitudes are affected by these external forces as shown in the figure 2.2 that the consumers affected by the environmental variables.

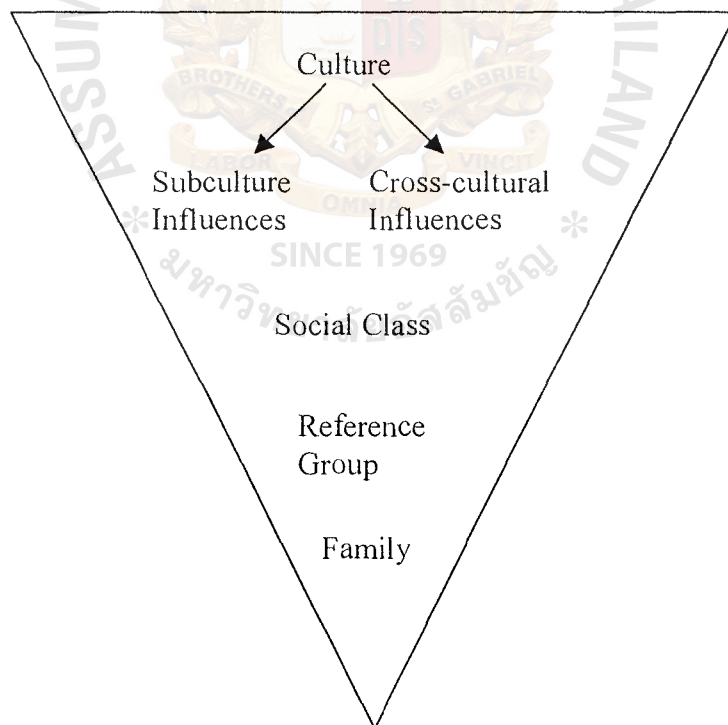


Figure 2.2. Consumer's Environment (Assael 1981).



Social Class define broad consumer grouping according to their degree of prestige and power in society (Assael 1981). Social Class is divisions within society composed of individuals sharing similar values, interests, and behaviors. Grouping of people who are similar in their behavior based upon their economic position in the marketplace. (Engel, Blackwell and Miniard 1993). Social Class represents broader grouping based on income, education, and occupation. Individual within a certain social class tend to live in the same areas and have similar purchasing patterns. A social class system is defined as the hierarchical division of a society into relatively permanent and homogenous groups with respect to attitudes, values, and lifestyles (Hawkins, Best and Coney 1991).

The measurement of social status by using a single dimension: a single –item indexes estimate the social status based on a single dimension (Hawkins, Best and Coney 1991). The three most common single-item indexes are as following:

Education: education has traditionally been highly valued in our culture. It has served as the primary path for upward social mobility.

Occupation: occupation is the most widely used single-item index in marketing studies. In fact, occupation is probably the most widely used single cue that allows us to evaluate and define individuals we meet.

Income: income has traditionally been used as a measure of both purchasing power and status. Historically, the association between income and status has been high. However, this association is not as strong today as in the past.

Reference Group is face-to-face groups that are important sources of information and influence for customer because they provide consumer with a means of comparing and evaluating their own brand attitude and purchasing behavior. The group that is most likely

to influence purchasing behavior is the family. Groups that serve as a reference point for individuals in defining their needs and developing opinions (Assael 1981). A reference group is any person or group of people that significantly influences an individual's behavior (Bearden and Etzel 1993). A reference group is any person or group that serves as a point of comparison (or reference) for an individual in forming either general or specific values, attitudes, or behavior (Schiffman and Kanuk 1994).

Family refers to a group of two or more persons related by blood, marriage, or adoption who reside together (Schiffman and Kanuk 1994).

#### **2.4 Introduction to Consumer Behavior**

Behavior is overacts, action that can be directly observed (Peter and Olson 1990). Consumer Behavior refers to the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs (Schiffman and Kanuk 1994). Consumer Behavior defined as those activities directly involved in obtaining, consuming, and disposing of products and services, including the decision processes (Engel, Blackwell and Miniard 1993). Consumer Behavior reflects the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, time and ideas by (human) decision making units (overtime). Consumer behavior involves understanding that acquisition, consumption, and disposition can occur over time in a dynamic sequence. Specifically, research on consumer behavior has been instrumental in developing environments that help consumers make decisions. The study of human responses to products, services and the marketing of product and services (Kardes 1999). Consumer Behavior defined as those actions directly involved in obtaining, consuming, & disposing of products and services,

including the decision processes that precede and follow those action (Engel, Blackwell and Miniard, 1995)

Common Consumer Characteristics (Joanne Wood, 2/99)

All customers have four essential characteristics:

- (1) They have a particular need. People have all kinds of needs including basic survival needs (e.g., food, shelter, health), rational needs (e.g. dependability, durability, economy), and emotional needs (e.g., love, sex appeal, status, security, acceptance, and power).
- (2) They have enough money to buy what you are selling. Keep in mind that just because someone wants to own something you are selling does not mean they have enough money to buy it.
- (3) They have decision making power. The key here is to spend your time wisely. Find the person who has the actual authority to say "yes" or "no" to buying your product or service.
- (4) They have easy access to your product or service. Accessibility is important. For example, if you wish to sell baked goods to people in your neighborhood, you must either take your goods directly to your customers or have a small shop where they can come to you.

Consumer Buying Behavior

Buying behavior is the decision processes and acts of people involved in buying and using products as shown is the figure 2.3 to understand how the consumer behaves. Consumer buying behavior is the buying behavior of ultimate consumers. (William 2000).

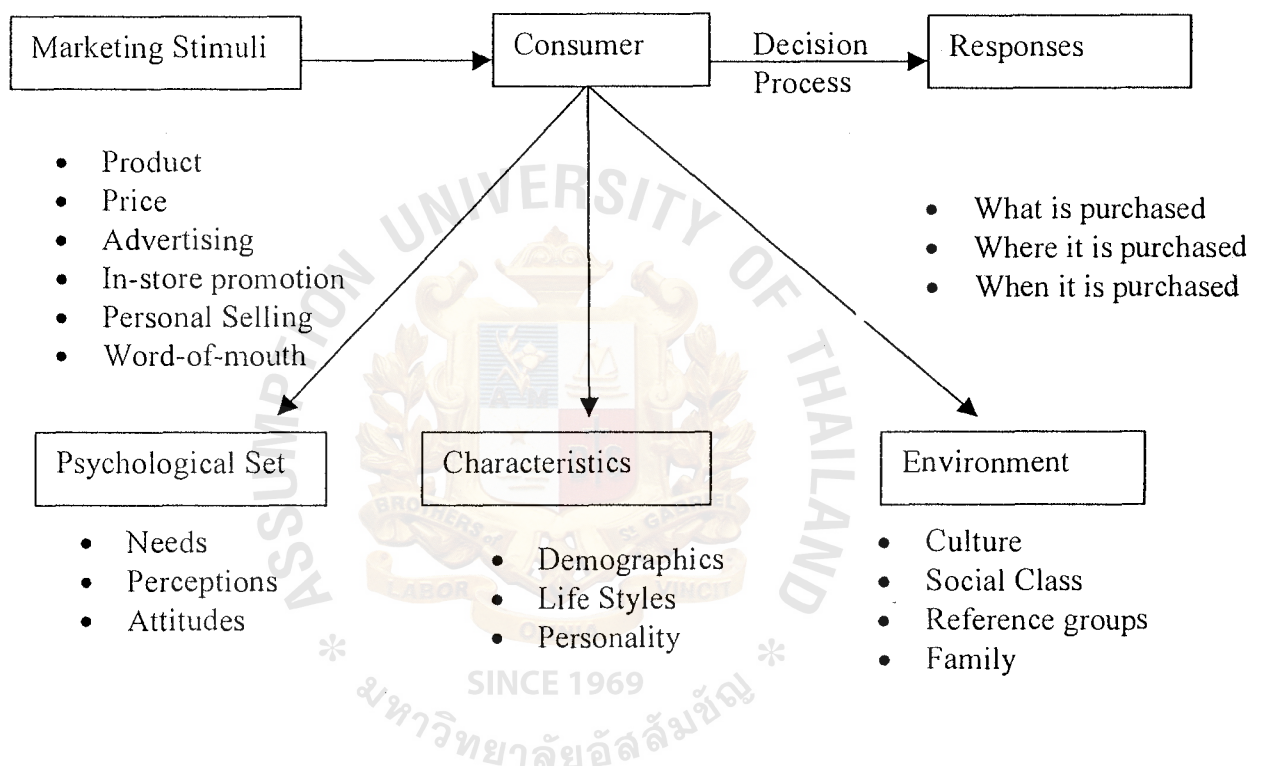


Figure 2.3. A Model of Consumer Behavior (Assael 1981)

To understand consumer buyer behavior is to understand how the person interacts with the marketing mix. As described by Cohen (1991), the marketing mix inputs (or the four Ps of price, place, promotion, and product) are adapted and focused upon the consumer. The psychology of each individual considers the product or service on offer in relation to their own culture, attitude, previous learning, and personal perception. The

consumer then decides whether or not to purchase, where to purchase, the brand that he or she prefers, and other choices.

The purchasing situation includes the physical and social stimuli that are present in the environment where the consumers actually make the purchase (Peter and Olson 2001). Purchase behavior consumers make three types of purchases: trial purchases, repeat purchases, and long term commitment purchases. When the consumer purchases the product for the first time and buys a smaller quantity than usual, this purchase consider as trial. Repeat purchase behavior is close to the concept of brand loyalty, usually signifies that the product meets the consumer's approval and that he or she is willing to use it again and in larger quantities. A consumer usually moves directly from evaluation to a long-term commitment (through purchase), without the opportunity for an actual trial (Schiffman and Kanuk 2000)

## **2.5 Consumer Decision Making & Buying Process**

Decision defined as the selection of an action from two or more alternative choices (Schiffman and Kanuk 1994). The process by which consumers make purchasing decisions must be understood in order to develop strategic applications. Consumer decision making is not a singular process. Consumer decision produces an image of an individual carefully evaluating the attributes of a set of products, brands, or services and rationally selecting the one that solves a clearly recognized need for the least cost

Consumers' decision making becomes more extensive and complex as purchase involvement increases. The lowest level of purchase involvement is representing habitual decisions. As one move from limited decision making toward extended decision making,



information search increases, alternative evaluation becomes more extensive and complex, and post purchase evaluation becomes more thorough (Hawkins, Best and Coney 1991).

Consumer decision processes vary considerably in their complexity (Howard 1989). The range of consumer problem solving approaches can be placed on a spectrum from routine problem solving, to limited problem solving, to extensive problem solving as follows:

Routine Problem Solving (RPS) – when consumers buy the brand that they have purchased before, it usually involves little or no information seeking and is performed quickly. Consumers are brand loyal and tend to buy in a habitual, automatic, and unthinking way.

Limited Problem Solving (LPS) – when consumers buy a new brand in a familiar product category, it usually involves a moderate amount of information seeking a time in choosing.

Extensive Problem Solving (EPS) – when consumers buy in an unfamiliar product category, it usually involves the need to obtain substantial information and longer time to choose. They must form a concept of the new product category and determine the criteria to be used in choosing a brand.

The step consumers made the decision, they have the awareness of the product and then they start to be interest and evaluate and come to the trial of the products and the last is the adoption as shown in figure 2.4. The step of decision making is the problem recognition and start to search the information and choose the alternative. The next step is to purchase and if it's good the consumers will made the post purchase evaluation as shown in figure 2.4 Adoption Process and Steps in extended decision making.

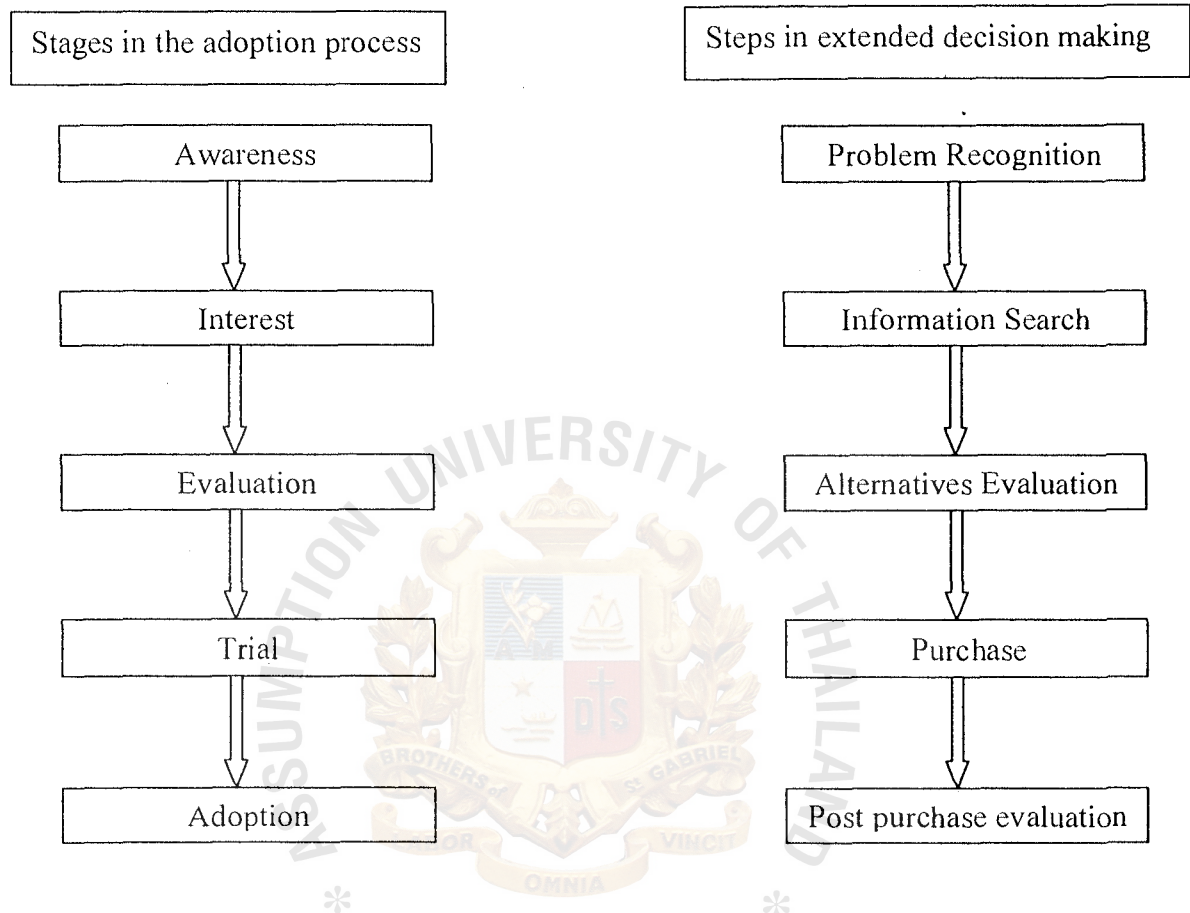


Figure 2.4. Adoption Process and Steps in Extended Decision Making (Hawkins, Best and Coney 1991).

The first dimension distinguishes between decision making and habit. Decision can be made based on a cognitive process of information search and evaluation of brand alternatives. The second dimension provides a distinction between high versus low involvement purchases.

High involvement purchases are purchases that are important to the consumer. Such purchases are closely tied to the consumer's ego and self-image. They have the cognition

first and have the attitude toward the product before they behave as shown in figure 2.5 High-involvement Hierarchy.

High Involvement purchases are purchases that are important to the consumer because they are more socially significant (clothing) or involve greater risk (medicine). High Involvement purchases may require complex decision making or brand loyalty. (Assael). A situation where consumers judge a purchase decision to be important enough for them to engage in extensive information search prior to making the decision (Schiffman and Kanuk 2000).

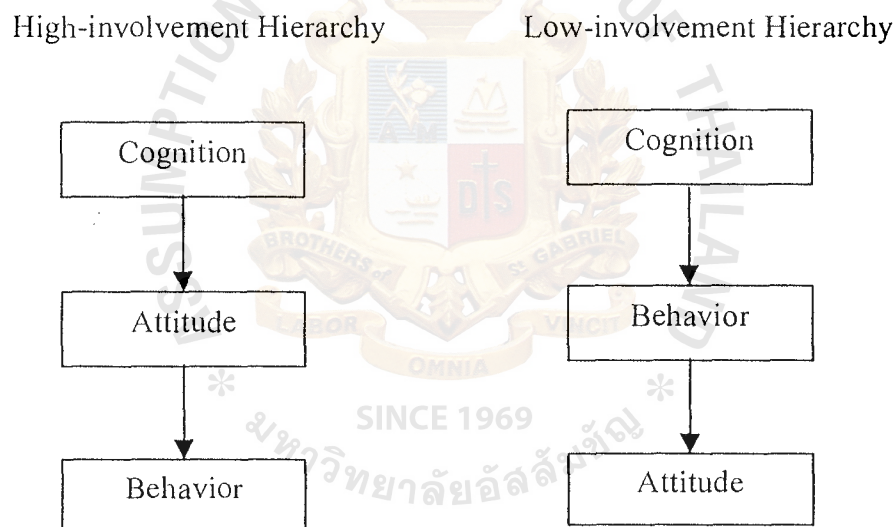


Figure 2.5. The Hierarchy of Effects under High and Low Involvement Conditions (Laudon and Bitta 1993)

Low involvement purchases represent purchases that are not important to the consumer. The low involvements start from recognition and then behave and the last is the attitude as shown in figure 2.5 the low- involvement hierarchy. Financial, social, and psychological risks are not nearly as great. In such cases, it may not be worth the

consumer's time and effort to search for information about brands and to consider a wide range of alternatives. A situation where consumers judge a purchase decision to be so unimportant or routine that they engage in little information is organized, recognized and retained for restively extended periods of time (Schiffman and Kanuk 2000).

Not all decision processes culminate in a purchase, nor do all consumer decisions always include all five stages. Within the consumer buying decision process, buyers search for information through two methods: (Pride and Ferrell 2000).

- (1) Internal Search: Data observed and recorded or collected directly from respondents.
- (2) External Search: Data compiled inside or outside the organization for some purpose other than the current investigation.

Purchasing Behavior (Engel, Blackwell and Miniard 1993).

- (a) Fully planned purchase: Both product and brand are chosen before the store visit.
- (b) Partially planned purchase: There is an intention to buy the product only but brand choice is differed until shopping.
- (c) Unplanned purchase: both the items and brand are chosen in the store. This is often referred to as the impulse purchase. (Engel, Blackwell and Miniard 1993).

Consumer behavior Role (Zaltman and Burger 1975)

We can distinguish five roles people might play in a buying decision:

- (1) Initiator: The individual who determines that some need or want is not being met and authorizes a purchase to rectify the situation. A person who first suggests the idea of buying the product or service.
- (2) Influencer: A person who by some intentional or unintentional word or action influences the purchase decision, the actual purchase, and/or the use of product or service. A person whose view or advice influences the decision.
- (3) Decider: A person who decides on any component of buying decision; whether to buy, what to buy, how to buy, and where to buy.
- (4) Buyer: The person who makes the actual purchase transaction.
- (5) User: The person most directly involved in the consumption or use of the purchase the product or service.

## 2.6 Consumer Attitude

Attitudes can be defined as the way we think, feel, and act toward some aspect of our environment (Hawkins, Best and Coney 1991). Attitude can be defined as simply an overall evaluation (Engel, Blackwell and Miniard 1993). Attitudes are enduring systems of positive or negative evaluations, emotional, feelings, and pro and con action tendencies with respect to social objects (Krech, Crutchfield, and Ballachey, 1962). Attitudes is Evaluate judgments that consumers form of people, objects, and issues (Kardes 1999). Attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object (Schiffman and Kanuk 1994). Attitude is a relatively global and enduring evaluation of an object, issue, person,” or action. Attitudes are learned, and they tend to persist over time. Our attitude reflect the overall evaluation of how much we like the concept based on the set of ads, people, activities, and countries, and scripts for activities.



Attitude is an how positive or negative, favorable or unfavorable, or pro or con a person feels toward an object (Laudon and Bitta 1993). An attitude is an enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of our environment ( Kreach and Crutchfield 1984).

Characteristic of Attitude (Laudon and Bitta 1993)

Attitude has an object.

Attitude must have an object; that is, they must have a focal point - whether it be an abstract concept, such as ethical behavior,” or tangible terms.

Attitudes have direction, degree and intensity

An attitude expresses how a person feels toward an object. It expresses:

- (1) Direction – the person is either favorable or unfavorable toward, or for or against the object
- (2) degree – how much the person either likes or dislikes the object
- (3) Intensity – the level of sureness or confidence of expression about his object or how strongly a person feels about his or her conviction.

Attitude have structure

Attitudes display organization, which means that they have internal consistency and possess interattitudinal centrality. They also tend to be stable, to have varying degrees of salience, and to be generalizable.

Attitude are learned

It is important to recognize that learning precedes attitude formation and change can aid marketers in developing and changing consumer attitudes.

## The Nature of Attitude and Needs

The most frequently used definition of attitude was formulated by Gordon Allport almost fifty years ago. He wrote “attitudes are learned predispositions to respond to an object or class of objects in a consistently favorable or unfavorable way.” Attitude toward brands are consumers’ tendencies to evaluate brands in a consistently favorable or unfavorable way. This evaluation is based on past experience with a brand, currently information and environment influences.

The other thought variable is needs. Needs are directed toward achieving specific goals. Attitudes make it possible to evaluate alternative brands; needs direct the consumer to one brand or another.

### 2.7 Marketing Research

Marketing research is the systematic and objective identification, collection, analysis, dissemination and use of information for the purpose of improving decision making related to the identification and solution of problems (and opportunities) in marketing (Malhotra 1999). Marketing research is the function that links the consumer, customer, and public to the marketer through information - information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the methods for collecting information, manages and implements the data collection process, analyzes, and communicates the findings and their implications. *(American Marketing association - Official Definition of Marketing Research)*

#### Marketing Research Process

#### Step 1 : Problem Definition.

The objective of this research is to find out the consumer attitude toward wine consumption in Thailand.

In defining the problem, the researcher will take into account the purpose of the study, the relevant background information, what information is needed, and how it will be used in decision making.

#### Step 2 : Development of an Approach to the Problem

This process is guided by discussions with management and industry experts, case studies and simulations, analysis of secondary data, qualitative research and pragmatic considerations.

#### Step 3 : Research Design Formulation

Formulating the research design involves the following steps:

- (1) Secondary data analysis
- (2) Qualitative research
- (3) Methods of collecting quantitative data
- (4) Measurement and scaling procedures
- (5) Questionnaire design
- (6) Sampling process and sample size
- (7) Plan of data analysis

#### Step 4 : Field Work or Data Collection

Data collection involves a field force or staff that operates wither in the field, as in the case of personal interviewing from an office by telephone, through mail or

electronically. Proper selection, training, supervision and evaluation of the field force help minimize data-collection errors.

#### Step 5 : Data Preparation and Analysis

Data preparation includes the editing, coding, transcription, and verification of data. Each questionnaire or observation form is inspected, or edited, and if necessary, corrected. Verification ensures that the data from the original questionnaires have been accurately transcribed.

#### Step 6 : Report Preparation and Presentation

The finding should be presented in a comprehensible format so that they can be readily used in the decision making process. In addition, an oral presentation should be made to management using tables, figures, and graphs to enhance clarity and impact.

#### Types of Marketing Research

Traditional marketing research usually divides into:

##### Secondary Research

Usually the easiest and least expensive, secondary research is information that already exists somewhere. It may be a study, a group of articles on a topic, or demographic or statistical data gathered by someone else.

##### Primary Research

Sometimes, the information you need doesn't exist anywhere. You've searched the Internet; you scoured the library, journals and databases all to no avail. That's when you may need to conduct primary research, or research conducted for a specific purpose. The secondary research you may have used was probably someone's primary data once (Wood 2/99)

## 2.8 Characteristics of the Thai consumer

Quality and value for money: Thai consumer remains close to their farming roots and are especially sensitive to the notion of value for money. This has some interesting manifestations. Branding is important, but as an element to estimate value. Although well known brands are popular, the Thai consumer does not necessarily equate an expensive brand with superior quality; indeed purchases are more value-driven.

(a) Impulse buying They often carry huge amounts of cash on shopping an art form. They often carry huge amounts of cash on shopping trips and make spontaneous purchases of high-priced premium brand items. Although Thais are quality-conscious, they are not unsusceptible to brand names, particularly for products that are conspicuous.

(b) Alcohol and tobaccos Thailand is one of the largest and fastest-growing world markets for top-quality Scotch whisky. In the country's predominantly whisky-drinking market, premium Scotch brands outsell mainstream items two to one. The Thai consumer does not favor standard blends because the market is image-driven. Certainly taste is not a high priority—the usual Thai practice of mixing whisky with ice and a large amount of soda in no way contributes to the appreciation of the subtleties of a 12-year-old Scotch.

(c) Careful Shopper Like consumers everywhere, male and female alike, the Thais are highly involved in a purchase. In supermarkets, Thai consumers typically study the alternatives on the shelves, read the packaging carefully and weigh the options before making a choice.

Marketers can whet it in many ways; through better packaging, invitations to learn more about a manufacturer's product, etc.



(1) Experimental     There's no restriction on what Thais will buy. They just buy what they would like to buy.

(2) Health Consciousness a health natural lifestyle is part of Thailand's culture. The food is natural and healthy, people re heard-working and rarely obese.



### **III. RESEARCH METHODOLOGY**

This part presents the research objectives, research methodology, the process of the research study and the statistics used in the test in order to set the research results.

#### **3.1 Research objectives**

The objective of this study is the Thai consumers' attitude toward wine consumption, purchasing behavior and buying decision process of wine.

#### **3.2 Research Methodology**

This research is emphasizing on the consumers attitude toward wine consumption, purchasing behavior and buying decision process which uses the questionnaires to distribute to the respondents who live in Bangkok area and know about the wine.

The steps of this study are as follows:

- (1) Issue 400 sets of questionnaires and distribute to 400 respondents that are selected randomly.
- (2) Help the respondents when they don't understand and wait for respondents to complete the questionnaires and collect it.
- (3) Key data (coding data) in order to input them into the computer to the SPSS program to do the analysis.
- (4) Analyze and conclude the results and presenting.

#### **3.3 Research Design**

The research questions are divided into 5 parts. The questions are as follows:

Part 1: Screening questions used to separate the respondent between persons who like to drink the wine and not drink wine.

Part2: For the respondents who like to drink the wine, there're the questions about the consumers attitude, consumers' behavior and purchasing behavior of wine and the questions about the factors that affect the consumer's decisions.

Part 3: For all respondents, both who like to drink the wine and not drink wine. There're the questions about the consumer attitude toward wine consumption, consumers behavior and purchasing behavior of wine and factors that affect the consumer's decisions.

Part 4: For the respondents who do not drink wine, the questions are about the consumer attitude and consumer decision of wine purchasing.

Part 5: It is general personal information of the correspondent. It includes gender, age, education, occupation and level of income. This information presents a good background of the respondents and is useful in interpreting the results.

### **3.4 Data Collection**

This study has collected data from various sources as follows:

- (1) All available documents related to consumer behavior in Thailand.
- (2) Several authors wrote about consumer behavior, marketing strategy found in text book, journals, articles, published (newspaper, magazine, Internet).
- (3) Useful information about problem, strategy, tactics, and marketing plan, etc.
- (4) Questionnaires distributed directly and sampling in Bangkok.

We cannot estimate the amount of wine consumers in Thailand. So, the non-probability sampling is selected. The stratified sampling is the most suitable for data collection. The respondents are anyone who know wine, whether they are wine consumers or not.

### 3.5 Determined the Sampling Size

For this particular research, the sample size is determined from the convenience sampling by estimating a Population Proportion. The requirements for this sample size are the specification for the acceptable level of sampling error, specification of the acceptable level of confidences in standard error or Z values and an estimate of the true proportion of the population (Daniel and Gates 1998). The formula is written as:

$$N = Z^2 p (1-p) / E^2$$

Where

N = Sample Size

E = Allowable error (precision require)

Z = Z score based on research's desired level of Confidence

P = Population proportion that has the required characteristic (or estimate)

Then

E Represent 3%. The desired maximum sampling error

Z Represent 1.96. Select 95% level of confidence

P Represent 90% of customer who knows wine

$$N = 1.96^2 (0.90) (1-0.90) / 0.03^2$$

$$N = 384.16 \quad \text{Minimum Sample Size}$$

The 400 sample size is applied for this study

### 3.6 Data Analysis

The SPSS software application has been used to find out the consumer attitudes in statistical methods such as table of frequencies, mean, standard deviation and chi-square. Use the result to make the understanding the consumers' attitude, consumers' behavior and purchasing behavior of wine and the factor that affect the consumer's decisions.

The steps in the analysis of data are as follows:

- (1) Set the variable for each question and answer in the Statistical Package for Social Sciences (SPSS) program and fill the data in the SPSS program.
- (2) Respondent status and background data were collected and organized according to status and background factors. Frequency and percentage within these categories were calculated.
- (3) Those scores of each question were derived and collated within the dimension of the instrument, mean and standard deviation calculated.
- (4) Level of importance that was ranked for traits was analyzed by SPSS program.

All statistical tests used a 95% level of confidence standard ( $p < 0.05$ ) as a test for statistical significance.



#### IV. DATA ANALYSIS

From the research process, the questionnaires are based on the attitudes and behavior of Thai consumers toward wine consumption and the purchasing behavior. The output of questionnaire is analyzed by using Statistical Package for Social Sciences (SPSS) Software.

Table 4.1. The Output of Respondent's Gender.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	320	80.0	80.0	80.0
	female	80	20.0	20.0	100.0
	Total	400	100.0	100.0	



Figure 4.1. The Gender Proportions of Wine Consumers.

The results of 400 questionnaires are classified as male which is 80%, and 20% female.

Table 4.2. The Output of Respondent's Age.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 18	13	3.3	3.3	3.3
	18-24	67	16.8	16.8	20.0
	25-30	134	33.5	33.5	53.5
	31-35	95	23.8	23.8	77.3
	36-45	61	15.3	15.3	92.5
	46-60	26	6.5	6.5	99.0
	more than 61	4	1.0	1.0	100.0
	Total	400	100.0	100.0	

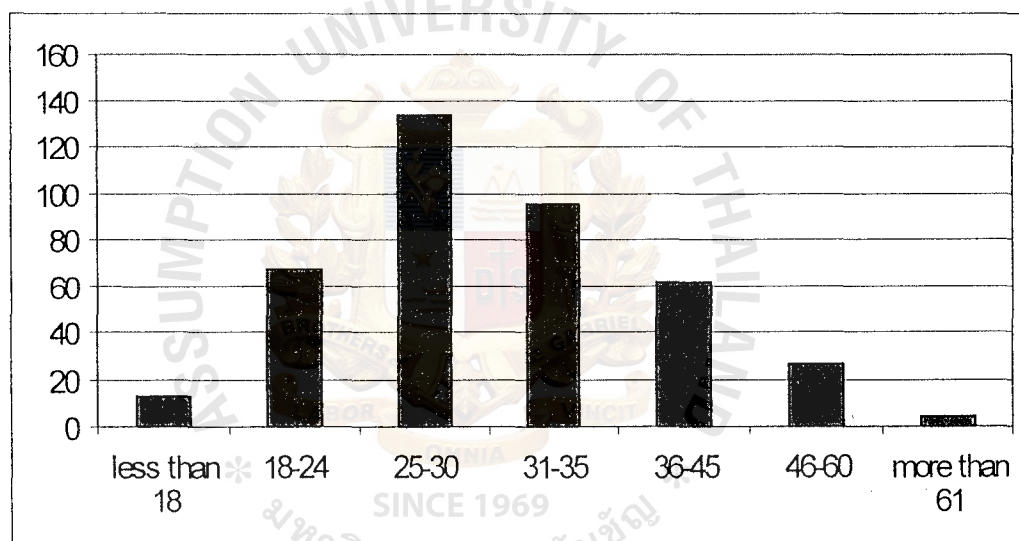


Figure 4.2. The Age Proportions of Wine Consumers.

The respondents are aged less than 18 years old is 3.3%, age between 18-24 is 16.8%, age between 25-30 is 33.5%, age between 31-35 is 23.8%, age between 36-45 is 15.3%, age between 46-60 is 6.5% and more than 61 years old is 1%.

Table 4.3. The Output of Respondent's Education.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	secondary school	41	10.3	10.3	10.3
	collage	72	18.0	18.0	28.3
	bachelor degree	197	49.3	49.3	77.5
	master degree	75	18.8	18.8	96.3
	doctorial and above	15	3.8	3.8	100.0
	Total	400	100.0	100.0	

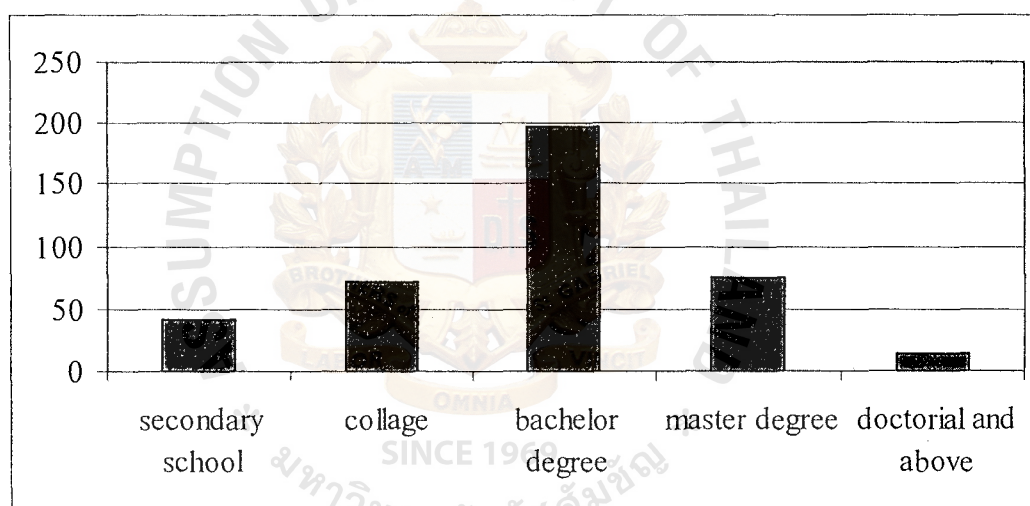


Figure 4.3. The Education Proportions of Wine Consumers.

The respondents education are secondary 10.3%, collage 18%, bachelor degree 49.3%, master degree 18.8% and doctor and above 3.8%.

Table 4.4. The Output of Respondent's Occupation.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	68	17.0	17.0	17.0
	employee officer sales	209	52.3	52.3	69.3
	teacher	9	2.3	2.3	71.5
	business & businessman	56	14.0	14.0	85.5
	bureaucracy	25	6.3	6.3	91.8
	housewife	5	1.3	1.3	93.0
	freelance	28	7.0	7.0	100.0
	Total	400	100.0	100.0	

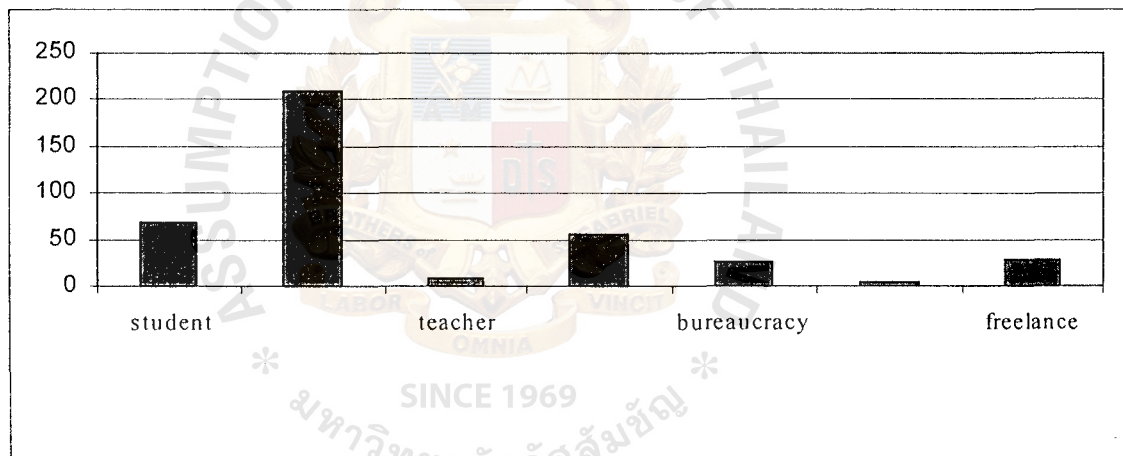


Figure 4.4. The Occupation Proportions of Wine Consumers.

The respondents are students 17%, employees or sales persons or officer 52.3%, teacher 2.3%, businessman 14.0%, bureaucracy 6.3%, housewife 1.3% and freelance 7.0%.

Table 4.5. The Output of Respondent's Income.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 10,000	71	17.8	17.8	17.8
	10,001-15,000	64	16.0	16.0	33.8
	15,001-20,000	70	17.5	17.5	51.3
	20,001-30,000	82	20.5	20.5	71.8
	30,001-40,000	48	12.0	12.0	83.8
	40,001-50,000	35	8.8	8.8	92.5
	50,001-100,000	21	5.3	5.3	97.8
	more than 100,001	9	2.3	2.3	100.0
	Total	400	100.0	100.0	

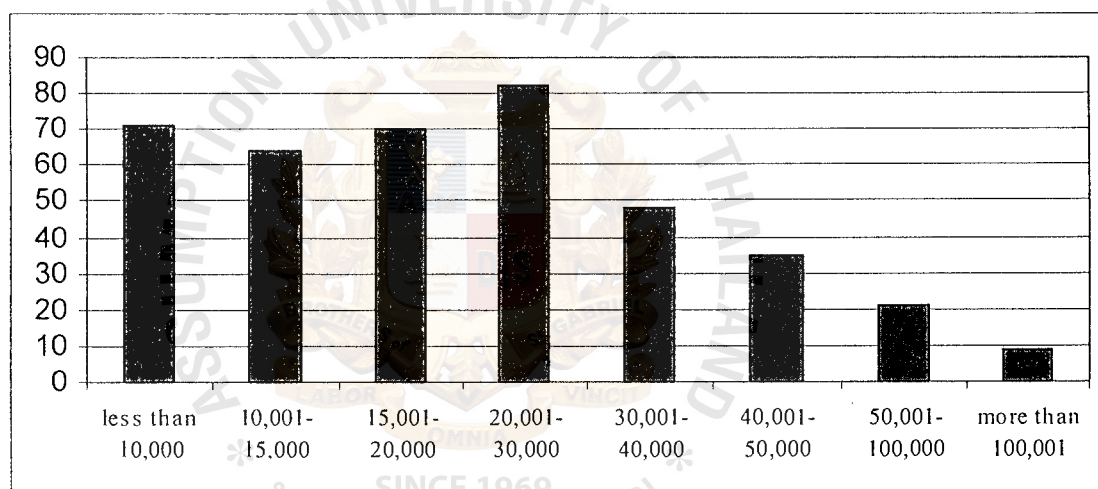


Figure 4.5. The Income Proportions of Wine Consumers.

The respondents' income is less than 10,000 baht is 17.8%, 10,001-15,000 baht is 16%, 15,001-20,000 baht is 17.5%, 20,001-30,000 baht is 20.5%, 30,001-40,000 baht is 12%, 40,001-50,000 baht is 8.8%, 50,001-100,000 baht is 5.3% and more than 100,000 baht is 2.3%.

Table 4.6. The Output of Respondent's Marital Status.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	248	62.0	62.0	62.0
	divorce	1	.3	.3	62.3
	marry with no child	55	13.8	13.8	76.0
	marry and have child	96	24.0	24.0	100.0
	Total	400	100.0	100.0	

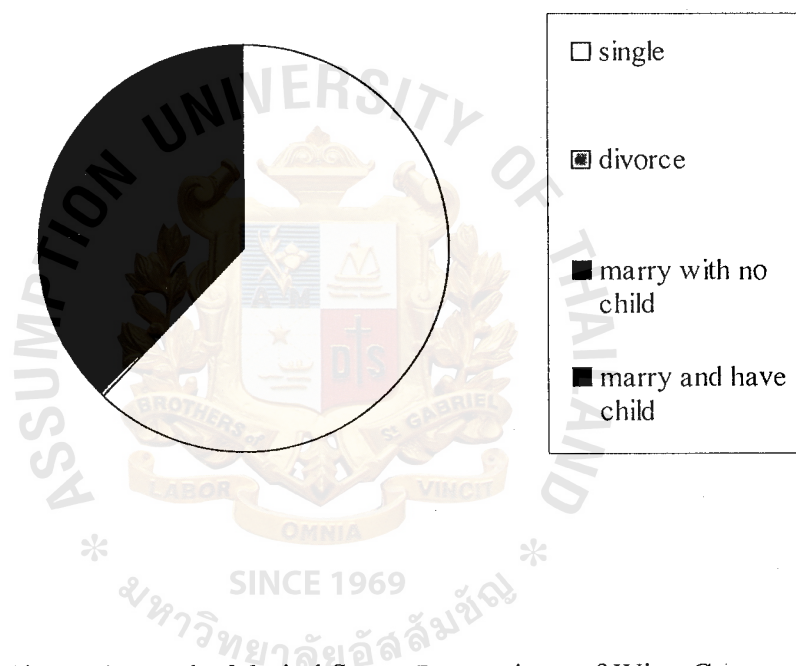


Figure 4.6. The Marital Status Proportions of Wine Consumers.

The respondents' marital status for single is 62%; divorce is .3%, married with no child is 13.8% and married with child is 24%.



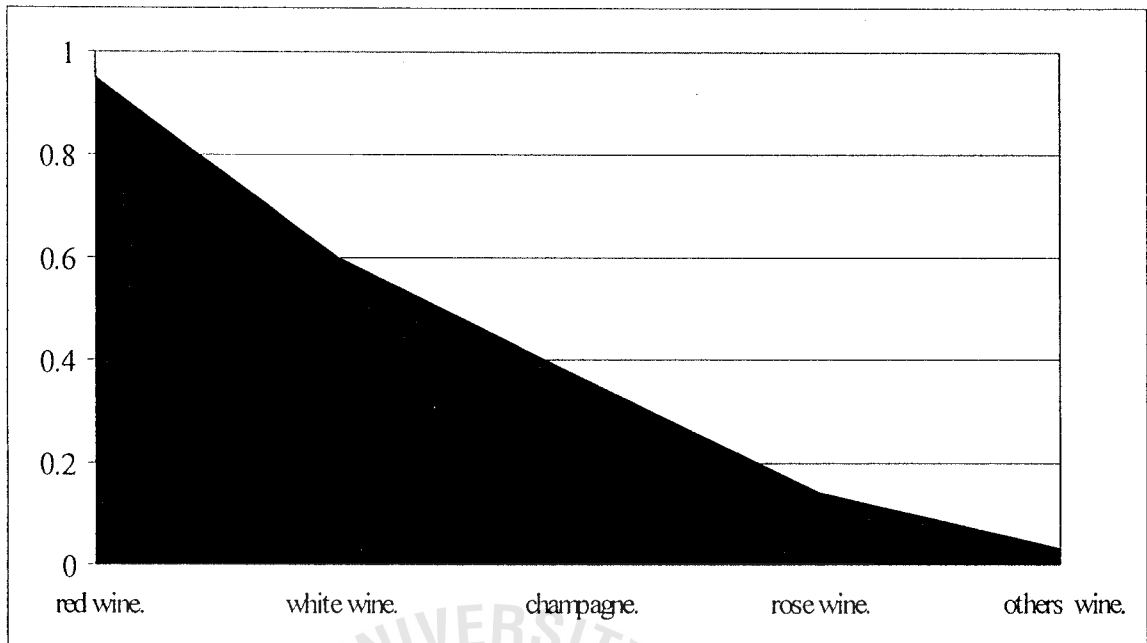


Figure 4.7. The Wine Preference for Both Genders of Consumers.

Table 4.7. The Output of the Wine preferences for Both Genders of Consumers.

Descriptive Statistics

	Mean	Std. Deviation
Respondent like to drink red wine.	.95	.212
Respondent like to drink white wine.	.60	.492
Respondent like to drink champagne.	.37	.484
Respondent like to drink rose wine.	.14	.348
Respondent like to drink others wine.	.03	.169
Valid N (list wise)		

The table shows that both genders like to drink red wine the most which Mean is .95 and white wine the second which Mean is .6 and the third is champagne which mean is .37 and for the rose wine is the last which mean is .14. The respondents like to drink the others mean is .03.

## Descriptive - Male

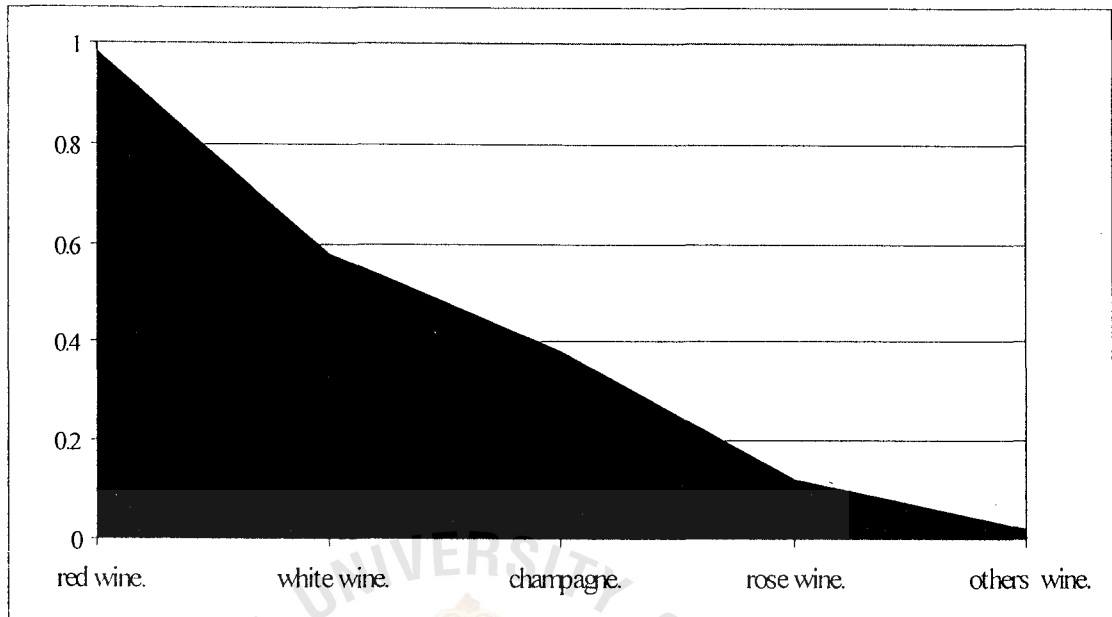


Figure 4.8. The wine preference for male consumers.

Table 4.8. The Output of the Male Consumes of Wine Preferences.

### Descriptive Statistics

	Mean	Std. Deviation
Respondent like to drink red wine.	.98	.140
Respondent like to drink white wine.	.58	.495
Respondent like to drink champagne.	.38	.488
Respondent like to drink rose wine.	.12	.325
Respondent like to drink others wine.	.02	.140
Valid N (list wise)		

The table shows that males like to drink red wine the most which Mean .98 and white wine the second which Mean is .58 and the third is champagne which mean is .38 and for the rose wine is the last which mean is .12. The respondents like to drink the others mean is .02.

# Descriptive - Female

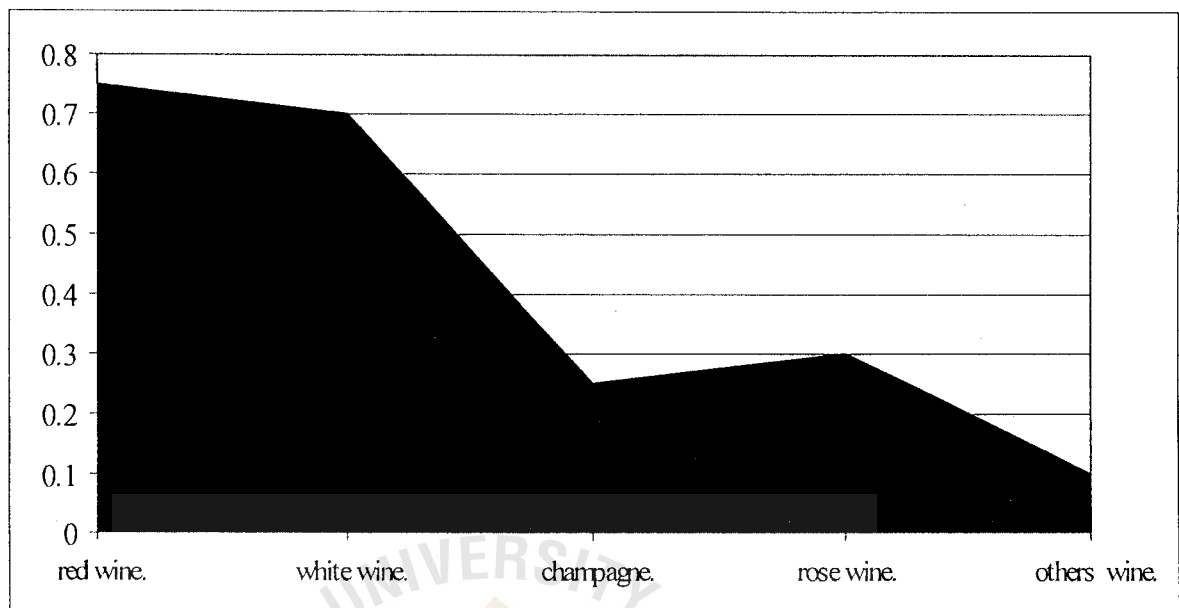


Figure 4.9. The Wine Preference for Female Consumers.

Table 4.9. The Output of the Female Consumers of Wine Preferences.

	Mean	Std. Deviation
Respondent like to drink red wine.	.75	.444
Respondent like to drink white wine.	.70	.470
Respondent like to drink champagne.	.25	.444
Respondent like to drink rose wine.	.30	.470
Respondent like to drink others wine.	.10	.308
Valid N (list wise)		

The table shows that females like to drink red wine the most which Mean .75 and white wine the second which Mean is .70 and the third is champagne which mean is .25 and for the rose wine is the last which mean is .30. The respondents like to drink the others mean is .10.

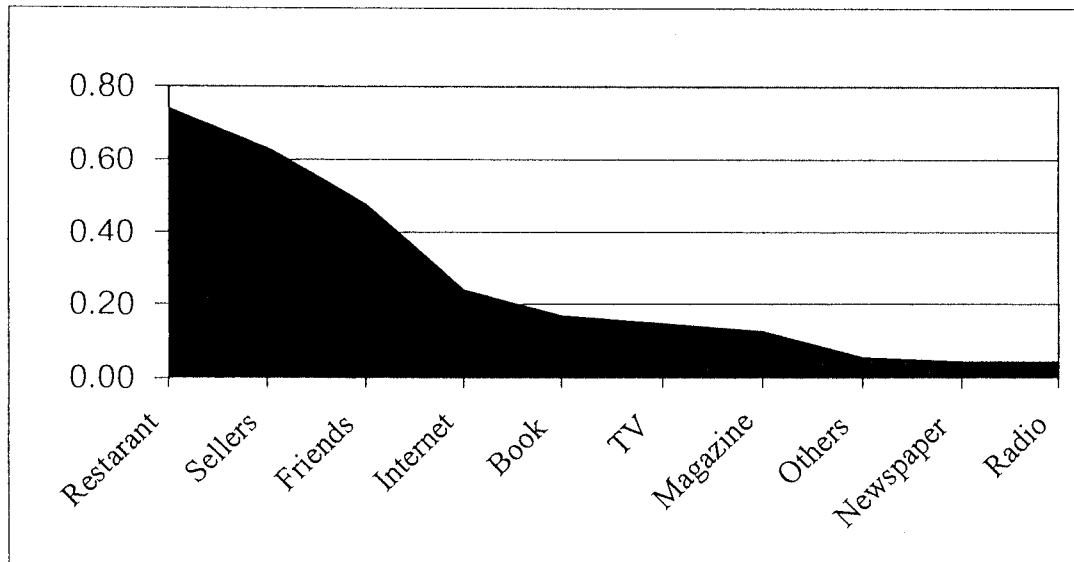


Figure 4.10. The Wine Consumers Received Information from.

Table 4.10. The Output of Wine Consumers Received Information from.

	Mean	Std. Deviation
Restaurant	0.74	0.44
Sellers	0.63	0.48
Friends	0.47	0.50
Internet	0.24	0.43
Book	0.17	0.38
TV	0.15	0.35
Magazine	0.12	0.33
Others	0.05	0.22
Newspaper	0.04	0.20
Radio	0.04	0.20

The table shows the factors that the consumers receive the information of the wine the most are from the restaurant which mean is 0.74 with the standard deviation is 0.44. The sellers are the second to provide the information to the consumers which mean is 0.63 with the standard deviation is 0.48. The third factor that provides the information of wine is friend which mean is 0.47 with the standard deviation is 0.50. For the last factors that consumers received the information the least is newspaper and radio equally which mean's 0.04 and the standard deviation is 0.20.

Table 4.11. The Output of Place that Consumers like to drink the Wine.

Descriptive Statistics

	Mean	Std. Deviation
Usually respondents drink wine at restaurant.	.94	.246
Usually respondents drink wine at home.	.80	.405
Usually respondents drink wine at pub and bar.	.82	.386
Usually respondents drink wine at the parties.	.90	.300
Usually respondents drink wine at the others.	.02	.132
Valid N (list wise)		

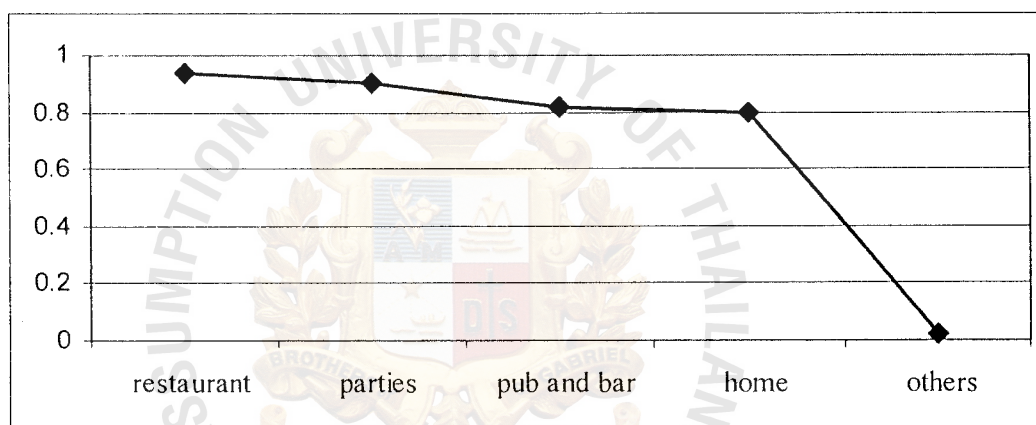


Figure 4.11. The Place that Consumers like to drink the Wine.

The place that consumers like to drink wine, the most favorite place that consumers like to drink wine is restaurants which mean is .94%, the second place at the parties which mean is .90, the third is like to drink at pub and bar which is .82%, and like to drink at home is .8, and the other places that consumers like to drink the wine is .02.

Table 4.12. The Output of Person who Influences the Respondents to Buy the Wine.

Descriptive Statistics

	Mean	Std. Deviation
Friends influence the respondent to buy the wine.	.18	.386
Family influences the respondent to buy the wine.	.00	.000
Sellers influence the respondent to buy the wine.	.06	.239
Yourself influence the respondent to buy the wine.	.98	.154
Others influence the respondent to buy the wine.	.00	.000
Valid N (list wise)		

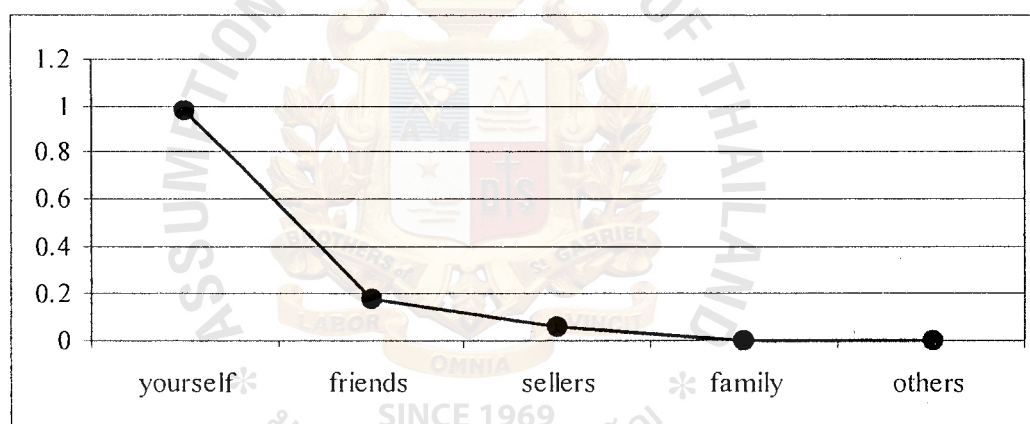


Figure 4.11. The Person who Influences the Respondents to Buy the Wine

The persons who influences the respondents to buy the wine the most is the consumers themselves which mean is .98, friends .18, sellers .06, and last to is family and others persons is 0.



Table 4.13. The Output of Average times Consumers Drink the Wine.

How often you drink the wine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	everyday	12	3.0	7.0	7.0
	3-4 times a week	14	3.5	8.2	15.2
	1-2 times a week	27	6.8	15.8	31.0
	1-2 times a month	39	9.8	22.8	53.8
	less than 1 times a month	25	6.3	14.6	68.4
	only for special occasions	54	13.5	31.6	100.0
	Total	171	42.8	100.0	
Missing	System	229	57.3		
Total		400	100.0		

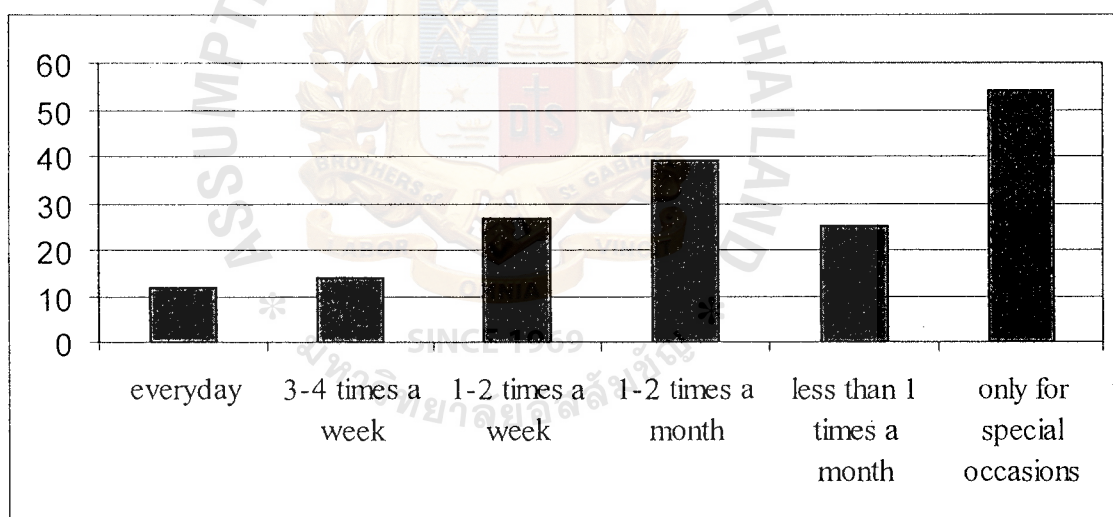


Figure 4.13. The Average times Consumers Drink the Wine.

The consumers like to drink wine everyday 7%, 3-4 times a week 8.2%, 1-2 times a week 15.8%, 1-2 times a month 22.8%, less than 1 time a month 14.6% and only for special occasions is 31.6%.

Table 4.14. The Relation of Gender toward how often they drink the Wine.

How often you drink the wine? \* Gender Cross tabulation

		Gender		Total
		male	female	
How often you drink the wine?	everyday	11	1	12
		7.3%	5.0%	7.0%
	3-4 times a week	12	2	14
		7.9%	10.0%	8.2%
	1-2 times a week	25	2	27
		16.6%	10.0%	15.8%
	1-2 times a month	30	9	39
		19.9%	45.0%	22.8%
	less than 1 times a month	21	4	25
		13.9%	20.0%	14.6%
	only for special occasions	52	2	54
		34.4%	10.0%	31.6%
Total		151	20	171
		100.0%	100.0%	100.0%

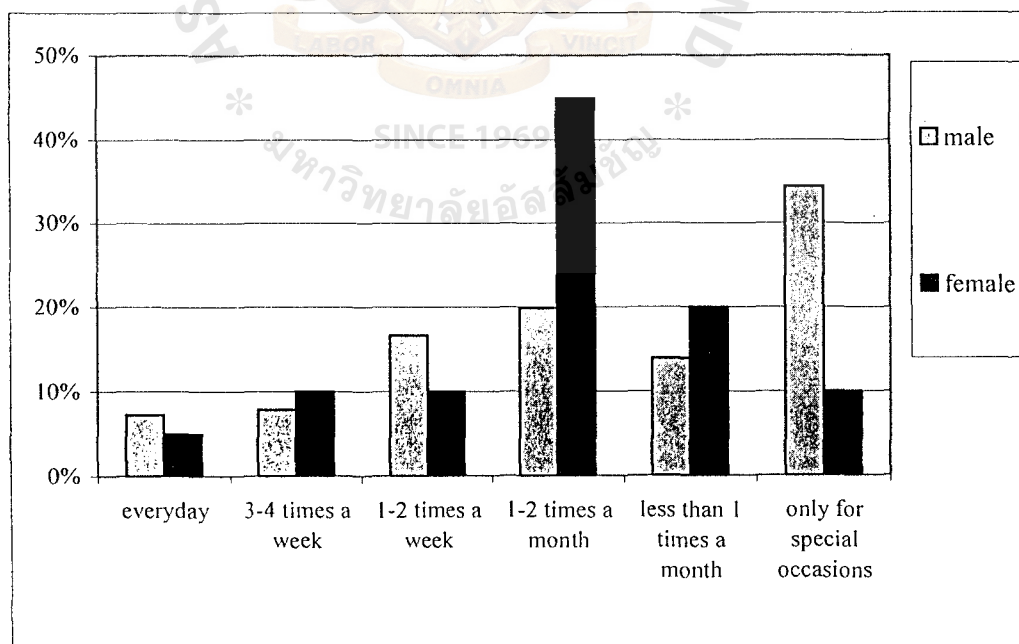


Figure 4.14. The Gender toward how often they drink the Wine.

The male consumers drink wine everyday 7.3%, female 5%. The male consumers drink wine 3-4 times a week 7.9%, female 10%. The male consumers drink wine 1-2 times a week 16.6%, female 10%. The male consumers drink wine 1-2 times a month 19.9%, female 45%. The male consumers drink wine less than one time a month 13.9%, female 20%. The male consumers drink wine only for special occasions 34.4%, female 10%.

Table 4.15. Table of Chi-Square Tests of the Genders toward the frequency of drinking Wine.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.382	5	.095
Likelihood Ratio	9.547	5	.089
Linear-by-Linear Association	.798	1	.372
N of Valid Cases	171		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is 1.40.

This table shows that there's not significant ( $.095 > .05$ ) between two variables. The consumers who are of the different genders are not different in the often of drinking wine.

Table 4.16. The Output of Average Glasses of Wine Consumers drinks the Wine.

Average you drink the wine per time how many glasses?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 glass	42	10.5	24.6	24.6
	2-3 glasses	82	20.5	48.0	72.5
	4-5 glasses	41	10.3	24.0	96.5
	more than 5 glasses	6	1.5	3.5	100.0
	Total	171	42.8	100.0	
Missing	System	229	57.3		
Total		400	100.0		

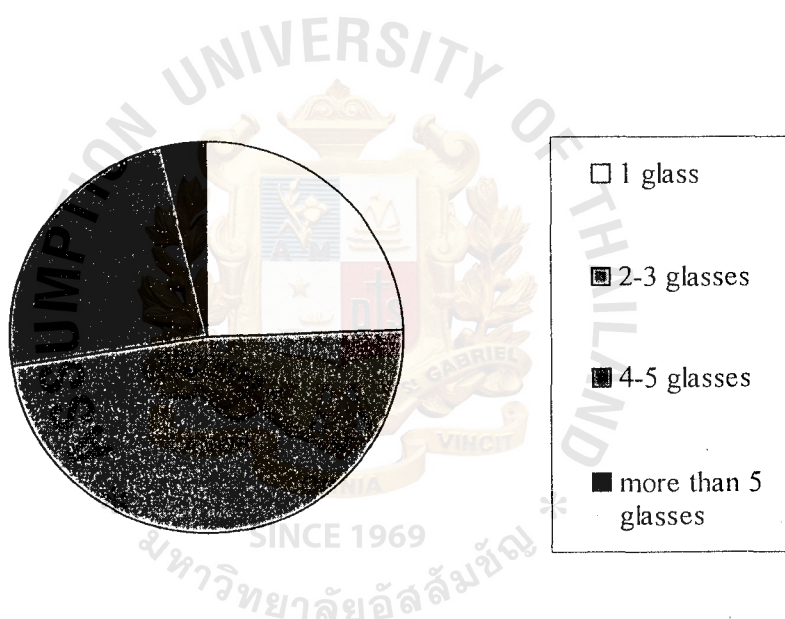


Figure 4.15. The Average Glasses of Wine Consumers Drink the Wine.

The consumers like to drink the wine one glass per time is 24.6%, 2-3 glasses per time is 48%, 4 -5 glasses per time is 24% and more than 5 glasses 3.5%.

Table 4.17. The Relation of Gender of Consumers' toward Promotion.

Gender \* promotions Cross tabulation

		promotions				Total
		2	3	4	5	
Gender	male	1	45	244	27	317
		.3%	14.2%	77.0%	8.5%	100.0%
	female	1	13	63	3	80
		1.3%	16.3%	78.8%	3.8%	100.0%
Total		2	58	307	30	397
		.5%	14.6%	77.3%	7.6%	100.0%

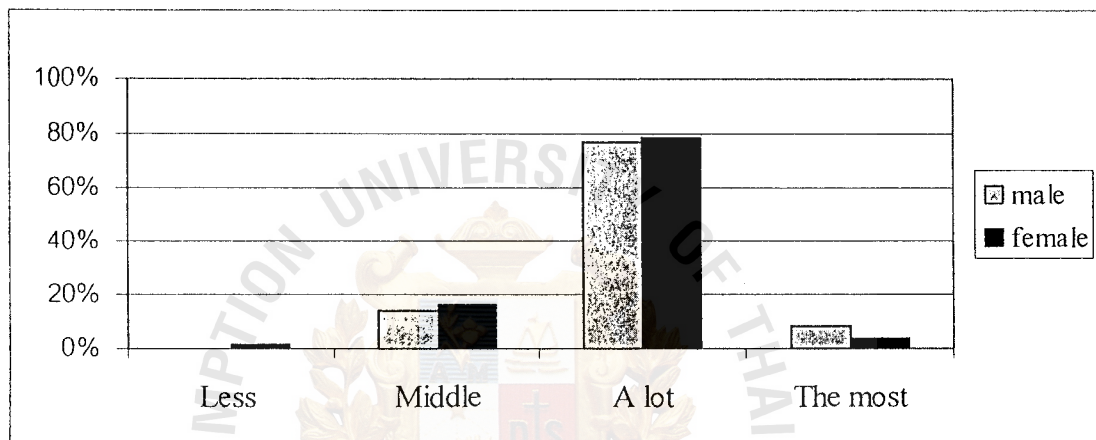


Figure 4.16. The gender of consumers' toward promotion.

The Consumers in both genders have perception toward the promotion is close.

Table 4.18. Table of Chi-Square Tests of the Promotion for both Genders.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.239	3	.356
Likelihood Ratio	3.345	3	.341
Linear-by-Linear Association	2.045	1	.153
N of Valid Cases	397		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .40.

This table shows that there are not significance ( $.356 > .05$ ) the consumers attitude toward promotion between 2 genders is not different.

Table 4.19. The Output of Factors that Consumers Prefer.

Descriptive Statistics		
	Mean	Std. Deviation
Quality	4.17	0.46
Price	4.00	0.42
Promotion	3.92	0.49
Suggest	3.88	0.53
Occasions	3.85	0.62
Advertising	3.66	0.69
Package	3.42	0.58
Seller	3.23	0.54
Atmosphere	3.03	0.43

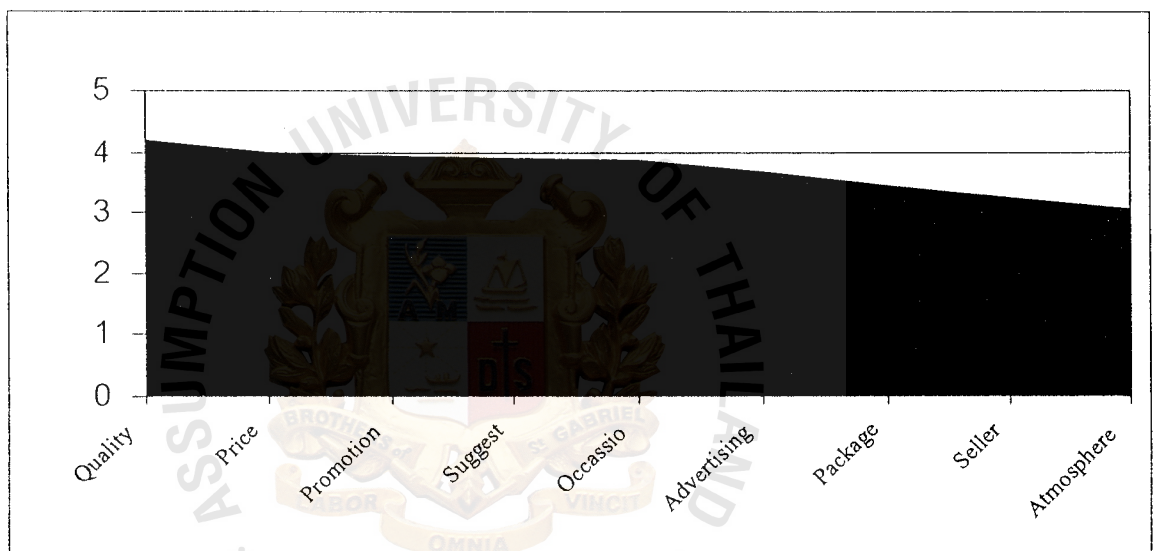


Figure 4.17. The Factors that Consumers Prefer.

The table shows the factors that affect the consumers to buy the wine. The Quality is the most important in consumers perspective which mean is 4.17 with the standard deviation is 0.46. Consumers perceived that the quality is the most important for the wine product. The price is the second factor that affects the consumers which mean is 4.00 and the standard deviation is 0.42. The promotion is the third factor that affects the consumers which mean are 3.92 and the standard deviation is 0.49. The atmosphere of the shop is the lowest factor that affects consumers to buy the product which means is 3.03 and the standard deviation is 0.43.



Table 4.20. The Output of the Factors that can affect the Consumers' Decisions.

Descriptive Statistics

	Mean	Std. Deviation
Advertising	3.66	.687
suggestion	3.88	.526
occasions	3.85	.616
price	4.00	.420
quality	4.17	.456
seller	3.23	.542
atmosphere	3.03	.428
package	3.42	.578
promotions	3.92	.486
Buy 1 get 1	3.94	.468
Discount	3.79	.572
Premium	3.36	.607
Coupon	2.97	.552
Sweepstake	2.59	.551
Lucky draw	2.63	.551

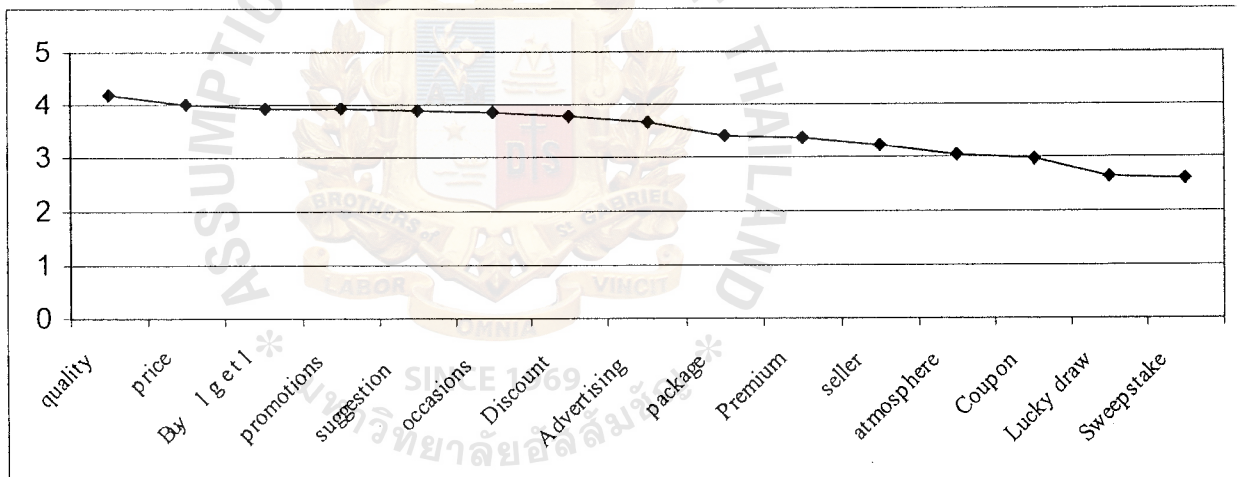


Figure 4.18. The Factors that can affect the Consumers' Decisions

The table shows that the quality is the most important factor that is in the consumers perceptions which mean is 4.17 and the second thing in consumers perception is the price which mean is 4.00. For the third is the promotion of buy one get one free which mean is 3.94 and the promotion is also important which mean is 3.92. The others factor is also important in consumers' mind but the last 2 factors that consumers perceive that least important is the promotion lucky draw which mean is 2.63 and the sweepstake mean is 2.59.

Table 4.21. The Outputs of Reasons of Consumers who not like to drink the Wine.

Descriptive Statistics

	Mean	Std. Deviation
no chance	.40	.491
not drink	.35	.478
no useful	.17	.375
not like	.15	.355
waste	.44	.497
worse	.14	.350
Too expensive	.15	.355
not know	.26	.438
others	.00	.000
Valid N (list wise)		

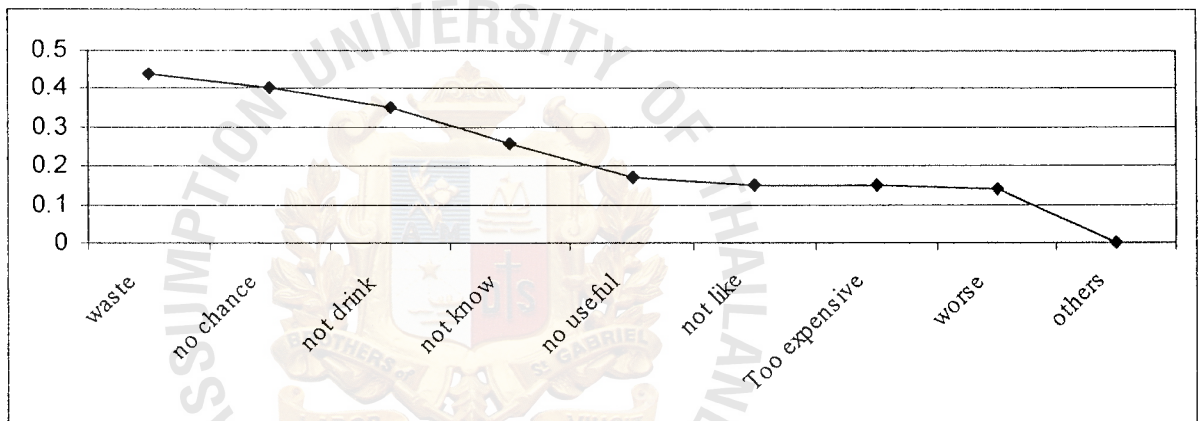


Figure 4.19. The Reasons of Consumers who not drink wine not drink the Wine.

The reason that most consumers do not drink wine is waste which mean is .44 and the second reason that consumers not drink wine is no chance which mean is .40. The third factor that consumer not drink wine is they do not like to drink or not drink alcohol which mean is .35. The fourth factor is they do not know how to choose the wine which mean is .26. The other factors is close reasons why they do not drink such as they think that not useful mean is .17 , not like the wine taste and too expensive mean is .15 and the last they think that wine make the worse health is .14.

Table 4.22. The Relation of Consumers' Income toward each type of Promotions.

	Less than 10,000	10,001- 15,000	15,001- 20,000	20,001- 30,000	30,001- 40,000	40,001- 50,000	50,001- 100,000	More than 100,001
Buy 1 get 1	4.04	3.97	3.94	3.92	3.81	3.97	3.95	3.78
Discount	3.99	3.81	3.80	3.81	3.48	3.71	3.81	3.78
Premium	3.48	3.55	3.37	3.33	3.06	3.34	3.24	3.33
Coupon	3.07	3.08	2.94	2.87	2.81	3.06	2.90	3.00
Sweepstake	2.54	2.59	2.74	2.42	2.71	2.69	2.52	2.33
Lucky draw	2.45	2.56	2.79	2.65	2.77	2.71	2.57	2.44

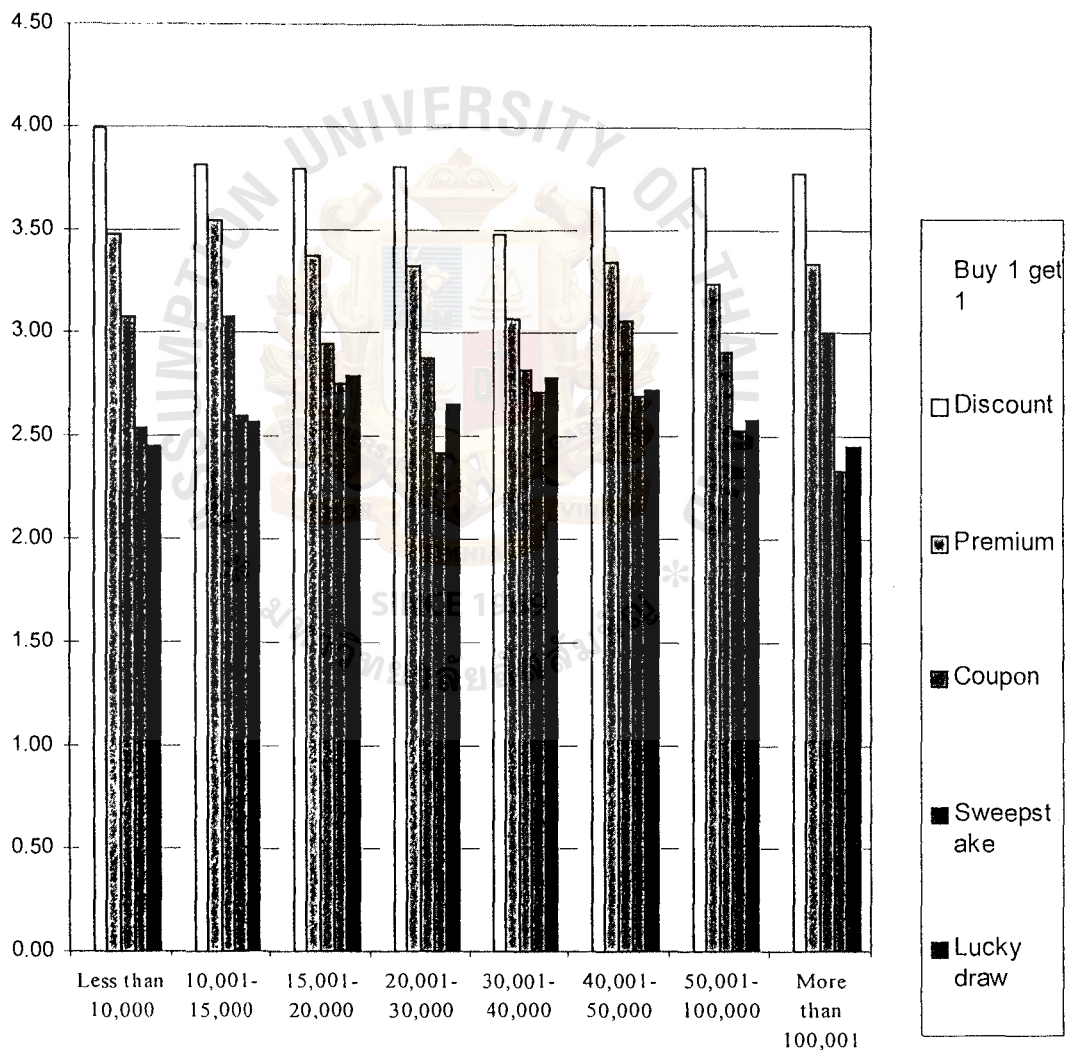


Figure 4.20. The Consumers' Income toward each type of Promotions.

From this table, the income has the affect toward the promotions. The lower income levels tend to be interested in the promotions more than the persons who have higher income. The promotions that consumers like the most is buy one get one free in all income level. Discount is the second promotion that consumers are interested in all incomes level.

Table 4.23. The Relation of Consumers' Income toward the Drink the Wine or not.

Income \* do you drink the wine? Cross tabulation

			Do you drink the wine?		Total
			no	yes	
Income	less than 20,000	Count	164	41	205
		% within Income	80.0%	20.0%	100.0%
	20,001-30,000	Count	41	41	82
		% within Income	50.0%	50.0%	100.0%
	30,001-40,000	Count	14	34	48
		% within Income	29.2%	70.8%	100.0%
	more than 40,000	Count	10	55	65
		% within Income	15.4%	84.6%	100.0%
Total		Count	229	171	400
		% within Income	57.3%	42.8%	100.0%

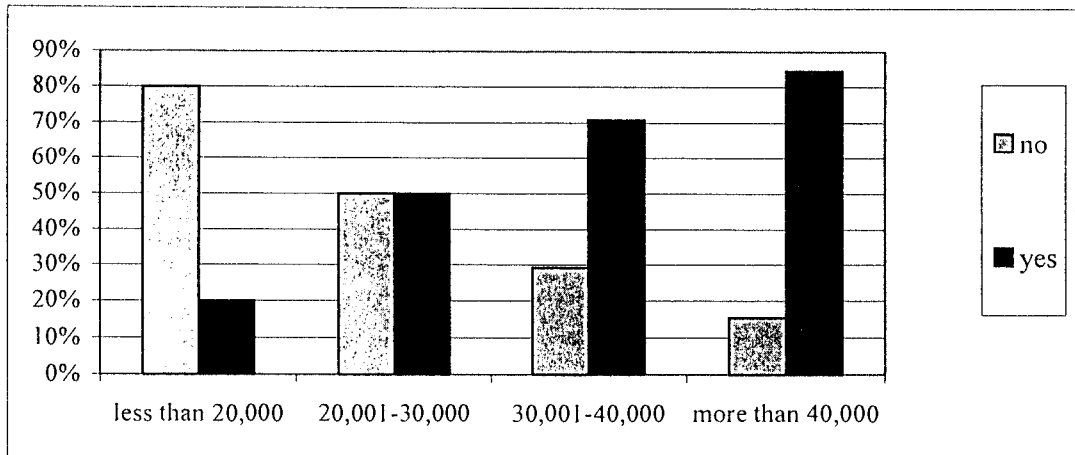


Figure 4.21. The Consumers' Income toward the Drink the Wine or not.

The consumers who have the higher income lead to more numbers of the persons who drink wine. The consumers who have income less than 20,000 baht drink wine 20%. The consumers who have income between 20,001 – 30,000 baht drink wine 50%. The consumers who have income between 30,001 – 40,000 baht drink wine 70.8%. The consumers who have income more than 40,000 baht drink wine 84.6%.

Table 4.24. Table of Chi-Square Tests of the Consumers' Income toward the Drink the Wine or not.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	107.130	3	.000
Likelihood Ratio	113.476	3	.000
Linear-by-Linear Association	104.608	1	.000
N of Valid Cases	400		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.52.

This table shows that there are significance ( $.000 < .05$ ) between two variables. The consumers who have different income are different in the number of consumers who drink wine.

Table4.25. The Relation of Income between the Consumers toward the Occasions.

Occasions \* Income Cross tabulation

			Income				Total
			less than 20,000	20,001-30,000	30,001-40,000	more than 40,000	
occasions	A little	Count	2		1		3
		% within Income	1.0%		2.1%		.8%
	Medium	Count	91	2	2	5	100
		% within Income	44.4%	2.5%	4.2%	7.7%	25.2%
	A lot	Count	95	69	42	41	247
		% within Income	46.3%	87.3%	87.5%	63.1%	62.2%
	The most	Count	17	8	3	19	47
		% within Income	8.3%	10.1%	6.3%	29.2%	11.8%
Total		Count	205	79	48	65	397
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

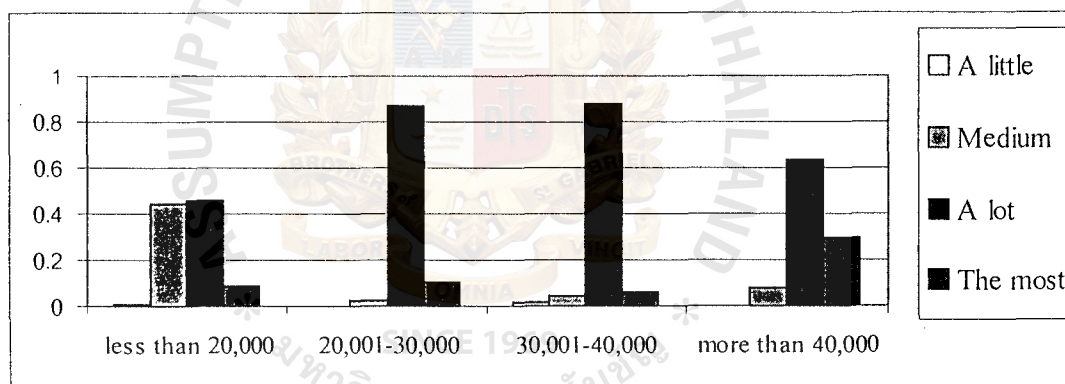


Figure 4.22. The Income of the Consumers toward the Occasion.

The consumer who has lower income perceived that the special occasion has a lot of importance is 46.3%. For consumers who have income between 20,001-30,000 see the importance of special occasion is 87.3%, income between 30,001- 40,000 is 87.5% and more than 40,001 is 63.1%. And special occasion the income more than 40,000 perceived that the most important is 29.2%.



Table 4.26. Table of Chi-Square Tests of income of the Consumers toward the Occasion

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	106.273	9	.000
Likelihood Ratio	114.445	9	.000
Linear-by-Linear Association	52.591	1	.000
N of Valid Cases	397		

a 4 cells (25.0%) have expected count less than 5. The minimum expected count is .36.

This table show that there are significance ( $.000 < .05$ ) between two variables. The consumers who have different incomes perceived the special occasions differently.

Table 4.27. The Relation of the Income toward the how often they drink the Wine.

Cross tab

		everyday	3-4 times a week	1-2 times a week	1-2 times a month	less than 1 times a month	only for special occasion	Total
Income	less than 20,000	1	3	7	11	8	11	41
		2.4%	7.3%	17.1%	26.8%	19.5%	26.8%	100.0%
	20,001-30,000	0	0	11	8	9	13	41
		.0%	.0%	26.8%	19.5%	22.0%	31.7%	100.0%
	30,001-40,000	1	1	5	5	3	19	34
		2.9%	2.9%	14.7%	14.7%	8.8%	55.9%	100.0%
	more than 40,000	10	10	4	15	5	11	55
		18.2%	18.2%	7.3%	27.3%	9.1%	20.0%	100.0%
Total		12	14	27	39	25	54	171
		7.0%	8.2%	15.8%	22.8%	14.6%	31.6%	100.0%

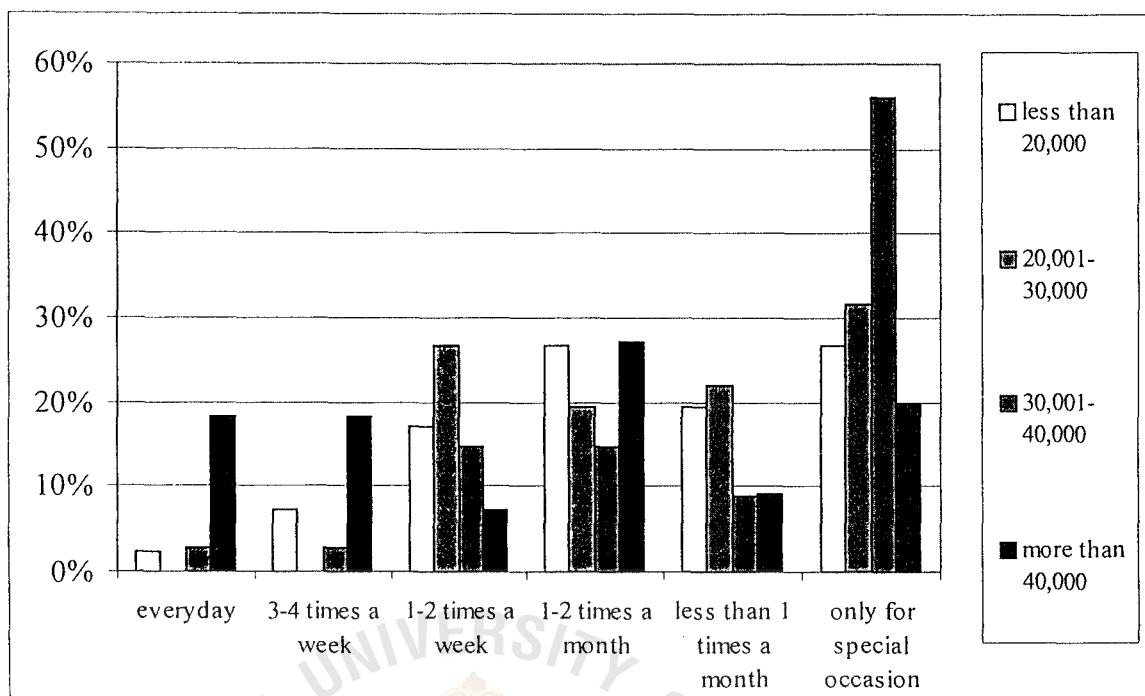


Figure 4.23. The Income toward the how often the Respondents drink the Wine.

From this table, the incomes have the affect toward the consumption behavior of wine. The higher income levels tend to drink wine more often than the persons who have lower incomes.

Table 4.28. Table of Chi-Square Tests of the Consumers' income toward the how often the Respondents drink the Wine.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.726	15	.000
Likelihood Ratio	48.634	15	.000
Linear-by-Linear Association	6.716	1	.010
N of Valid Cases	171		

a. 9 cells (37.5%) have expected count less than 5. The minimum expected count is 2.39.

This table shows that there are significance ( $.000 < .05$ ) between the income and the frequency of drinking wine.

Table 4.29. The Relation of Income toward the Average Glasses of drink wine.

Cross tab

		1 glass	2-3 glasses	4-5 glasses	more than 5 glasses	Total
Income	less than 20,000	17	23	1	0	41
		41.5%	56.1%	2.4%	.0%	100.0%
	20,001-30,000	7	20	14	0	41
		17.1%	48.8%	34.1%	.0%	100.0%
	30,001-40,000	7	13	11	3	34
		20.6%	38.2%	32.4%	8.8%	100.0%
	more than 40,000	11	26	15	3	55
		20.0%	47.3%	27.3%	5.5%	100.0%
Total		42	82	41	6	171
		24.6%	48.0%	24.0%	3.5%	100.0%

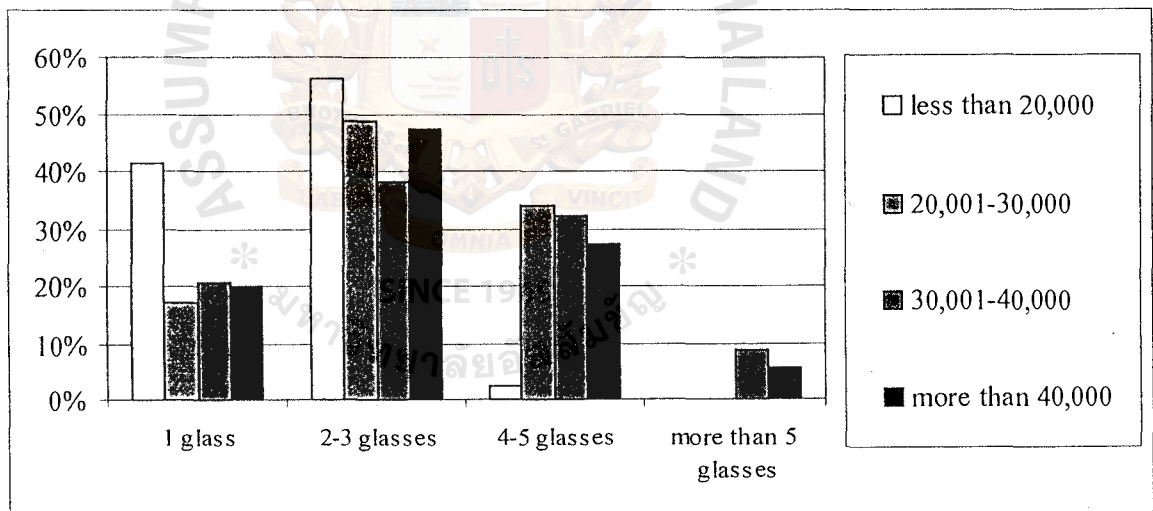


Figure 4.24. The income toward the average Glasses of Drink the wine.

From this table, the incomes have the affect toward the consumption behavior of wine. The higher income level tends to drink much more glasses of wine more than the persons who have lower incomes. The consumers who have income less than 20,000

baht drink one glass of wine 41.5% and 2–3 glasses of wine 56.1% and 4 –5 glasses 2.4%.

The consumers who has income between 20,001 – 30,000 baht drink one glass of wine 17.1 % and 2 – 3 glasses of wine 48.8% and 4 – 5 glasses 34.1%. The consumers who have income between 30,001 – 40,000 baht drink one glass of wine 20.6% and 2 – 3 glasses of wine 38.2% and 4 – 5 glasses 32.4%. The consumers who have income between 30,001 – 40,000 baht drink one glass of wine 20% and 2 – 3 glasses of wine 47.3% and 4 – 5 glasses 32.4%.

Table 4.30. Table of Chi-Square Tests of the Consumers' income toward average Glasses per time.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.790	9	.003
Likelihood Ratio	30.956	9	.000
Linear-by-Linear Association	10.644	1	.001
N of Valid Cases	171		

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 1.19.

This table shows that there are significance ( $.003 < .05$ ) between the income and the number of glasses of wine.

Table 4.31. The relation of Persons who drink Wine toward the Occasions.

Occasions \* do you drink the wine? Cross tabulation

		Do you drink the wine?		Total
		no	yes	
occasions	A little	2	1	3
		.9%	.6%	.8%
	Medium	78	22	100
		34.1%	13.1%	25.2%
	A lot	125	122	247
		54.6%	72.6%	62.2%
	The most	24	23	47
		10.5%	13.7%	11.8%
Total		229	168	397
		100.0%	100.0%	100.0%

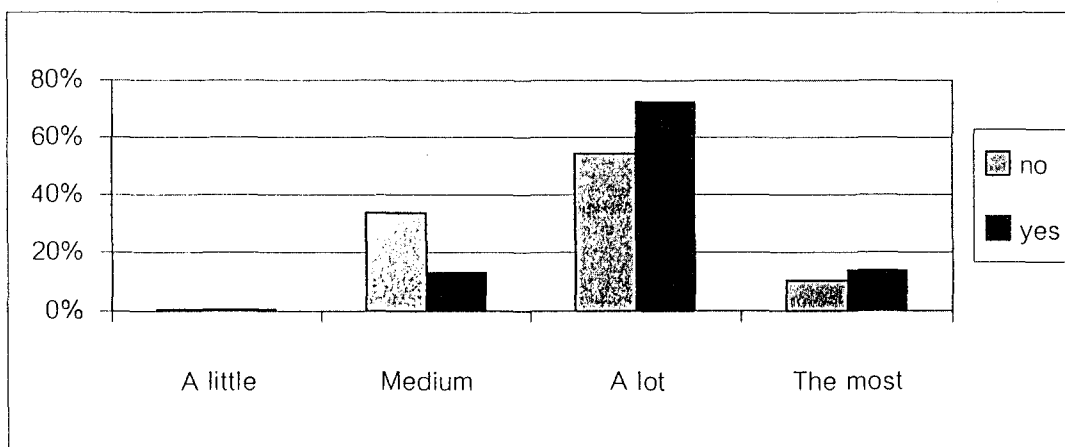


Figure 4.25. The persons who drink wine toward the occasions.

The persons who drink wine perceived that the special occasions has a lot of importance (72.6%) more than the persons who do not drink wine (54.6%). The persons who drink wine perceived that the special occasions is the most important (13.7%) more than the persons who not drink wine (10.5%).

Table 4.32. Table of Chi-Square Tests of Persons who Drink Wine toward the occasions

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.919	3	.000
Likelihood Ratio	24.235	3	.000
Linear-by-Linear Association	15.625	1	.000
N of Valid Cases	397		

a 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.27.

This table shows that there are significance ( $.000 < .05$ ) between two variables. The consumers who like to drink wine and not drink wine perceived the special occasions differently.

Table4.33. The Relation of Persons who Drink Wine toward the Educations.

Do you drink the wine? \* Education Cross tabulation

			Education					Total
			secondary school	collage	bachelor degree	master degree	doctorial and above	
Do you drink the wine?	no	Count	36	56	115	21	1	229
		% within Education	87.8%	77.8%	58.4%	28.0%	6.7%	57.3%
	yes	Count	5	16	82	54	14	171
		% within Education	12.2%	22.2%	41.6%	72.0%	93.3%	42.8%
Total		Count	41	72	197	75	15	400
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

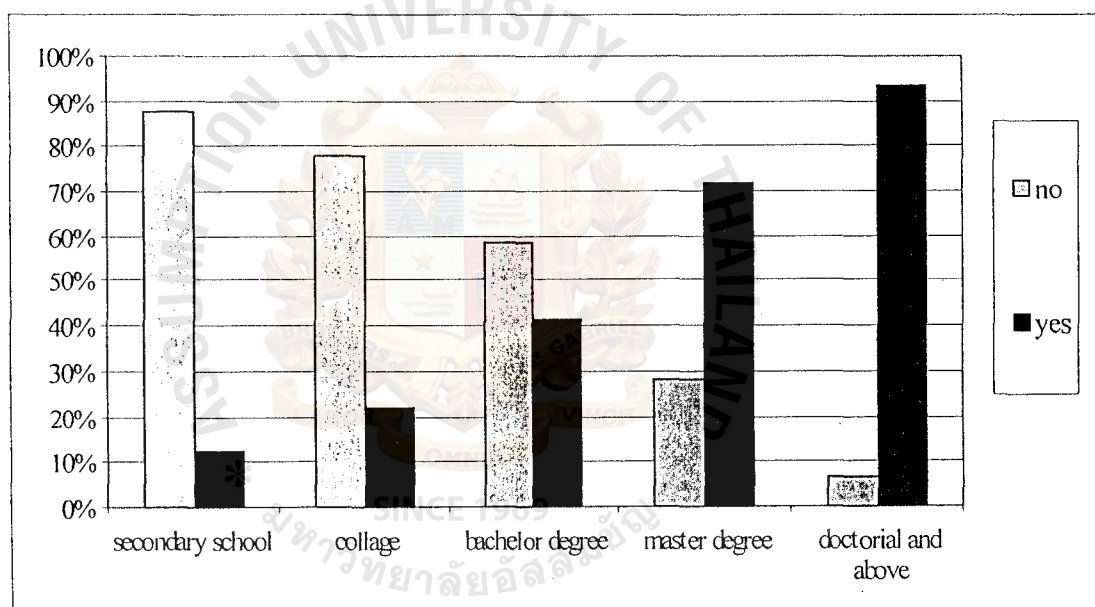


Figure 4.26. The Persons who Drink wine toward the Educations.

The consumers who have higher education drink wine more than the consumers who have the lower educations. The consumers who finished college drink wine 22.2%. The consumers who finished bachelor degree drink wine 41.6%. The consumers who finished master degree drink wine 72%. The consumers who finished the doctorial degree or above education drink wine 93.3%.



Table4.34. Table of Chi-Square Tests of Persons who Drink wine toward the Educations

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	70.038	4	.000
Likelihood Ratio	75.558	4	.000
Linear-by-Linear Association	66.115	1	.000
N of Valid Cases	400		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.41.

This table shows that there are significance ( $.000 < .05$ ) between two variables. The consumers who have the different education are different in the number of persons who drinks the wine.

Table4.35. The Relation of Age of Consumers toward the Drink the Wine or not.

Do you drink the wine? \* Age Cross tabulation

		Age							Total
		less than 18	18-24	25-30	31-35	36-45	46-60	more than 61	
Do you drink the wine?	no	12	52	78	49	25	10	3	229
		92.3%	77.6%	58.2%	51.6%	41.0%	38.5%	75.0%	57.3%
	yes	1	15	56	46	36	16	1	171
		7.7%	22.4%	41.8%	48.4%	59.0%	61.5%	25.0%	42.8%
Total		13	67	134	95	61	26	4	400
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

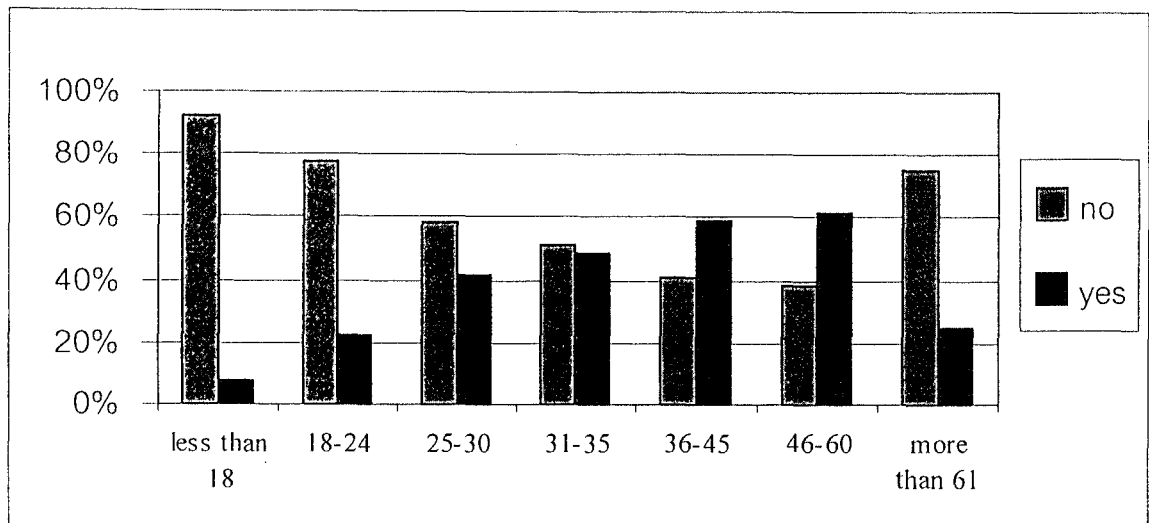


Figure 4.27. The Age of Persons who Drink Wine toward Drink or not.

The consumers who are older drink the wine more than the consumers who are younger. The consumers who age between 18-24 drink the wine 22.4%. The consumers who age between 25-30 drink the wine 41.8%. The consumers who age between 31-35 drink the wine 48.4%. The consumers who age between 36-45 drink the wine 59%. The consumers who age between 46-60 drink the wine 61.5%. The consumers who age more than 61 drink the wine 25%.

Table 4.36. Table of Chi-Square Tests Age of Person who Drink toward the Occasions

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.037	6	.000
Likelihood Ratio	32.316	6	.000
Linear-by-Linear Association	22.877	1	.000
N of Valid Cases	400		

a 2 cells (14.3%) have expected count less than 5. The minimum expected count is 1.71.

This table show that there are significance ( $.000 < .05$ ) between two variables. The consumers who have the different age are different in number of person who drinks the wine.

Table4.37. The Relation of Persons who drink Wine toward the Average Price they Pay.

What is the average pricing you are willing to pay for 1 bottle of wine? \* do you drink the wine? Cross tabulation

	Do you drink the wine?		Total
	no	yes	
301-600	12	3	15
	5.2%	1.8%	3.8%
601-1000	81	34	115
	35.4%	20.2%	29.0%
1,001-1,500	93	90	183
	40.6%	53.6%	46.1%
1,501-3,000	29	31	60
	12.7%	18.5%	15.1%
more than 3,000	14	10	24
	6.1%	6.0%	6.0%
	229	168	397
	100.0%	100.0%	100.0%

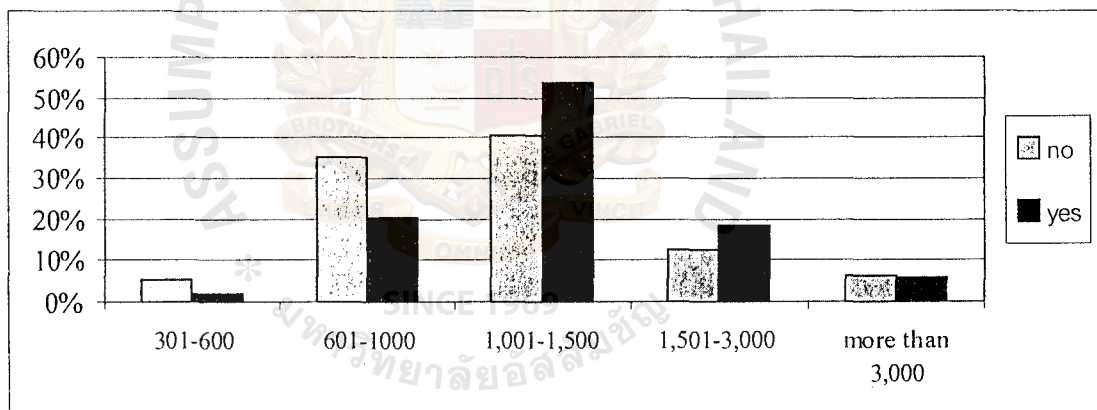


Figure4.28. The Persons who drink Wine toward the Average Price they pay.

For the consumers who drink wine willing to pay for the price of wine (53.6%) between 1,001 -1,500 baht more than the persons who do not drink wine (40.6%).

For the consumers who drink wine willing to pay for the price of wine (18.5%) between 1,501 –3,000 baht more than the persons who do not drink wine (6.1%).

Table 4.38. Table of Chi-Square Tests of Persons who drinks Wine toward the Average Price they pay.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.406	4	.003
Likelihood Ratio	16.941	4	.002
Linear-by-Linear Association	8.865	1	.003
N of Valid Cases	397		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.35.

This table shows that there are significance ( $.003 < .05$ ) between two variables. The consumers who like to drink wine and not drink wine willing to pay the price of wine differently.



Thai customers' attitude toward wine consumption classified by wine drinker & non-wine drinker

Table 4.39. The Relation of Respondents think that Wine is not useful separated by the wine drinkers and not drinkers.

Respondents think that wine is not useful. \* do you drink the wine? Cross tabulation

			Do you drink the wine?		Total
			no	yes	
Respondents think that wine is not useful.	no	Count	200	171	371
		% within do you drink the wine?	87.3%	100.0%	92.8%
	yes	Count	29	0	29
		% within do you drink the wine?	12.7%	.0%	7.3%
Total		Count	229	171	400
		% within do you drink the wine?	100.0%	100.0%	100.0%

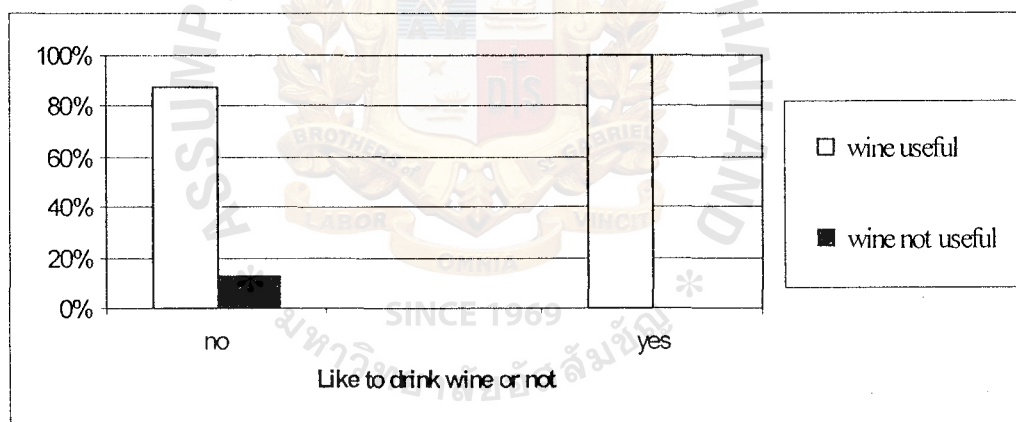


Figure 4.29. The Respondents think that Wine is not useful separate by the wine drinkers and not drinkers.

100% of respondents who drink wine think that wine is useful. The respondents who do not drink wine and think that wine is useful is 87.3%. And 12.7% think that wine is not useful.

Table 4.40. The Relation of Respondents who not sure the useful of wine separate by the wine drinkers and not drinkers.

Respondents are not sure the useful of wine. \* do you drink the wine? Cross tabulation

			Do you drink the wine?		Total
			no	yes	
Respondents not sure the useful of wine.	no	Count	143	152	295
		% within do you drink the wine?	62.4%	88.9%	73.8%
	yes	Count	86	19	105
		% within do you drink the wine?	37.6%	11.1%	26.3%
Total		Count	229	171	400
		% within do you drink the wine?	100.0%	100.0%	100.0%

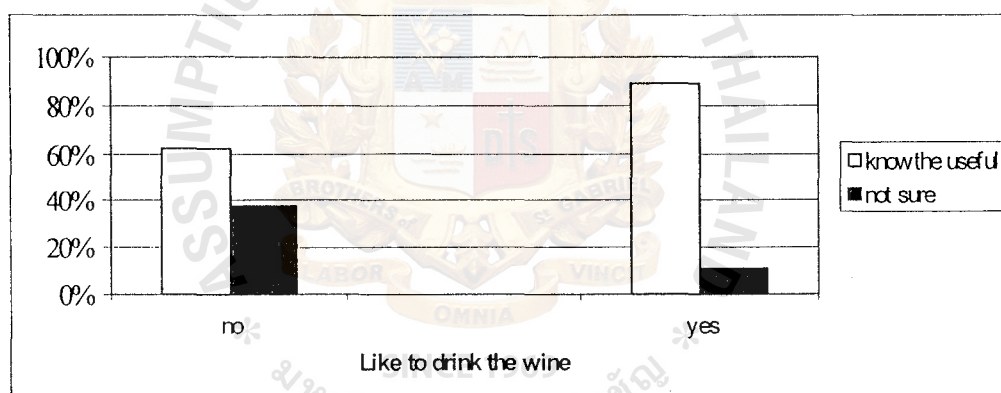


Figure 4.30. The Respondents who not sure the useful of Wine separate by the wine drinkers and not drinkers.

The respondents who drink wine and not sure the wine is useful or not is 11.1%. And 88.9% of them know the usefulness of wine. The respondents who do not drink wine and are not sure the wine is useful or not is 37.6%. And 62.4% are not sure that wine is useful or not.



Table 4.41. The Relation of Respondents who think that wine help to Reduce Cholesterol separate by the wine drinkers and not drinkers.

Respondents think that wine reduce cholesterol. \* do you drink the wine? Cross tabulation

			Do you drink the wine?		Total
			no	yes	
Respondents think that wine reduce cholesterol.	no	Count	163	68	231
		% within do you drink the wine?	71.2%	39.8%	57.8%
	yes	Count	66	103	169
		% within do you drink the wine?	28.8%	60.2%	42.3%
Total		Count	229	171	400
		% within do you drink the wine?	100.0%	100.0%	100.0%

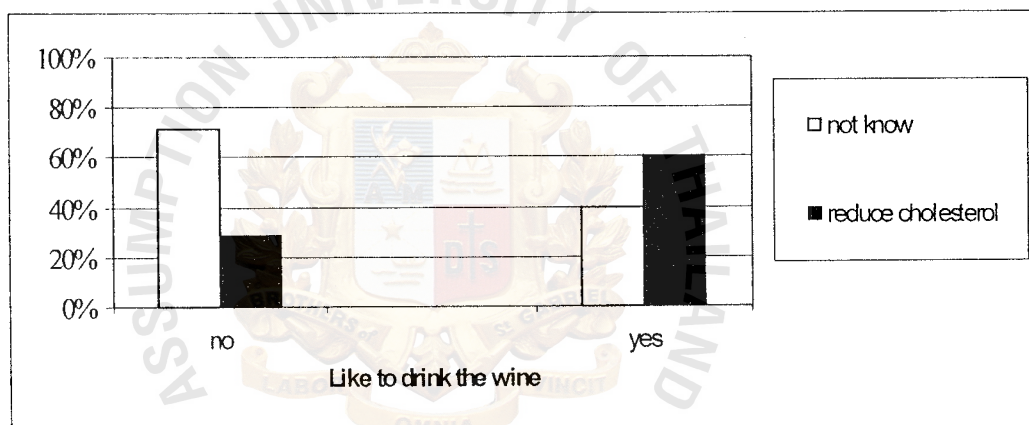


Figure 4.31. The Respondents who think that Wine help to Reduce Cholesterol separate by the wine drinkers and not drinkers.

The respondents who like to drink wine and think that wine helps to reduce cholesterol is 60.2%. And 39.8% of them do not know that wine helps to reduce cholesterol. The respondents who do not to drink wine and think that wine helps to reduce cholesterol is 28.8%. And 71.2% of them do not know that wine helps to reduce cholesterol.

Table 4.42. The Relation of Respondents who think that wine help to Protect Heart Attack separate by the wine drinkers and not drinkers.

Respondents think that wine help to protect the heart attack. \* do you drink the wine? Cross tabulation

			Do you drink the wine?		Total
			no	yes	
Respondents think that wine help to protect the heart attack.	no	Count	119	46	165
		% within do you drink the wine?	52.0%	26.9%	41.3%
	yes	Count	110	125	235
		% within do you drink the wine?	48.0%	73.1%	58.8%
Total		Count	229	171	400
		% within do you drink the wine?	100.0%	100.0%	100.0%

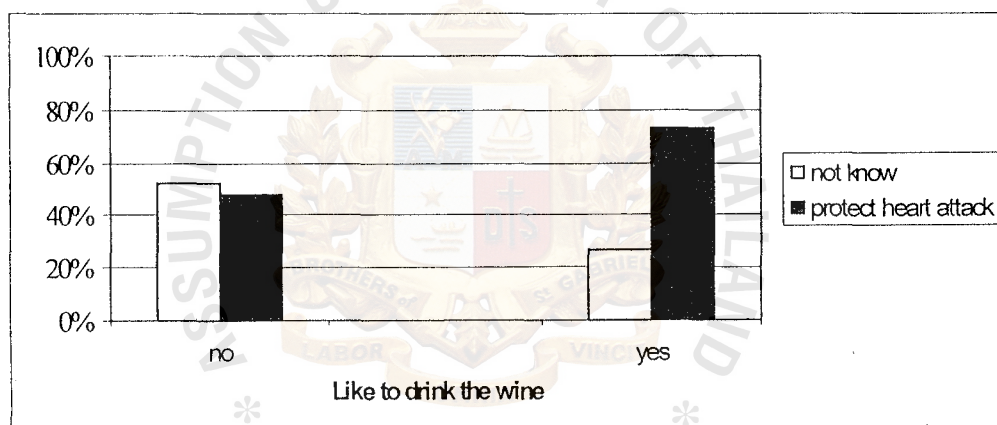


Figure 4.32. The Respondents who think that wine help to Protect Heart Attack separate by the wine drinkers and not drinkers.

The respondents who like to drink wine and think that wine helps to protect the heart attack is 73.1%. And 26.9% of them do not know that wine helps to protect heart attack. The respondents who do not to drink wine and think that wine helps to protect heart attack is 48%. And 52% of them do not know that wine helps to protect the heart attack.

Table 4.43. The Relation of Respondents who think that Wine help to Make Stronger separate by the wine drinkers and not drinkers.

Respondents think that wine make stronger. \* do you drink the wine? Cross tabulation

			Do you drink the wine?		Total
			no	yes	
Respondents think that wine make stronger.	no	Count	203	126	329
		% within do you drink the wine?	88.6%	73.7%	82.3%
	yes	Count	26	45	71
		% within do you drink the wine?	11.4%	26.3%	17.8%
Total		Count	229	171	400
		% within do you drink the wine?	100.0%	100.0%	100.0%

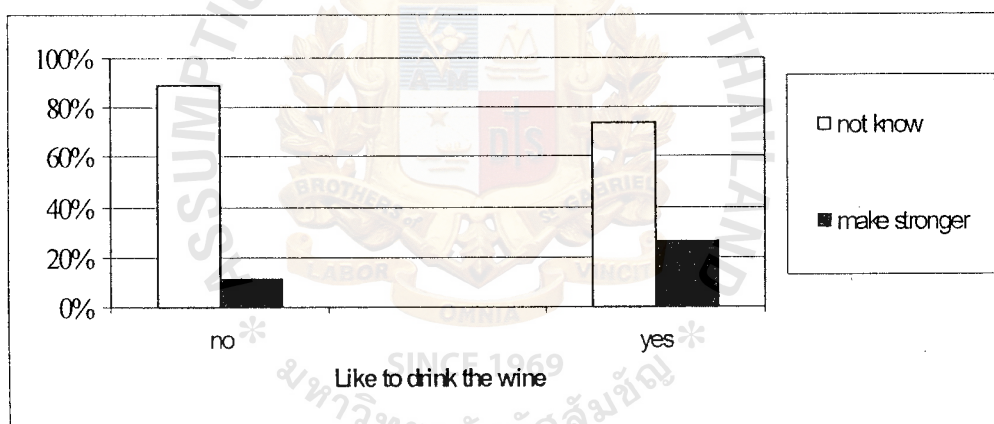


Figure 4.33. The Respondents who think that Wine help to Make Stronger separate by the wine drinkers and not drinkers.

The respondents who like to drink wine and think that wine helps to make stronger is 26.3%. And 73.7% of them do not know that wine helps to make stronger. The respondents who do not to drink wine and think that wine helps to make stronger is 11.4%. And 88.6% of them do not know that wine helps to make stronger.

Table 4.44. The Output of Respondents who think that Wine help to Improve Visibility separate by the wine drinkers and not drinkers.

Respondents think that wine help to improve visibility. \* do you drink the wine? Cross tabulation

			Do you drink the wine?		Total
			no	yes	
Respondents think that wine help to improve visibility.	no	Count	201	122	323
		% within do you drink the wine?	87.8%	71.3%	80.8%
	yes	Count	28	49	77
		% within do you drink the wine?	12.2%	28.7%	19.3%
Total		Count	229	171	400
		% within do you drink the wine?	100.0%	100.0%	100.0%

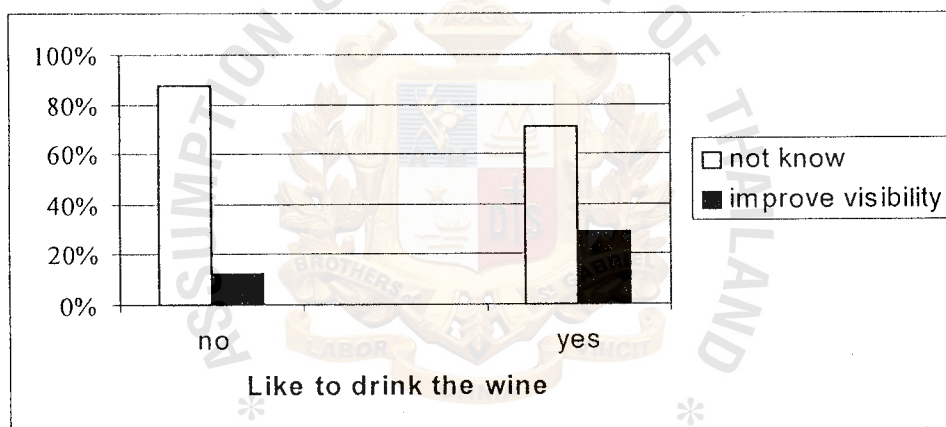


Figure 4.34. The Respondents who think that Wine help to Improve Visibility separate by the wine drinkers and not drinkers.

The respondents who like to drink wine and think that wine helps to improve the visibility is 28.7%. And 71.3% of them do not know that wine helps to improve the visibility. The respondents who do not to drink wine and think that wine helps to improve the visibility is 11.4%. And 88.6% of them do not know that wine helps to improve the visibility.

Table 4.45. The Relation of Respondents who think that wine Help to Make Skin Better separate by the wine drinkers and not drinkers.

Respondents think that wine make skin better. \* do you drink the wine? Cross tabulation

			Do you drink the wine?		Total
			no	yes	
Respondents think that wine make skin better.	no	Count	192	113	305
		% within do you drink the wine?	83.8%	66.1%	76.3%
	yes	Count	37	58	95
		% within do you drink the wine?	16.2%	33.9%	23.8%
Total		Count	229	171	400
		% within do you drink the wine?	100.0%	100.0%	100.0%

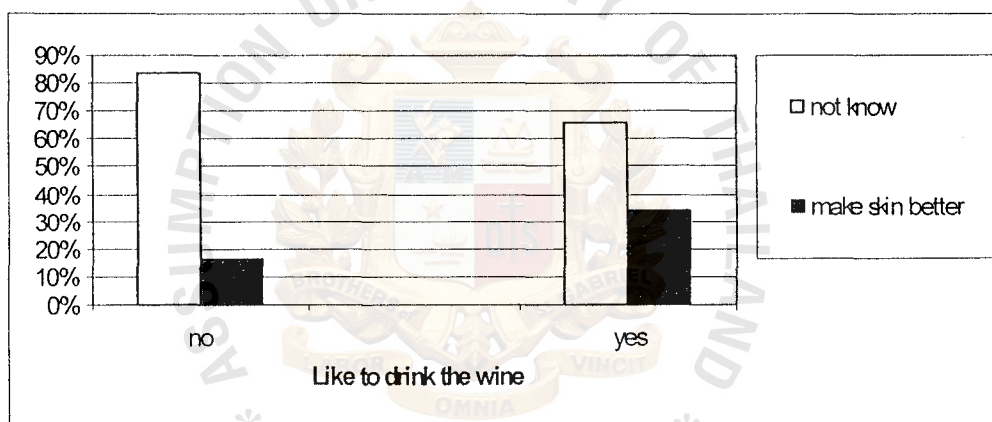


Figure 4.35. The Respondents who think that Wine helps to Make Skin Better Separate by the Wine drinkers and not drinkers.

The respondents who like to drink wine and think that wine helps to make the skin better is 33.9%. And 66.1% of them do not know that wine helps to make the skin better. The respondents who do not to drink wine and think that wine helps to make the skin better is 16.2%. And 83.8% of them do not know that wine helps make the skin better.

Table 4.46. The Output of Useful of Wine that Thai Customers' Perceived.  
Descriptive Statistics

	Mean	Std. Deviation
Respondents think that wine is not useful.	.07	.260
Respondents not sure the useful of wine.	.26	.441
Respondents think that wine reduce cholesterol.	.42	.495
Respondents think that wine help to protect the heart attack.	.59	.493
Respondents think that wine make stronger.	.18	.383
Respondents think that wine help to improve visibility.	.19	.395
Respondents think that wine make skin better.	.24	.426
Respondents think that wine have others useful.	.01	.100
Valid N (list wise)		

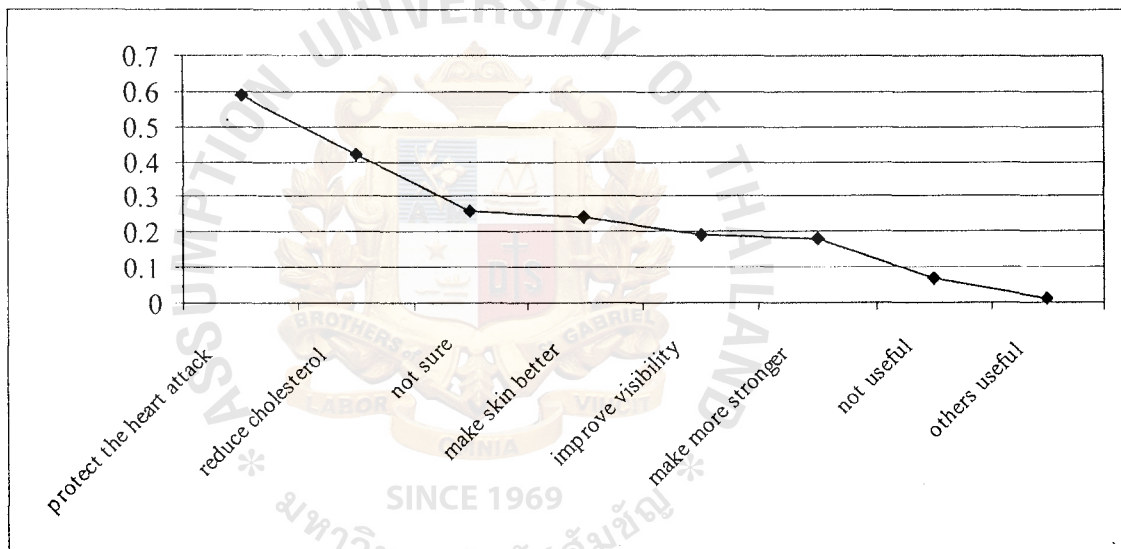


Figure 4.36. The Useful of Wine that Thai Customers' Perceived.

The consumers perceived that wine helps to protect heart attack the most which mean is .59. The consumers perceived that wine helps to reduce cholesterol the second where mean is .42. The consumers are not sure of the usefulness of wine the third which mean is .26. The consumers perceived that wine helps to make the skin better which mean is .24. The consumers perceived that wine helps improve visibility mean is .19. The consumers perceived that wine helps to make stronger mean is .18. The consumers perceived that wine have no useful mean is .07. The consumers perceived that wine have other useful mean are .59.



Table 4.47. The Output of useful of wine that Thai Customers' perceived separate by genders.

Report

Gender		Respondents think that wine reduce cholesterol.	Respondents think that wine help to protect the heart attack.	Respondents think that wine make stronger.	Respondents think that wine help to improve visibility.	Respondents think that wine make skin better.	Respondents think that wine have others useful.
male	Mean	.46	.58	.19	.20	.18	.00
	N	320	320	320	320	320	320
	Std. Deviation	.499	.494	.391	.403	.381	.000
female	Mean	.28	.60	.14	.15	.49	.05
	N	80	80	80	80	80	80
	Std. Deviation	.449	.493	.347	.359	.503	.219
Total	Mean	.42	.59	.18	.19	.24	.01
	N	400	400	400	400	400	400
	Std. Deviation	.495	.493	.383	.395	.426	.100

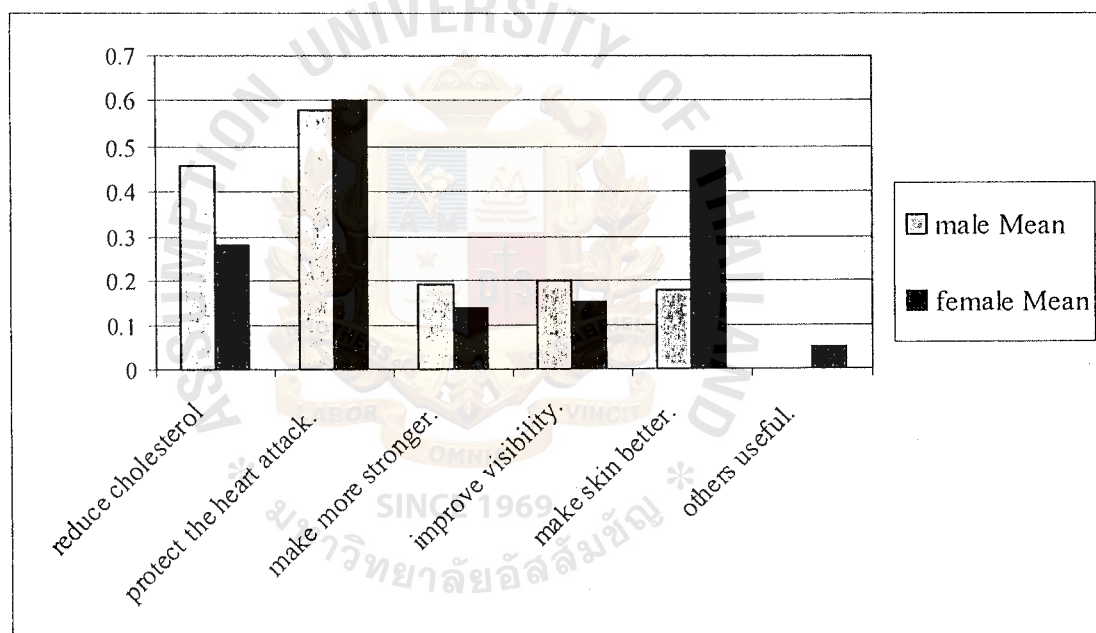


Figure 4.37. The Useful of wine that Thai Customers' perceived separate by genders.

The male respondent perceived that the wine helps to reduce the cholesterol (.46) more than the female consumers perceived (.28). Both male and female consumers perceived that wine helps to protect heart attack, make stronger and improve the visibility is close. The female consumers perceived that wine helps to make the skin better (.49) more than male consumers (.18).

Table 4.48. The Relation of Respondents' Gender toward the Special Occasions.

Occasions \* Gender Cross tabulation

			Gender		Total
			male	female	
occasions	A little	Count		3	3
		% within Gender		3.8%	.8%
	Medium	Count	62	38	100
		% within Gender	19.6%	47.5%	25.2%
	A lot	Count	209	38	247
		% within Gender	65.9%	47.5%	62.2%
	The most	Count	46	1	47
		% within Gender	14.5%	1.3%	11.8%
Total		Count	317	80	397
		% within Gender	100.0%	100.0%	100.0%

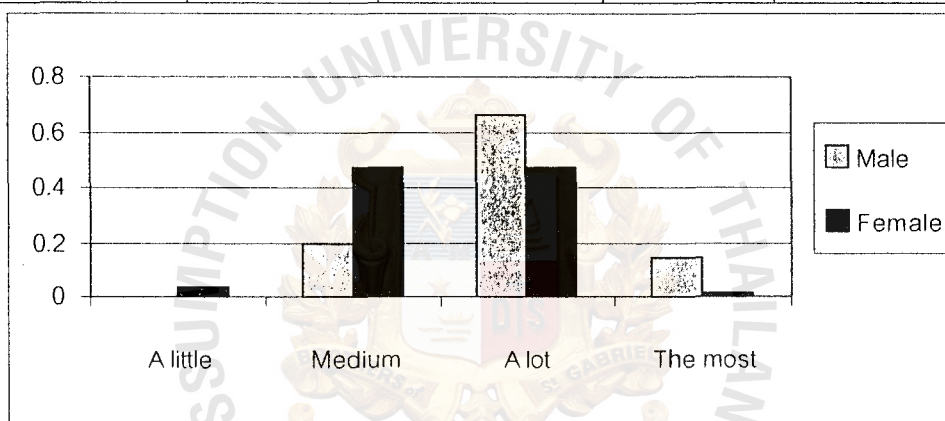


Figure 4.38. The Respondents' Gender toward the Special Occasions.

The male wine consumers think that the special occasion has a lot of importance 65.9% and female is 47.5%.

Table 4.49 Table of Chi-Square Tests of the Gender toward the Special Occasions.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.663	3	.000
Likelihood Ratio	44.400	3	.000
Linear-by-Linear Association	39.939	1	.000
N of Valid Cases	397		

a 2 cells (25.0%) have expected count less than 5. The minimum expected count is .60.

This table show that there are significance ( $.000 < .05$ ) between two variables. The consumers' genders have the affect to the special occasions.

Table 4.50. The Output of Reasons that Consumers not Drink the Wine because no Chance separate by genders.

Cross tab

			Gender		Total
			male	female	
no chance	no	Count	95	40	135
		% within Gender	56.9%	69.0%	60.0%
	yes	Count	72	18	90
		% within Gender	43.1%	31.0%	40.0%
Total		Count	167	58	225
		% within Gender	100.0%	100.0%	100.0%

The male consumers have no chance to drink 43.1% and female consumers have no chance to drink for 31%.

Table 4.51. The Output of Reasons that Consumers not drink the Wine Because they do not drink separate by genders.

Cross tab

			Gender		Total
			male	female	
not drink	no	Count	113	33	146
		% within Gender	67.7%	56.9%	64.9%
	yes	Count	54	25	79
		% within Gender	32.3%	43.1%	35.1%
Total		Count	167	58	225
		% within Gender	100.0%	100.0%	100.0%

The male consumers not drink alcohol 32.3% and female consumers not drink alcohol 43.1%.

Table 4.52. The Output of Reasons that Consumers not Drink the Wine because they drink that no useful separate by genders.

Cross tab

			Gender		Total
			male	female	
no useful	no	Count	139	48	187
		% within Gender	83.2%	82.8%	83.1%
	yes	Count	28	10	38
		% within Gender	16.8%	17.2%	16.9%
Total		Count	167	58	225
		% within Gender	100.0%	100.0%	100.0%

The male consumers think that it is not useful to drink 16.8% and female consumers think that it is not useful to drink 17.2%.

Table 4.53. The Output of Reasons that Consumers Not drink the Wine because they do not like the Wine separate by genders.

Cross tab

			Gender		Total
			male	female	
not like	no	Count	140	52	192
		% within Gender	83.8%	89.7%	85.3%
	yes	Count	27	6	33
		% within Gender	16.2%	10.3%	14.7%
Total		Count	167	58	225
		% within Gender	100.0%	100.0%	100.0%

The male consumers do not like to drink 16.2% and female consumers do not like to drink 10.3%.

Table 4.54. The Output of Reasons that Consumers not Drink the Wine because they think Waste the Money separate by genders.

Cross tab

			Gender		Total
			male	female	
waste	no	Count	102	24	126
		% within Gender	61.1%	41.4%	56.0%
	yes	Count	65	34	99
		% within Gender	38.9%	58.6%	44.0%
Total		Count	167	58	225
		% within Gender	100.0%	100.0%	100.0%

The male consumers think it is a waste to drink 38.9% and female consumers think it is a waste to drink 58.6%.

Table 4.55. The Output of Reasons that Consumers not Drink the Wine because they think it Worse the Health separate by genders.

Cross tab

			Gender		Total
			male	female	
worse	no	Count	146	47	193
		% within Gender	87.4%	81.0%	85.8%
	yes	Count	21	11	32
		% within Gender	12.6%	19.0%	14.2%
Total		Count	167	58	225
		% within Gender	100.0%	100.0%	100.0%

The male consumers think it is a waste to drink 12.6% and female consumers think that it is a waste to drink 19%.

Table 4.56. The Output of Reasons that Consumers not Drink the Wine because they think it too Expensive separate by genders.

Cross tab

			Gender		Total
			male	female	
Too expensive	no	Count	140	52	192
		% within Gender	83.8%	89.7%	85.3%
	yes	Count	27	6	33
		% within Gender	16.2%	10.3%	14.7%
Total		Count	167	58	225
		% within Gender	100.0%	100.0%	100.0%

The male consumers think that it is too expensive to drink 16.2% and female consumers think that it is too expensive to drink 10.3%.

Table 4.57. The Output of Reasons that Consumers not drink the Wine because not knows how to Choose separate by genders.

Cross tab

			Gender		Total
			male	female	
not know	no	Count	129	38	167
		% within Gender	77.2%	65.5%	74.2%
	yes	Count	38	20	58
		% within Gender	22.8%	34.5%	25.8%
Total		Count	167	58	225
		% within Gender	100.0%	100.0%	100.0%

The male consumers do not know how to choose the wine 22.8% and female consumers do not know how to choose the wine 34.5%.



Data analysis of The Consumers Purchasing Behavior of Wine.

Table 4.58. The Output of the Factors that Affect the Consumers Purchasing Behavior.

Descriptive Statistics

	Mean	Std. Deviation
Country	3.99	.674
Vintage	3.84	.632
Aged of wine	3.97	.709
Color	3.91	.452
Type of grapes	3.79	.686
Alcohol content	3.51	.590
Taste	4.39	.536
Sweet	3.49	.694
Dry	3.34	.727
Valid N (list wise)		

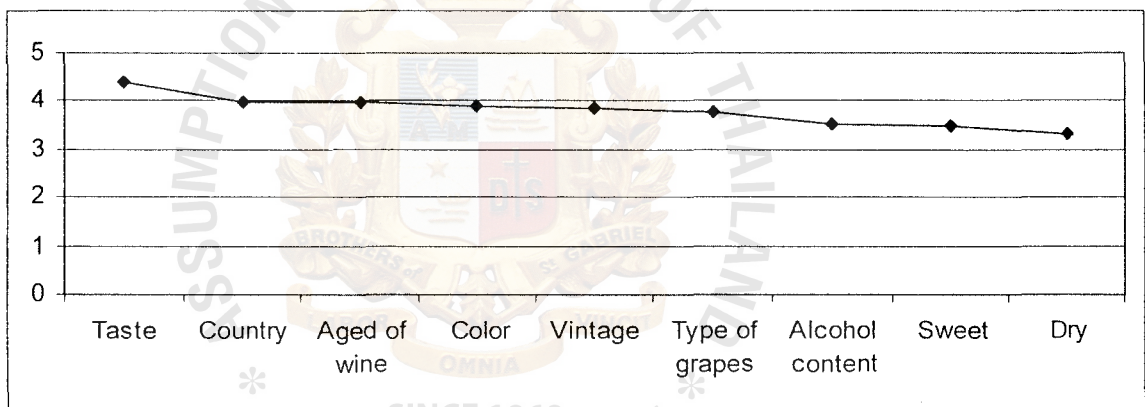


Figure 4.39. The Factors that Affect the Consumers Purchasing Behavior.

The consumer purchasing behavior show that the taste is the most important that they choose the wine which mean is 4.39. The country is the second factor that the consumers perceived that it's important which mean are 3.99. The third factor is the age of wine which mean is 3.97. The other factor is closely related to each other but the last factor is the taste of wine is dry which mean is 3.34.

Table 4.59. The Relation of the Income toward Average Price Consumers willing to pay for one Bottle of wine.

What is the average price u willing to pay for 1 bottle of wine? \* Income Cross tabulation

			Income				Total
			less than 20,000	20,001-30,000	30,001-40,000	more than 40,000	
What is the average price	301-600	Count	12	2		1	15
you willing to		% within Income	5.9%	2.5%		1.5%	3.8%
pay for 1 bottle	601-1000	Count	60	33	9	13	115
of wine?		% within Income	29.3%	41.8%	18.8%	20.0%	29.0%
	1,001-1,500	Count	88	37	29	29	183
		% within Income	42.9%	46.8%	60.4%	44.6%	46.1%
	1,501-3,000	Count	27	7	10	16	60
		% within Income	13.2%	8.9%	20.8%	24.6%	15.1%
	more than 3,000	Count	18			6	24
		% within Income	8.8%			9.2%	6.0%
Total		Count	205	79	48	65	397
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

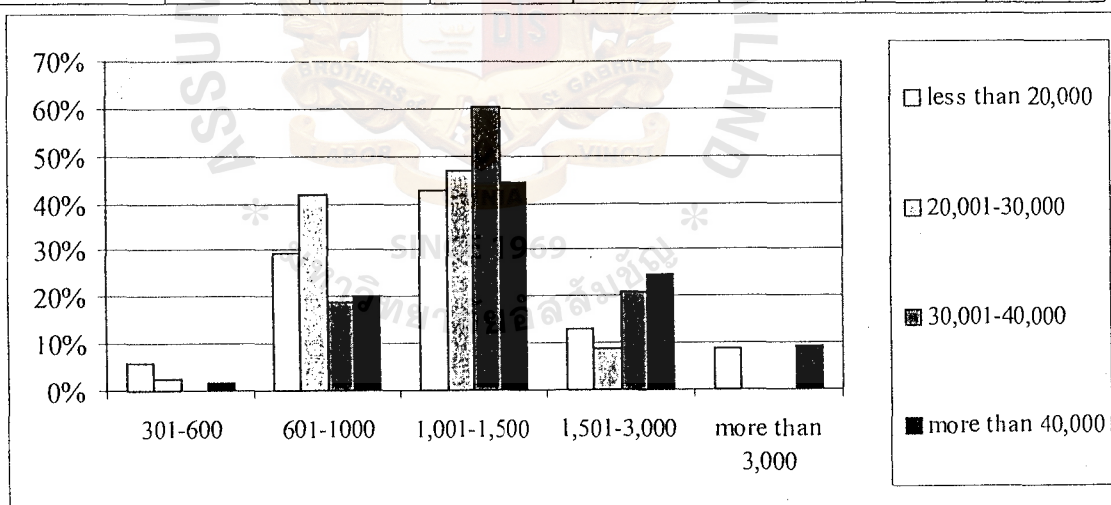


Figure 4.40. The Income toward average Price Consumers Willing to Pay for one bottle of wine.

The majority of consumers in all income levels willing to pay for one bottle of wine between 1,001 – 1,500 baht. The consumers who have higher income willing to pay more money for average price of the wine than the consumers who have lower income.

Table 4.60. Table of Chi-Square Tests of Income toward Average Price Consumers Willing to Pay for one bottle of wine.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.756	12	.001
Likelihood Ratio	43.130	12	.000
Linear-by-Linear Association	4.893	1	.027
N of Valid Cases	397		

a 6 cells (30.0%) have expected count less than 5. The minimum expected count is 1.81.

This table shows that there are significance ( $.001 < .05$ ) between two variables. The consumers have higher income are willing to pay the price of wine differently.

Table 4.61. The Relation of the Gender toward Average Price Consumers Willing to Pay for one bottle of wine.

What is the average pricing you willing to pay for 1 bottle of wine? \* Gender Cross tabulation

			Gender		Total
			male	female	
average price	301-600	Count	8	7	15
you willing to		% within Gender	2.5%	8.8%	3.8%
pay for 1 bottle					
of wine?	601-1000	Count	99	16	115
		% within Gender	31.2%	20.0%	29.0%
	1,001-1,500	Count	160	23	183
		% within Gender	50.5%	28.8%	46.1%
	1,501-3,000	Count	36	24	60
		% within Gender	11.4%	30.0%	15.1%
	more than 3,000	Count	14	10	24
		% within Gender	4.4%	12.5%	6.0%
Total		Count	317	80	397
		% within Gender	100.0%	100.0%	100.0%

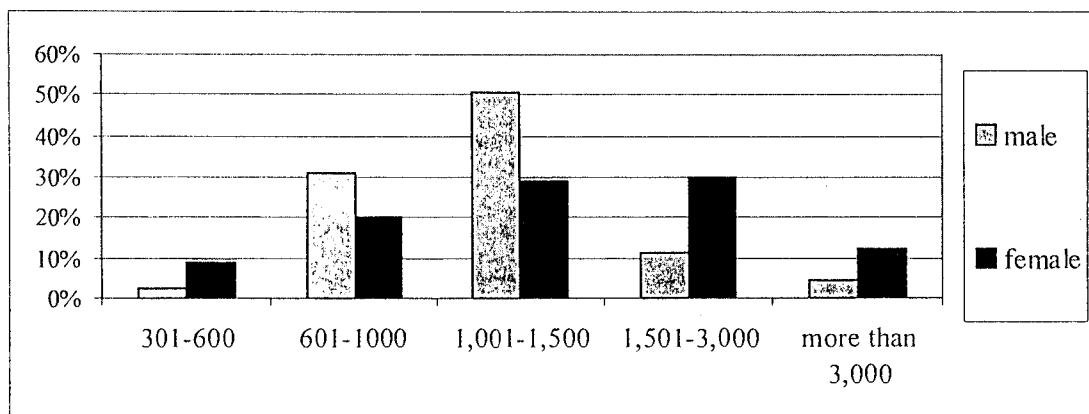


Figure 4.41. The Gender toward Price Consumers willing to Pay for one Bottle of Wine.

The male consumers willing to pay for the wine 601 – 1,000 baht 31.2% for female is 20%. The male consumers willing to pay for the wine 1,001 – 1,500 baht 50.5% for female is 28.8%. The male consumers willing to pay for the wine 1,501 – 3,000 baht 11.4% for female is 30%. The male consumers willing to pay for the wine more than 3,000 baht 4.4% for female is 12.5%.

Table 4.62. Table of Chi-Square Tests of the Gender toward Average Price Consumers willing to pay for one Bottle of wine.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.471	4	.000
Likelihood Ratio	33.726	4	.000
Linear-by-Linear Association	8.713	1	.003
N of Valid Cases	397		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.02.

This table shows that there are significance ( $.000 < .05$ ) between two variables. The consumers who have different genders are willing to pay the price of wine differently.

Table 4.63. The Output of the Place that the Consumers like to buy the Wine.

Descriptive Statistics

	Mean	Std. Deviation
Usually respondent buy the wine at wine shop.	.14	.347
Usually respondent buy the wine at super market.	.78	.413
Usually respondent buy the wine at department store.	.84	.365
Usually respondent buy the wine from internet.	.03	.171
Usually respondent buy the wine from the others.	.01	.109
Valid N (list wise)		

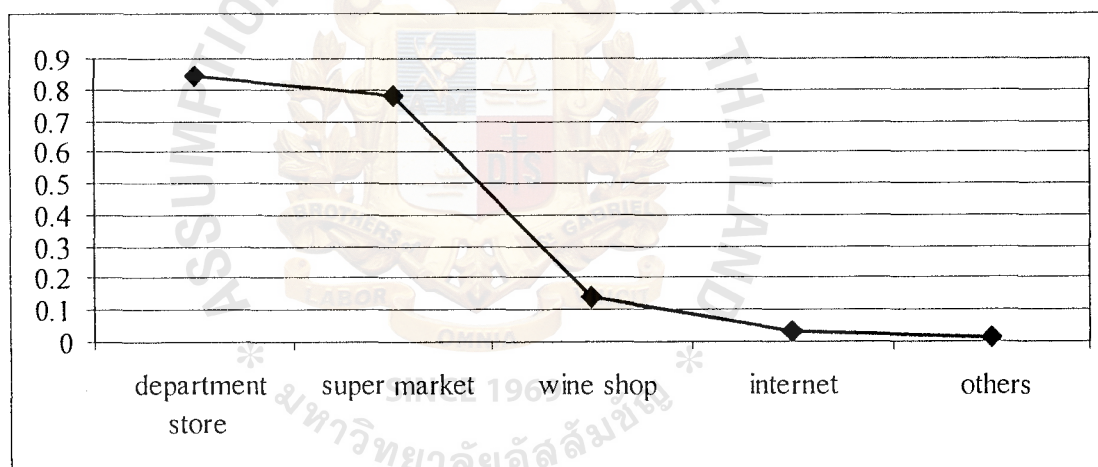


Figure 4.42. The place that the consumers like to buy the wine.

The place that usually consumers like to buy the wine the first is department store which mean is .84, the second is supermarket .78. The third is very far from the first two places is the wine shop which mean is .14, the internet is .03 and the others are .01.

Table 4.64. The Output of the Reasons why the Consumers buy the Wine from.

Descriptive Statistics

	Mean	Std. Deviation
Respondents buy because comfortable.	.96	.187
Respondents buy because seller's suggestion.	.47	.501
Respondents buy because not expensive.	.19	.396
Respondents buy because there are many wines.	.79	.409
Respondents buy because not know other place.	.01	.109
Respondents buy because other reason.	.00	.000
Valid N (list wise)		

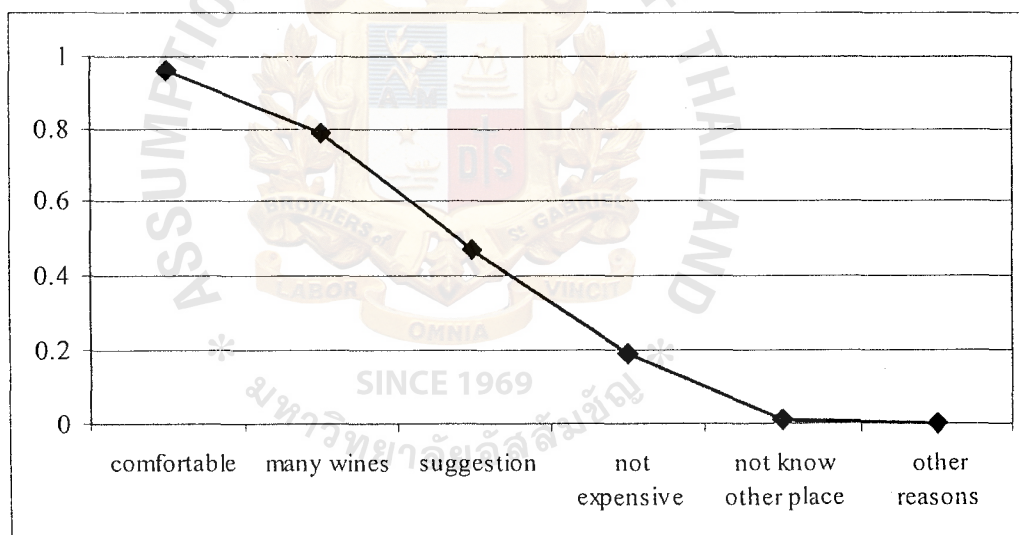


Figure 4.43. The Reasons why the Consumers buy the Wine from.

The reasons why consumers buy the wine from the place that they chose for the first reason is comfortable which mean is .96, the second reason is there are many wines to choose which mean is .79, and the sellers' suggestion is .47, for not expensive is .19, and not know the other places is .01 and the no other reasons.



Table 4.65. The Output of Persons who Buy the wine in the respondent house.

Descriptive Statistics

	Mean	Std. Deviation
Usually dad buys the wine for the family.	.22	.413
Usually mom buys the wine for the family.	.07	.256
Usually older and younger brother buy the wine for the family.	.30	.461
Usually older and younger sister buy the wine for the family.	.09	.292
Usually relative buy the wine for the family.	.06	.235
Usually you buy the wine for the family.	.94	.246
Usually others buy the wine for the family.	.01	.076
Usually other gives the wine for the family.	.08	.266

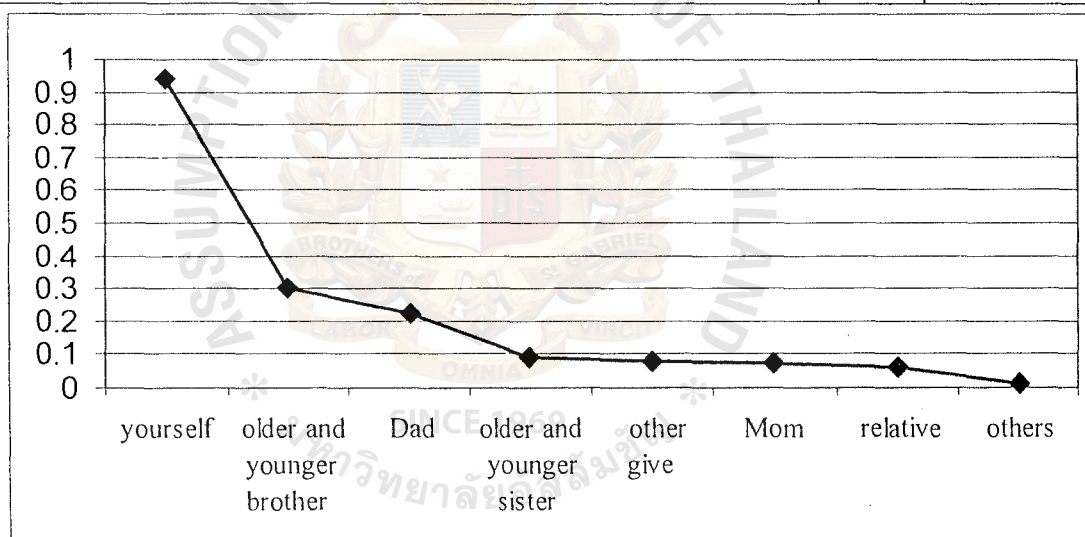


Figure 4.44. The Persons who buy the Wine in the Respondent House.

The persons who buy wine for the respondents' house usually the respondent buy for themselves the most which mean is .94, the older and younger brother is .30 and dad buy wine for family is .22, older and younger sister buy the wine for the family .9. Mom buy the wine for the family .7, Relative buy the wine for the family .6, others persons buy wine for the family is .01, and the persons who never buy for themselves just only others buy for them is .08.

Table 4.66. The Output of the Persons who influences the Respondents to buy the Wine.

Descriptive Statistics

	Mean	Std. Deviation
Friends influence the respondent to buy the wine.	.18	.386
Family influences the respondent to buy the wine.	.00	.000
Sellers influence the respondent to buy the wine.	.06	.239
Yourself influence the respondent to buy the wine.	.98	.154
Others influence the respondent to buy the wine.	.00	.000
Valid N (list wise)		



Figure 4.45. The Persons who influence the Respondents to buy the Wine.

The persons who influence the respondents to buy the wine the most is the consumers themselves which mean is .98, friends .18, sellers .06, and last is family and others persons is 0.

Table 4.67. The Output of the Consumers who Know the type of Wine before Buy the Wine.

**Do you know the type of the wine before u buy or not?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	72	42.1	43.4	43.4
	yes but may change	62	36.3	37.3	80.7
	no	32	18.7	19.3	100.0
	Total	166	97.1	100.0	
Missing	System	5	2.9		
Total		171	100.0		

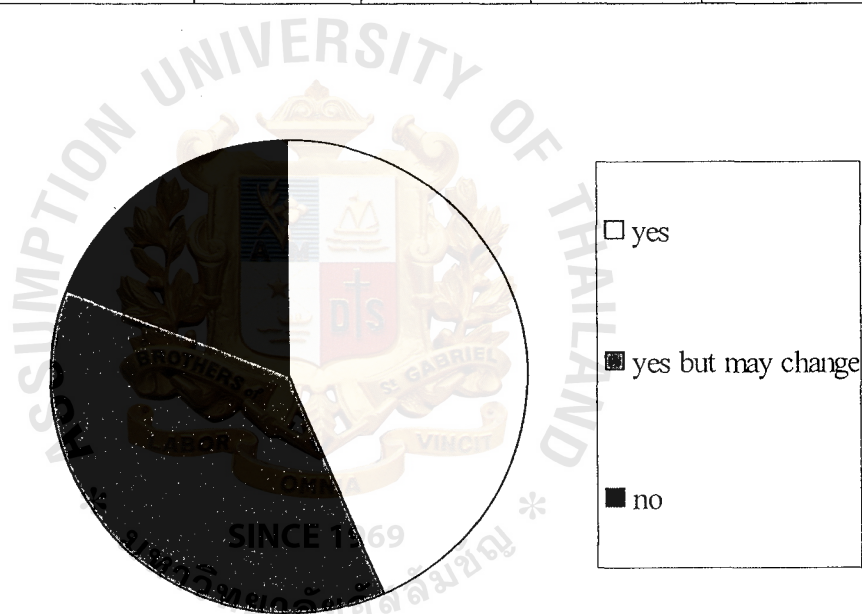


Figure 4.46. The Consumers who know the Type of Wine before Buy the Wine.

The consumer who does know the type of wine before buying the wine is 43.4%, The consumer who does know the type of wine before buying the wine but may change is 37.3%, and do not know the type of wine before buying is 19.3%.

Table 4.68. The Output of the Consumers who read the Wine Label before buy the wine.

**Do you read the label of the wine that u buy or not?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	always read	125	73.1	75.3	75.3
	read sometimes	40	23.4	24.1	99.4
	no	1	.6	.6	100.0
	Total	166	97.1	100.0	
Missing	System	5	2.9		
Total		171	100.0		



Figure 4.47. The Consumers who read the wine Label before buy it.

The consumer who always read the wine label before buying the wine is 75.3%, who read sometimes is 24.1%, and do not read is .6%.

Table 4.69. The Output of the Income toward the Read Label of Wine.

Cross tab

			always read	read sometimes	no	Total
Income	less than 20,000	Count	19	21	0	40
		% within Income	47.5%	52.5%	.0%	100.0%
	20,001- 30,000	Count	24	15	0	39
		% within Income	61.5%	38.5%	.0%	100.0%
	30,001- 40,000	Count	33	0	1	34
		% within Income	97.1%	.0%	2.9%	100.0%
	more than 40,000	Count	49	4	0	53
		% within Income	92.5%	7.5%	.0%	100.0%
Total		Count	125	40	1	166
		% within Income	75.3%	24.1%	.6%	100.0%

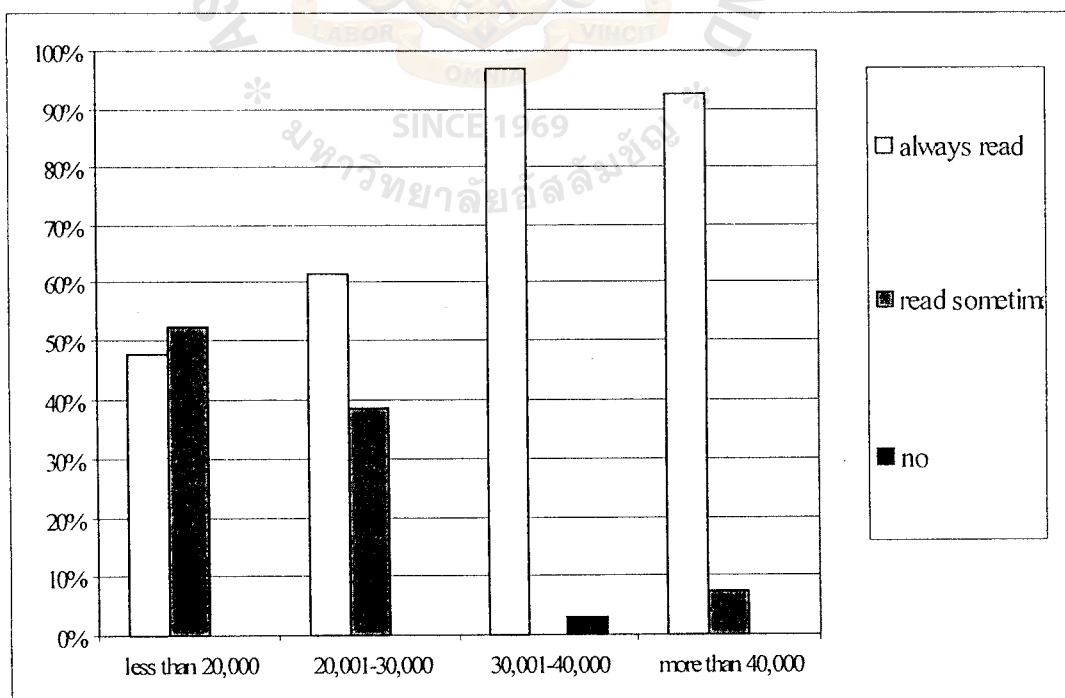


Figure 4.48. The Consumers Income toward the Read label of Wine.

From this table, the income have the affect toward the buying behavior of the consumer for the income less than 20,000 baht; they always read the wine label 47.5% read the wine label sometimes 52.5%

For the respondents who have income between 20,001-30,000 baht they always read the wine label 61.5% and read the wine label sometimes 38.5%

For the respondents who have income between 30,001-40,000 baht they always read the wine label 97.1% and not read the wine label 2.9%

For the respondents who have income more than 40,000 baht they always read the wine label 92.5% and read the wine label sometimes 7.5%

Table 4.70. Table of Chi-Square Tests of the Consumers' Income toward the Read Label of wine.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.126	6	.000
Likelihood Ratio	50.284	6	.000
Linear-by-Linear Association	28.859	1	.000
N of Valid Cases	166		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .20.

This table shows that there are significance ( $.000 < .05$ ) between the income and behavior of the consumers toward the wine label.



Table 4.71. The Output of Price that Consumers usually pay for the one bottle of Wine.

Average price of wine that respondents buy per bottle.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 300	22	5.5	13.3	13.3
	301-600	25	6.3	15.1	28.3
	601-1000	56	14.0	33.7	62.0
	1,001-1,500	54	13.5	32.5	94.6
	1,501-3,000	9	2.3	5.4	100.0
	Total	166	41.5	100.0	
Missing	System	234	58.5		
Total		400	100.0		

The consumers pay for the wine 601-1,000 and the 1,001 – 1,500 close about 33%.

Table 4.72. The Relation of Income toward the Price that Consumers usually pay for the one bottle of Wine.

Income \* what is the average price you willing to pay for 1 bottle of wine? Cross tabulation

								Total
			301-600	601-1000	1,001-1,500	1,501-3,000	more than 3,000	
Income	less than 20,000	Count	12	60	88	27	18	205
		% within Income	5.9%	29.3%	42.9%	13.2%	8.8%	100.0%
	20,001-30,000	Count	2	33	37	7	0	79
		% within Income	2.5%	41.8%	46.8%	8.9%	.0%	100.0%
	30,001-40,000	Count	0	9	29	10	0	48
		% within Income	.0%	18.8%	60.4%	20.8%	.0%	100.0%
	more than 40,000	Count	1	13	29	16	6	65
		% within Income	1.5%	20.0%	44.6%	24.6%	9.2%	100.0%
Total		Count	15	115	183	60	24	397
		% within Income	3.8%	29.0%	46.1%	15.1%	6.0%	100.0%

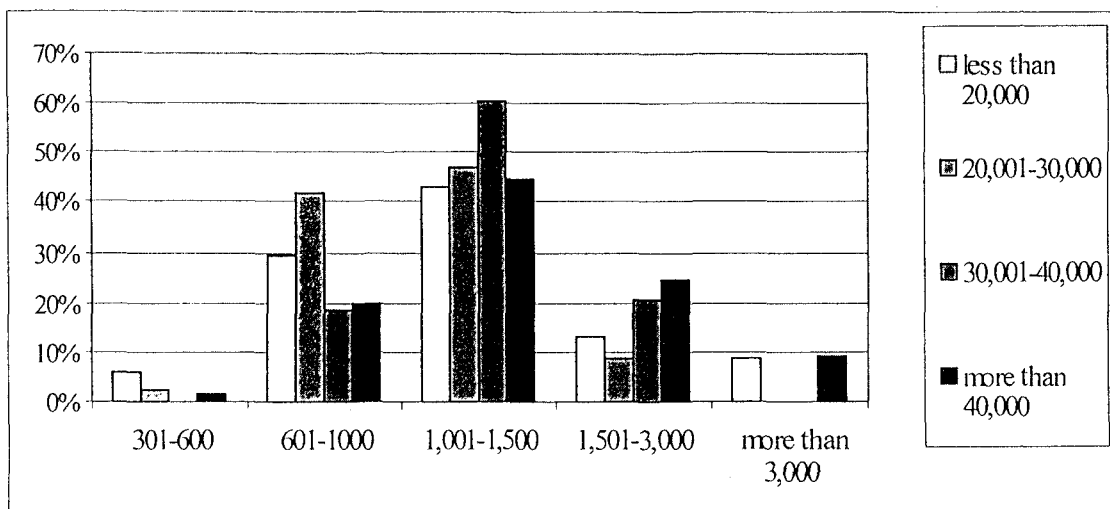


Figure 4.49. The Income toward the Price that Consumers usually pay for the one bottle of Wine.

From this table, the income have the affect toward the buying behavior of the consumer; for the income less than 20,000 baht they usually prefer to buy the wine that are in the range of the price between 600-1,000 baht 29.3% and the most percentage which is 42.9% are in the range of 1,001-1,500 baht.

For the range of 20,001-30,000 baht they also prefer to buy the wine in the range of 601-1,000 baht 41.8% and in the range of 1,001-1,500 baht they like the most which is 46.8%

For the range of 30,001-40,000 baht they usually buy the wine in the range of the price between 1,001-1,500 the most which is 60.4% and usually pay for 1,501-3,000 baht for 20.8%.

For the respondents who have income more than 40,000 baht they usually buy the wine in the range of the price between 1,001-1,500 the most which is 44.6% and usually pay for 1,501-3,000 baht for 24.6% and usually pay more than 3,000 baht 9.2%.

Table 4.73. Table of Chi-Square Tests of the Consumers' Income toward the price that Consumers usually pay for the one bottle of Wine.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.756	12	.001
Likelihood Ratio	43.130	12	.000
Linear-by-Linear Association	4.893	1	.027
N of Valid Cases	397		

a. 6 cells (30.0%) have expected count less than 5. The minimum expected count is 1.81.

This table show that there are significance ( $.001 < .05$ ) between the income and the price that are they willing to pay for one bottle of wine.



Table 4.74. The Outputs of Maximum Price that Consumer willing to pay for one bottle of Wine.

What is the maximum pricing you willing to pay for 1 bottle of wine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1,000	35	8.8	21.1	21.1
	1,000-2,000	91	22.8	54.8	75.9
	2,001-3,000	26	6.5	15.7	91.6
	more than 3,001	14	3.5	8.4	100.0
	Total	166	41.5	100.0	
Missing	System	234	58.5		
Total		400	100.0		

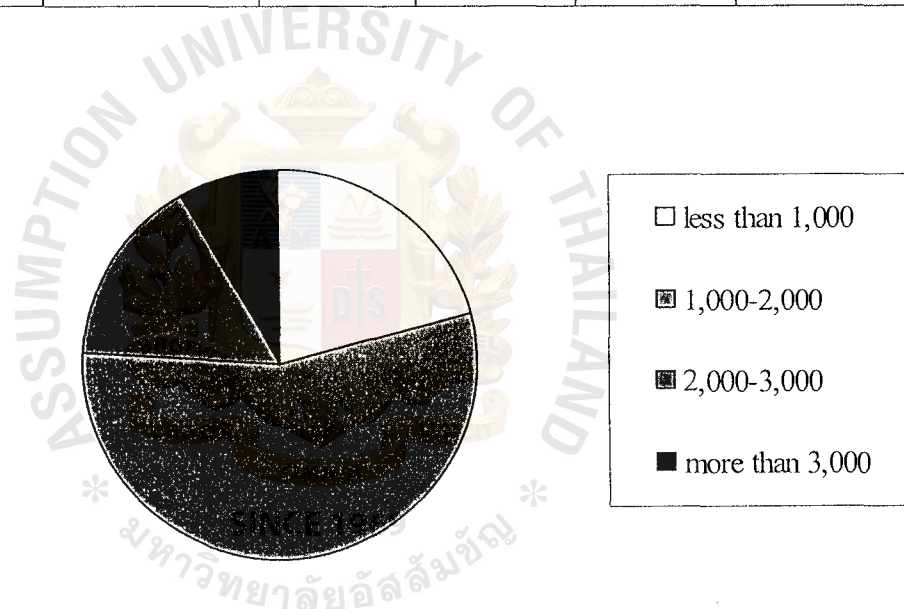


Figure 4.50. The Maximum Price that Consumer willing to pay for one bottle of Wine.

The consumers who are willing to pay the maximum price for the one bottle of wine less than 1,000 baht is 21.1%, between 1,000 – 2,000 is 54.8%, between 2,001 – 3,000 is 15.7%, and more than 3,001 is 8.4%.

Table 4.75. The Relation of the Maximum price Consumers willing to pay and Income.

What is the maximum pricing you willing to pay for 1 bottle of wine? \* Income Cross tabulation

			Income				Total
			less than 20,000	20,001-30,000	30,001-40,000	more than 40,000	
What is the maximum pricing you willing to pay for 1 bottle of wine?	less than 1,000	Count	21	5	3	6	35
		% within Income	52.5%	12.8%	8.8%	11.3%	21.1%
	1,000-2,000	Count	16	22	24	29	91
		% within Income	40.0%	56.4%	70.6%	54.7%	54.8%
	2,001-3,000	Count	2	10	6	8	26
		% within Income	5.0%	25.6%	17.6%	15.1%	15.7%
	more than 3,001	Count	1	2	1	10	14
		% within Income	2.5%	5.1%	2.9%	18.9%	8.4%
Total		Count	40	39	34	53	166
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

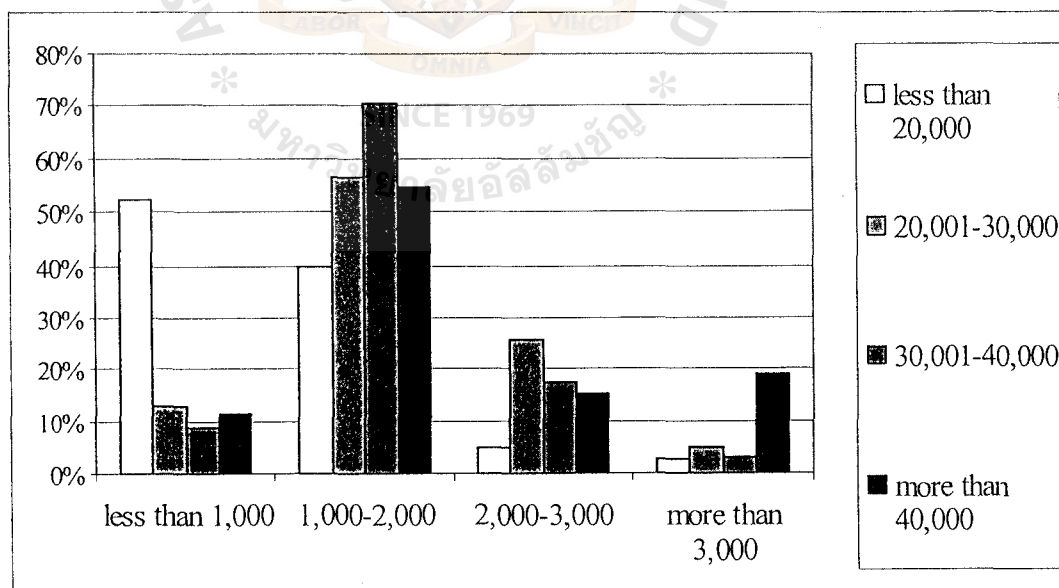


Figure 4.51. The Maximum Price Consumers willing to pay and Income.

The consumers who have income less than 20,000 baht willing to pay for the maximum price of wine for less than 1,000 baht 52.5%, 1,000-2,000 is 40%, for 2,001-3,000 is 5% and more than 3,001 is 2.5%. The consumers who have income between 20,001-30,000 baht willing to pay for the maximum price of wine for less than 1,000 baht 12.8%, 1,000-2,000 is 56.4%, for 2,001-3,000 is 25.6% and more than 3,001 is 5.1%. The consumers who have income between 30,001-40,000 baht willing to pay for the maximum price of wine for less than 1,000 baht 8.8%, 1,000-2,000 is 70.6%, for 2,001-3,000 is 17.6% and more than 3,001 is 2.9%. The consumers who have income more than 40,001 baht willing to pay for the maximum price of wine for less than 1,000 baht 11.3%, 1,000-2,000 is 54.7%, for 2,001-3,000 is 15.1% and more than 3,001 is 18.9%.

Table 4.76. Table of Chi-Square Tests of the Maximum Price Consumers willing to pay and Income.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	43.683	9	.000
Likelihood Ratio	39.559	9	.000
Linear-by-Linear Association	18.943	1	.000
N of Valid Cases	166		

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 2.87.

This table shows that there are significance ( $.000 < .05$ ) between the income and the maximum price that they willing to pay for one bottle of wine.



Table 4.77. The Output of Number of Wine that Consumers usually buy.

How many bottles you usually buy the wine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2	65	16.3	39.2	39.2
	3-5	63	15.8	38.0	77.1
	6-10	26	6.5	15.7	92.8
	more than 10 bottles	12	3.0	7.2	100.0
	Total	166	41.5	100.0	
Missing	System	234	58.5		
Total		400	100.0		

The consumers usually buy the wine 1-2 bottles 39.22%, buy 3-5 bottles 38%, buy 6-10 bottles 15.7%, and buy more than 10 bottles 7.2%.

Table 4.78. The Relation of the Number of Wine they Buy and Income.

Cross tab

			1-2	3-5	6-10	more than 10 bottle	Total
Income	less than 20,000	Count	20	12	8	0	40
		% within Income	50.0%	30.0%	20.0%	.0%	100.0%
	20,001-30,000	Count	15	17	7	0	39
		% within Income	38.5%	43.6%	17.9%	.0%	100.0%
	30,001-40,000	Count	12	12	9	1	34
		% within Income	35.3%	35.3%	26.5%	2.9%	100.0%
	more than 40,000	Count	18	22	2	11	53
		% within Income	34.0%	41.5%	3.8%	20.8%	100.0%
Total		Count	65	63	26	12	166
		% within Income	39.2%	38.0%	15.7%	7.2%	100.0%

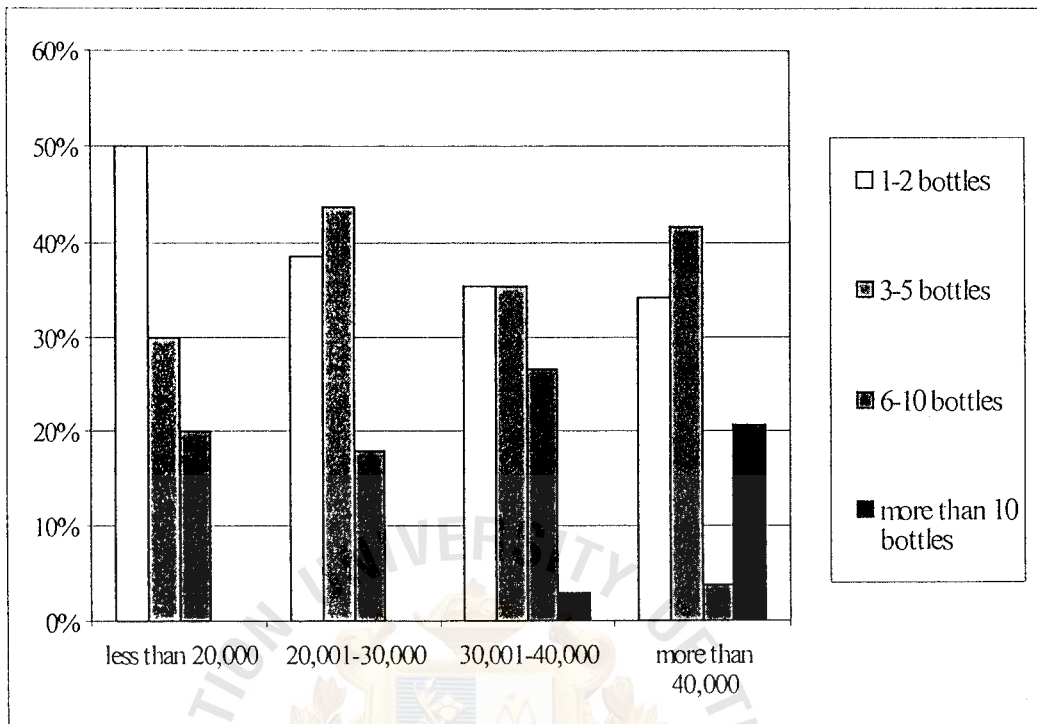


Figure 4.52. The Number of Wine they Buy and Income.

From this table, the income have the affect toward the buying behavior of the consumer; for the income less than 20,000 baht they usually prefer to buy wine 1-2 bottles for 50% and they usually buy wine 3-5 bottles 35.5%. For the range of 20,001-30,000 baht they usually prefer to buy wine 3-5 bottles the most which is 43.6% and buy 1-2 bottles 38.5%. For the range of 30,001-40,000 baht they usually prefer to buy wine 1-2 bottles equals to 3-5 bottles equal which is 35.3%. For the respondents who have income more than 40,000 baht they usually buy wine 3-5 bottles the most which is 41.5% and buy 1-2 bottles for 34% and buy more than 10 bottles for 20.8%.

Table 4.79. Table of Chi-Square Tests of the Number of Wine they buy and Income.  
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.852	9	.000
Likelihood Ratio	33.867	9	.000
Linear-by-Linear Association	5.450	1	.020
N of Valid Cases	166		

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 2.46.

This table shows that there are significance ( $.000 < .05$ ) between the income and the number of bottle of wine.

Table 4.80. The Relation of the Gender toward Buy the Wine or not.

Gender \* will buy Cross tabulation

		will buy wine or not			Total
		buy	not buy	not sure	
Gender	male	65	40	62	167
		38.9%	24.0%	37.1%	100.0%
	female	12	34	12	58
		20.7%	58.6%	20.7%	100.0%
Total		77	74	74	225
		34.2%	32.9%	32.9%	100.0%

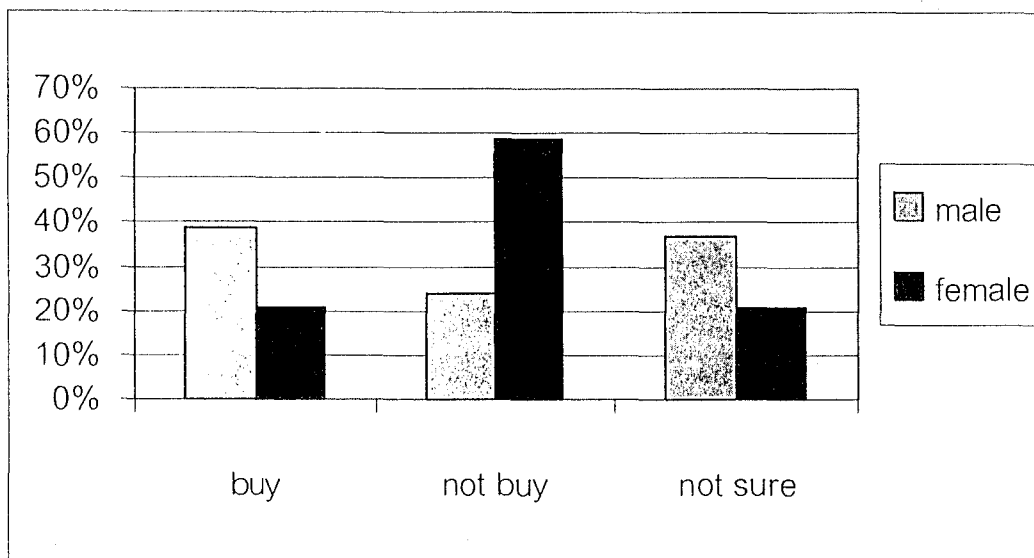


Figure 4.53. The Gender toward Buy the Wine or not.

The consumers who do not drink the wine when they see the good quality of wine in the medium price. Male consumers like to buy 38.9%, not buy 24% and not sure 37.1%. For the female consumers they will buy 20.7%, not buy 58.6% and not sure 20.7%.

Table 4.81. Table of Chi-Square Tests of the Gender toward Buy the Wine or not.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.450	2	.000
Likelihood Ratio	22.488	2	.000
Linear-by-Linear Association	.021	1	.886
N of Valid Cases	225		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 19.08.

This table shows that there are significance ( $.000 < .05$ ) between two variables. The consumers' decision toward the wine purchasing is different.

Table 4.82. The Relation of the Maximum price Consumers willing to pay and Gender.

What is the maximum pricing you willing to pay for 1 bottle of wine? \* Gender Cross tabulation

		Gender		Total	
		male	female		
what is the maximum price you willing to pay for 1 bottle of wine?	less than 1,000	Count	26	9	35
		% within Gender	17.7%	47.4%	21.1%
pay for 1 bottle	1,000-2,000	Count	83	8	91
of wine?		% within Gender	56.5%	42.1%	54.8%
	2,001-3,000	Count	25	1	26
		% within Gender	17.0%	5.3%	15.7%
	more than 3,001	Count	13	1	14
		% within Gender	8.8%	5.3%	8.4%
Total		Count	147	19	166
		% within Gender	100.0%	100.0%	100.0%

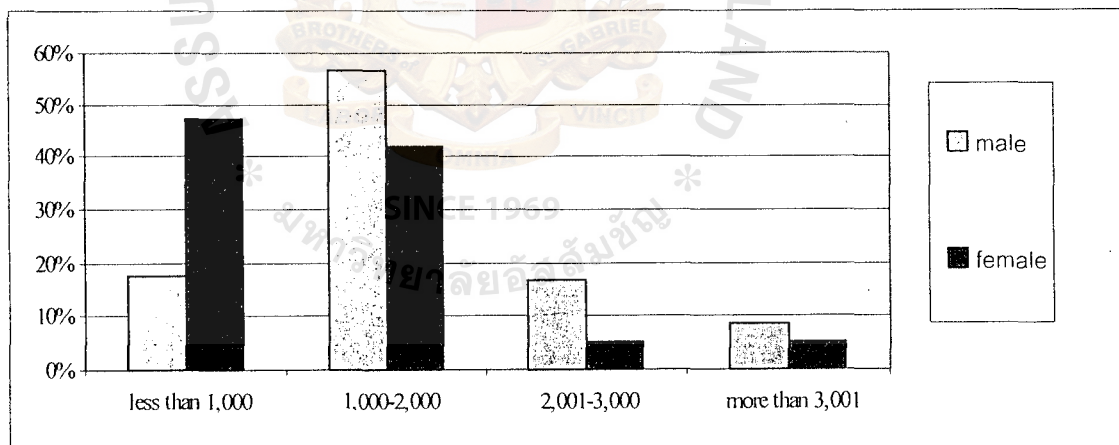


Figure 4.54. The Maximum Price Consumers willing to pay and Gender.

The male consumers willing to pay for the maximum price is less than 1,000 baht 17.7% and female 47.4%. The male consumers willing to pay the maximum price between 1,000 - 2,000 baht 56.5% and female 42.1%. The male consumers willing to

pay the maximum price between 2,000 - 3,000 baht 17% and female 5.3%. The male consumers willing to pay the maximum price more than 3,001 baht 8.8% and female 5.3%.

Table 4.83. Table of Chi-Square Tests of the Maximum price Consumers willing to pay and Gender.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.400	3	.024
Likelihood Ratio	8.341	3	.039
Linear-by-Linear Association	5.707	1	.017
N of Valid Cases	166		

a 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.60.

This table shows that there are significance (.024<.05) between two variables. The consumers who have different genders are different in the maximum price willing to pay for the one bottle of wine.

Table 4.84. The Output of the Respondents buy because Comfortable and Gender.

Respondents buy because comfortable. \* Gender Cross tabulation

		Gender		Total
		male	female	
Respondents buy because comfortable.	no	6		6
		4.1%		3.6%
	yes	141	19	160
		95.9%	100.0%	96.4%
Total		147	19	166
		100.0%	100.0%	100.0%

The respondents buy because the comfortable separated by gender as follows:

Male respondents buy because they feel comfortable 95.9% and 4.1% buy because of the other factors. Female respondents buy because they feel comfortable 100%.



Table 4.85. The Output of the Respondents buy because Seller's Suggestion and Gender.

Respondents buy because seller's suggestion. \* Gender Cross tabulation

		Gender		Total
		male	female	
Respondents buy because seller's suggestion.	no	74	14	88
		50.3%	73.7%	53.0%
	yes	73	5	78
		49.7%	26.3%	47.0%
Total		147	19	166
		100.0%	100.0%	100.0%

The respondents buy because the seller's suggestion separated by gender as follows: Male respondents buy because of the seller's suggestion 49.7% and 50.3% buy because of the others factors. Female respondents buy because the seller's suggestion 26.3% and 73.7% buy because of the others factors.

Table 4.86. The Output of the Respondents buy because not expensive and Gender.

Respondents buy because not expensive. \* Gender Cross tabulation

		Gender		Total
		male	female	
Respondents buy because not expensive.	no	118	16	134
		80.3%	84.2%	80.7%
	yes	29	3	32
		19.7%	15.8%	19.3%
Total		147	19	166
		100.0%	100.0%	100.0%

The respondents buy because it's not expensive separated by gender as follows: Male respondents buy because it's not expensive 19.7% and 80.3% buy because of the others factors. Female respondents buy because it's not expensive 15.8% and 84.2% buy because of the others factors.

Table 4.87. The Output of the Respondents buy because many Wines and Gender.

Respondents buy because there are many wines. \* Gender Cross tabulation

		Gender		Total
		male	female	
Respondents buy because there are many wines.	no	31	4	35
		21.1%	21.1%	21.1%
	yes	116	15	131
		78.9%	78.9%	78.9%
Total		147	19	166
		100.0%	100.0%	100.0%

The respondents buy because there are many wines separated by gender as follows: Male respondents buy because there are many wines 78.9% and 21.1% buy because of others factors. Female respondents buy because there are many wines 78.9% and 21.1% buy because of other factors.

Table 4.88. The Outputs of the respondents buy because not know other places and Gender.

Respondents buy because not know other place. \* Gender Cross tabulation

		Gender		Total
		male	female	
Respondents buy because not know other place.	no	146	18	164
		99.3%	94.7%	98.8%
	yes	1	1	2
		.7%	5.3%	1.2%
Total		147	19	166
		100.0%	100.0%	100.0%

The respondents buy because the seller's suggestion separated by gender as follows: Male respondents buy because they do not know other places 0.7% and 99.3% buy because of others factors. Female respondents buy because they do not know other places 5.3% and 94.7% buy because of others factors.

## V. THAI CUSTOMERS' ATTITUDE TOWARD WINE CONSUMPTION

The consumers behaviors of wine is that all consumers like to drink red wine more than the white wine and they like to drink at special occasions the average glasses per time is 2-3 glasses (48%). The consumers like to drink 1-2 times a month (22.8%) the most. They know or receive the information about wine from the restaurant and usually like to drink at the restaurants. Usually most consumers pay 601 – 1,500 baht for the one bottle of wine. The maximum price that they are willing to pay average is 1,000 – 2,000 baht, the consumers know the type of wine before they go to buy and know the wine before buying but may change at the shop and majority of them buy at the department store and supermarket because of the convenience and there are many wines to choose. They always read the label of wine especially the consumers who have the higher income. The consumers who have the higher income are more likely to buy more number of bottles of wine than the consumers who lower income. The occasions are important. Thais like to drink in special occasion (3.85) such as friends' birthday, Songkran day, New Year, and many occasions. The marketers know that Thais like to drink on special occasions when there are the chance to sell. The marketer should launch good and suitable solutions to the market to attract the consumers purchasing. Male consumers are more likely to drink in special occasions (34.4%) than female (10%) it means that Thai male consumers like to celebrate in special occasions.

Thai consumers' preferences toward wine consumption for Thais consumers compose of many factors and some related to other factors such as the overall both male and female like to drink red wine the most which is 95.3% and mean is .95 and the white wine is 59.6% mean is .60 but when we separate the gender, the male consumers like to drink red wine much more than the white wine. The red wine is .98 and white

wine is .58. There is a gap between the male consumers' preferences because the males like to drink red wine much more than the white wine. When the seller sells the wine to males they should emphasize on the red wine. The female consumers like to drink red wine .75 and white wine .70 which are very close preferences so when the seller wants to target the wine, the company should emphasize on both red and white wines.

The place that the consumers like to drink the wine first is the restaurant (.94) because the restaurants provide many options and good suggestions from the caption in the restaurant. When the consumers know the basic information of the wine that they suggested, it can create the need to drink wine or when the consumers enter the restaurant, they may see other tables have wine on the tables or drinking wine, they may want to drink when they see the other persons drink. They might see the beautiful wine list that can create the need and they may order the wine when they see the wine list in the restaurant. The second place that the consumers like to drink wine is the parties because when we go to the parties they always have wine as the waiters give it to the consumers and it shows the social status of the wine drinkers. The other places that the consumers like to drink are the pubs and bars for the person who is health conscious. They might drink the wine instead of drinking other alcohol's beverages. The consumers also like to drink at home because it's comfortable. They may drink with the meals dinner at home with the family or when there are some friends to visit, they can use the wine to welcome the guests. The other places that the consumers are usually drink such as on the plane. Some consumers like to drink on the plane because alcohol can help them have a good sleep.

Both genders perceived that the most important factor is the quality of the wine itself which mean is 4.17 so when the sellers want to sell wine to the consumers should emphasize on the quality of wine and have good communications with the consumers

that wine is very good quality, When the consumers perceived that the wine is of good quality they will repeat purchase and become brand loyalty. The second factor that consumers see the importance is the price which mean is 4.00 when the company wants to sell the product should have a good communication to the consumers that it's worth to buy wine and it's good for the one who drinks wine because there are many useful effects such as reduce the cholesterols and help to protect heart attack. For the useful wine, the seller should have a good delivery of the useful of wine toward the consumers. The first use that the majority of consumers think that wine provides is it protects from heart attack which mean is .59 this can be the selling point of wine because it's good to drink the wine and it's good for the consumer's health. The second use is that many wine consumers perceived that wine helps to reduce the cholesterols which mean is .42 This is the other use for drinking wine if all consumers know and believe these use, they will like to drink wine.

The promotion is the third factor that's important when they like to drink wine because the consumers think that wine is quite expensive so they would like to have good promotion for the wine. The first promotion that they think of is buy one get one free which mean is 3.94 the sellers should communicate to the consumers that the reason that the promotion is buy one get one free is to increase the sale and to increase the consumers trying to buy and when consumers taste and they like, they will repeat purchase of wine but the draw back is when they come to buy the next time they do not see the promotion and they may switch to the other brands that have a promotion unless the consumers really like to buy the specific brand that consumers like because the first thing that consumers need is the quality. If they use to try and really want to buy because they like the taste and trust the quality, they will buy even without the buy one get one free. When the company wants to use the promotion, it should make sure that

the promotions will not affect the brand image and should launch the promotions to the right target consumers. The first factor when we target the group of consumers might use the gender because the difference of preference such as the type of wine that males prefer the red wine but females prefer both red wine and white wine, the promotions' reason of drinking and the buying behavior is different. The consumers' income affects it because the difference in income can affect the preferences and attitude of the purchasing behavior.

The suggestion of the seller is the fourth factor that consumers see the importance and affect the consumers, mean is 3.88. The consumers like to receive the information to the seller because they can talk to the seller how to choose the wine and when the consumers go to the wine shelf they do not know how to choose the wine. The only way to know how to choose is to ask the sellers. The marketer should know this point that there are thousands of wines in the shelf. How can consumers know which one is suitable for them and what the taste of wine in each bottle is because there are many choices for the consumers to choose.

The person who likes to drink the wine compared with the person who does not drink the wine. There are differences in attitude such as the person who drinks the wine 100% see that the wine is useful and 87.3% of the overall consumers 87.3% see the use of drinking wine. The persons who usually drink the wine see the many use of drinking wine more than the persons who not drink wine.

The persons who usually buy the wine for the house are many but the first is the consumers themselves it is because the consumers who like to drink the wine can choose the wine because the wine is not easy to choose so the person who buys the wine should be the person who have some knowledge of wine or some experiences. The others person is the older or younger brother. The marketer can notice that in the family,



the person who buys the wine is usually male but there are some females that may buy because the Thais value that the male is the person who buy the alcoholic beverages. This is important for marketer to know because the persons who buy is important when we want to launch the products and promotions in the market should choose the right place to sell the products to the target markets.

The places that the consumers like to buy the wine the most is the department store (.84) because it's comfortable in buying (.96) they are very comfortable to buy the wine from the department store because there are many department stores in Bangkok. When the consumers go to the department store they can go to the department store and there are many choices of wine to choose (.79) and there are the sellers' suggestions that help to provide the information to the consumers (.47). Some consumers think that the department stores sell the wines that are not expensive (.19). The most important is the comfort because if it's comfortable they do not think a lot they just buy the products. In the supermarket (.75) the consumers see that it is the second good place to buy the wine for the same reason that it's comfortable for the consumers just go to the supermarket and buy the wine before coming back home. It's very comfortable for the consumers to buy the wine. The third place that they like to buy is the wine shop (.14) the wine shop is less because there are not many wine shops in Bangkok or not in the consumers' locations because the important reason that they like to buy is the comfort. From other places such as buy from the other countries but is not popular because the law of Thailand says they cannot bring wines into Thailand more than 1-2 bottles.

The difference in gender affects many factors so the marketer should understand them because the market is important and the thinking and attitudes of the wine. Males like to drink the red wine (.98) than white wine (.58). Males like to drink on the special occasions than females when there are special occasions the marketer can know that

males would like to drink at that time. The maximum price that male consumers are willing to pay is higher than what females consumer are willing to pay, male are willing to pay less than 1,000 baht only 17.7% while female are willing to pay only 47.4% For male between 1,001 – 2,000 baht is 56.5% for female is 42.1%. For 2,001-3,000 male are willing to pay 17% but for female only 5.3%. When the marketers want to separate targets they can know that male are willing to pay higher than female. The usefulness of drinking wine in some cases uses that they perceived is different such as reducing cholesterol. Male consumers 45.9% know that wine help reduce cholesterol while female know only 27.5% marketer should communicate to them more for this usefulness of drinking wine. To protect against heart attack for a few different male 58.4% and female 60% but some consumers do not know this usefulness of wine so the marketer should let them know it. When there are the new wines in the medium price and good quality launched to the market male are willing to buy 38.9% and not sure 37.1% and 24% not buy, where as female will buy only 20.7%, not sure 20.7% and 58.6% not buy.

The difference in income can affect the buying behavior, attitude and many factors. The higher income rate is pay for the higher price than the lower income. The consumers who have income less than 20,000 average price of 601-1,000 baht buy wine is 29.3%, 1,001-1,500 is 42.9% compared with the higher income The average price is different. The average price that all group of income willing to pay is 1,001-1,500 baht All income level average like to pay this range of price. When the marketer wants to plan for the promotions they should set the promotion to the right target market and the right group of the consumers to the right product.

The income affects the consumption rate per time. The higher incomes like to drink wine more than the consumers who have the lower income. For income less than

20,000 baht like to drink one glass of wine 41.5% the other level of income less than 20% but all level of income like to drink 2-3 glasses close to each other. Income less than 20,000 baht drink 4 -5 glasses 2.4% while other level of income is very high percentage. About 30% of the persons who have income more than 20,000 baht.

The persons who have higher income are more likely to drink wine than the persons who have lower income. For the group that have income less than 20,000 baht do not drink wine 71.6% while income between 20,001-30,000 do not drink wine 17.9% It show that the consumers who have the less income tend to drink the wine less than the consumers who have higher income.

The persons who have higher income are more likely to buy more number of bottles of wine than the persons who have the lower income. income less than 20,000 baht like to buy the wine 1-2 bottles 50% 3-5 bottles 30% 6-10 bottles 20% and buy more than 10 bottles is 0%. Higher level of income likes to buy 1-2 bottles about 35% and buy 3 -5 bottles at 40% which is higher than the consumers who have lower income. The persons who have income between 30,001- 40,000 baht are like to buy the wine 6-10 bottles 26.5%. The persons who have income more than 40,000baht are like to buy more than 10 bottles 20.8%. that is a good point in the marketer view because the higher income like to buy more number of bottles of wine may be because the consumers who have higher income do not have free time a lot so they buy many bottles of wine or may be because they have wine cellar to keep the wine in a good conditions so they can buy in big amounts.

The consumers who have higher income always read the label of wine (92.5%) compared with the consumers who have lower income (47.5%). That might because the label of wine is in other languages so they can not read so they just ask from the seller whether what wine is good and then they buy without reading the wine label.

The persons who usually drink wine are willing to pay higher attention of buying process of wine because the wine has high involvement of the product. There are many criteria that the consumers have to think about such as the vintage (year), the age of wine, the taste of the wine, the color of wine and many other factors.



## VI. SUGGESTED MARKETING MIX

This project tells us about the Thai consumers' attitude toward wine consumption and when we know their attitude, behavior and the purchasing behavior, we can use this information to set the marketing plan.

The marketing mix composes of product, price, place and promotion.

### Product

The marketer should plan to order the product to the right target market group. If the marketer plans to sell to the man the marketer should emphasize on red wine because the male consumer like to drink red wine more than the white wine. For the female consumers the marketer should also emphasize on both red wine and white wine because the female consumers like to drink white wine close to the red wine.

The marketer should select the wines that have a good quality and good taste to sell because the consumers perceived that the quality and the taste of wine is the most important. The consumers also think that the countries produce wine are important; so the marketer should have a good select on of the countries that the consumers like. The age of wine is the factor that consumer think is important so the marketer should select wine that have some age depend on the types of wine.

The marketer should choose a good package of the product because the consumers perceived that the package is important. The package should be clean and keep the quality of wine and be also beautiful. The consumers always like to read the wine label so the marketer should post the details of the wine on the bottles.

The marketer should have good products and attractive toward the customers that can create the consumers awareness when the customers want the product next time they will think of the products that they like.

## Price

The consumers perceived that the price of wine is expensive so the marketers should try to have a good communicate with the consumers that wine is not as expensive as they think because its hard to produce good wine and let them know the use of wine. If they drink wine it helps to protect from heart attack and reduce the cholesterol.

This research shows that the consumers like to buy wine in the range of 600 – 1,500 baht so the marketer should set the price between these ranges. The price that consumers like to buy is important because it is the consumer behavior that they always buy between 600-1,500 baht and this is the consumers' habit. The maximum price that the consumers are willing to pay is less than 2,000 baht so; the marketer should select the wine in this range of price and set the price in this range.

The consumers of wine are quite price sensitive because they like to drink in the price range the most so the marketer should emphasize on the right market. When the marketer want to increase the price they should make sure that it does not affect the sales volume and not make the consumers switch to the other brands.

The consumers who have higher income like to buy more expensive wine than the consumers who have lower income. The marketer should set the price of wine to the right target group of customers such as sell the wine at the luxurious department store more expensive product than the low to medium class department store. The consumers who are older like to drink more wine than the younger and like to buy more expensive wine than the younger consumers. The consumers who have higher income like to buy more expensive wine than the customers who have lower income so the marketer should try to sell the wine to the right group of customers.



## Place

This research show that the consumers like to buy wines at the department store and supermarket the most because of the convenience: so the marketer should place the product at the 2 places and have the sellers give advice to the consumers when they buy.

The consumers like to drink wine at the restaurant the most so the marketer should set the place to sell the product in the restaurant especially in good restaurants that have a target consumer of wine they should place the expensive wine in quite expensive restaurant and place the cheaper wine in the middle class restaurant. The marketer should provide knowledge of wine to the waiters because the research show that most of the consumers received the information of wine from the restaurants and its good to let the waiter know the information of the wine of each type because when the consumes want to know the waiter can answer the true information.

The consumers also like to drink wine at parties so the marketer should try to plan to sell to the consumers who always have special occasions such as go to contact as the hotel whenever there are person who come to reserve the room for the parties let them know that the hotel can provide them and also have a wine list for them to choose. The marketer should provide good services to the consumers. When the consumers like the service they will think of the company next time. The marketer should try to encourage the consumers to think of the wine that the marketer want to promote such as the wine tasting for the consumers. When they have tried and they like that wine they will buy it.

## Promotion

The marketer should have a good communicate with the consumers that the wine is of a good quality because the consumers perceived that the quality of wine is the most important. The marketer can use the persons who are famous in the social or profession for wine guarantee. That the wine is of good quality because Thais consumers think that the advice from the wine professional affects them to buy.

The marketers should have good customer relationship because the consumers who like to drink wine tend to believe the wine sellers have to know each customer preference and when they come to buy we can suggest them the right product. When there are new wines launched we should have the wine tasting for the customers to let them taste and ask them what they think about that wine and analyze their preference such as the consumer says that wine is too strong the sellers can suggest them the new wine that is less strong.

The consumers like to buy one get one free the most because it's a very good offer and attractive but when the marketer want to launch the promotions they have to think carefully because when they reduce the price a lot, it is hard to increase the price or offer a very big offer, when consumers do not see it next time, they may want to wait to buy the next time or buy other wines that have a promotions.

The marketer can have good premium for the consumers and differentiate the group of consumers and emphasize more on the consumers who generate higher revenue to the company. The company should choose the promotions for the right goal such as when the sale is drop the company can have the most attractive promotion for some wine that the company have too much in stocks, or the wine that are close to expire; then the company can select suitable promotions.

## VII. CONCLUSIONS AND RECOMMENDATIONS

### 7.1 Conclusion

Thai consumers' attitude, behavior toward wine consumption and purchasing behavior are the factors that the marketers should know and understand since they are the important things before the marketer want to do any things. This study aims in finding the Thais consumers' attitude, behavior and purchasing behavior of wine. The male consumers are different from the female consumers in many things such as the Thai male consumers like to drink red wine (.98) than the white wine (.58) a lot compare with the female consumers like to drink white wine (.75) close to the red wine (.75). Most of the consumers received the information from the restaurant (.74) and the sellers (.63) and the others sources of information are less. The consumers like to drink the wine at the restaurant (.94) the most, that come from comfort and the good image of drinking wine and the parties (.90) is also important because Thais like to celebrate on special occasions for a long time; especially they drink alcoholic beverages. The person who influences the consumers to buy is the consumers themselves the most (.98). They like to drink wine 2-3 glasses the most (.48). That might be because Thais like to drink whisky and it's too strong compared with wine. When they drink one glass of wine, they feel that it's too little. Both male (77%) and female (78.8%) wine consumers see the importance of the promotion is have a lot of effects not to buy a different. The persons who are older like to drink wine more than the persons who are younger.

They perceived that the quality is the most important (4.17) because the wine quality is more important than the other factors. The price is also important since the wine is a luxury in consumers mind so they perceive that the price must be expensive and like to buy when there are attractive promotions launched. The consumers like the buy one get one free the most (3.94) because this promotion is very attractive in the

consumers mind. The incomes of the consumer toward wine promotion is close to the person who have different levels of income like the type of wine as the buy one get one free the most. Discount is second and premium is the third for the other promotions is not too attractive compared with these three promotions. The persons who have higher income like to drink the wine on special occasions than the persons who have the lower income. The frequency of drinking wine is related to the level of income also. The consumers who have higher income drink wine more often than the persons who have lower income. The consumers who have higher income drink more number of glasses than the persons who have lower income. The persons who have higher education like to drink more wine than the person who has lower education. The people who have higher income are like to read the label than the person who has lower educations. The persons who have the higher income read the label of wine before they buy more often than the persons who have lower income. The persons who have higher income like to buy more numbers of bottles of wine than the persons who have lower income.

The persons who drink wine perceived that wine is useful (100%), the person who not drinks wine thinks that wine is useful (87.3%). The consumers know that wine helps to protect heart attack the most (.59) and the second it is reduced cholesterol (.42). This is a good point that consumers perceived from drinking wine.

The male consumers know that wine helps to reduce cholesterol (.46) than the female (.28) and female knows that wine help to make skin better (.49) than male (.18). When the consumers choose the wine they perceived that taste is the most important (4.39), the second is country (3.99), the third is age of wine and the color of wine, vintage of wine (year), types of grape, and alcohol content respectively. The consumers like to buy at the department store (.84) and super market (.78) the most reason is the convenience (.96) and many wines (.79).

The reasons of the persons who do not drink wine because they think that it wastes money to drink (.44) the most because they perceived that the wine is a luxury beverages and expensive. The others reason is no chance to drink because wine is quite complicated to drink and Thais like to drink the beverages that is easy to drink such as beer they just open the can and drink. And the occasion that is suitable for the wine is not a lot because other alcoholic beverages are more popular.

## **7.2 Recommendations**

There are many factors that affect the Thais consumers' attitude, behavior and purchasing behavior. When the marketers start to plan they have to think carefully. First of all when the marketers want to do anything they have to understand the Thai consumers' attitude, behavior and purchasing behavior. When the marketer understands these things the marketer can launch the right marketing plan to the market. The consumers of wine is different in many factors such as the gender of the consumers; The males like to drink red wine the most, females like to drink red wine and white wine equally. Male are willing to pay higher prices than females and males know the use of wine differently in some use such as male perceived that wine help to reduce cholesterols than female, but female perceived that wine help to preserve the better skin care than males. The marketer should have a good target market in each market. The product type and the promotion should relate and launch as the right target market.

The income level affects the buying behavior of wine; the consumers who have lower income are willing to pay less than consumers who have higher income, The consumers who have lower income drink a less number of glasses of wine compared with the consumers who have higher income, the consumers who have lower income buy less number of bottles of wine compared with the consumers who have higher income. The marketer should know that the consumers who have higher income will

buy big lot size and should keep the consumers database of the customers. When the company launches the new wine or the new promotion the company will inform the customers especially who have high income. May be send the mail, E-mail, and when they order the company may offer a premium gift for them or a very special service to them such as free delivery or wine tasting when there are new wines launch to the market.







## QUESTIONNAIRE OF THAI CONSUMERS' ATTITUDE TOWARD WINE CONSUMPTION

I am Mr. Polsit Sutumratanakul; I am Computer and Engineering Management student of Assumption University. This questionnaire is a part of my research which is the Thai Consumers' Attitude Toward wine Consumption. If you spend time to answer, I would appreciate for your cooperation. Your answer will be kept in the confidential. Thank you for your kindness.

**Please Mark  $\surd$  in the blank to answer question.**

### **Part 1**

1. Do you like to drink wine or not?

☐ Yes

☐ No (Skip to Part 3)

### **Part 2 For the Wine Drinker**

2. What kind of wine you would like to Drink? (Can choose more than one answer)

☐ Red Wine

☐ White Wine

☐ Champagne

☐ Rose Wine

☐ Others Please Specify \_\_\_\_\_

3. How often you drink the wine?

☐ Everyday

☐ 3-4 Times A Week

☐ 1-2 times a Week

☐ 1-2 Times a Month

☐ Less than 1 Time a Month

☐ Only Special Occasion

4. By Average how many glasses of wine does u drink?

☐ 1 Glass

☐ 2-3 Glasses

☐ 4-5 Glasses

☐ More than 5 Glasses

5. How you receive the information of wine? (Can choose more than one answer)

☐ Wine Book ☐ Magazines ☐ Restaurant ☐ Suggestion from friends

☐ Seller

☐ TV

☐ Newspaper ☐ Radio

☐ Internet

☐ Others Please Specify \_\_\_\_\_

6. Where would you like to drink the wine?

- ☐ Restaurant                      ☐ Home                      ☐ Pub / Bar
- ☐ Parties                      ☐ Others Please Specify \_\_\_\_\_

7. Who usually buy the wine for your family? (Can choose more than one answer)

- ☐ Dad                      ☐ Mom                      ☐ Younger or older brother
- ☐ Younger or older sister                      ☐ Relative                      ☐ Yourself
- ☐ Others Please Specify \_\_\_\_\_
- ☐ Only others buy for you (Skip to Part3)

8. How much you buy one bottle of wine usually? ( 750ML.)

- ☐ Less than 300 baht                      ☐ 301-600 baht
- ☐ 601-1,000 baht                      ☐ 1,001-1,500 baht
- ☐ 1,501-3,000 baht                      ☐ More than 3,000 baht

9. How much is the maximum price you willing to pay for one bottle of wine?

- ☐ Less than 1,000 baht                      ☐ 1,000-2,000 baht
- ☐ 2,001-3,000 Baht                      ☐ More than 3,001 baht

10. How many bottles of wine you usually buy?

- ☐ 1-2 Bottles                      ☐ 3-5 Bottles                      ☐ 6-10 Bottles                      ☐ More than10 Bottles

11. Do you usually know the brands of wine before you buy or not?

- ☐ Yes                      ☐ Yes but may be change the brand in the store                      ☐ No

12. Do you read the wine label before you buy the wine or not?

- ☐ Always Read                      ☐ Read sometimes                      ☐ Not read

13. Where you usually buy the wine? (Can choose more than one answer)

- ☐ Wine Shop                      ☐ Super Market
- ☐ Department store              ☐ Others Please Specify \_\_\_\_\_
- ☐ Internet

14. Why do you buy the wine from the place above? (Can choose more than one answer)

- ☐ Convenience              ☐ Suggestion from seller              ☐ Not expensive
- ☐ Many wines              ☐ Not know other places
- ☐ Others Please Specify \_\_\_\_\_

15. Who is the most influence you to buy the wine?

- ☐ Friends                      ☐ Family                      ☐ Seller
- ☐ Yourself                      ☐ Others Please Specify \_\_\_\_\_

16. How much these factors affect you to buy the wine?

	The Most	A Lot	Medium	Few
Least				
1. Country	_____	_____	_____	_____
2. Vintage	_____	_____	_____	_____
3. Aged of wine	_____	_____	_____	_____
4. Color	_____	_____	_____	_____
5. Grape Types	_____	_____	_____	_____
6. Alcohol Content	_____	_____	_____	_____
7. Taste	_____	_____	_____	_____
7.1 Sweet	_____	_____	_____	_____
7.2 Dry	_____	_____	_____	_____

### Part 3 For both wine drinker and not drinker

17. What would you think the useful of wine? (Can choose more than one answer)

- ☐ No useful      ☐ Not sure      ☐ Reduce Cholesterol      ☐ Protect heart attack  
☐ Protection the deceases      ☐ Improve visibility      ☐ Better \skin  
☐ Others Please Specify \_\_\_\_\_

18. How much you think for the one bottle of quite good quality of wine?

- ☐ Less than 300 baht      ☐ 301-600 baht  
☐ 601-1,000 baht      ☐ 1,001-1,500 baht  
☐ 1,501-3,000 baht      ☐ More than 3,001 baht

19. How much these factors affect you to buy the wine?

	The Most	A Lot	Medium	Few	Least
1. Advertising	_____	_____	_____	_____	_____
2. Suggestion	_____	_____	_____	_____	_____
3. Special occasion	_____	_____	_____	_____	_____
4. Price	_____	_____	_____	_____	_____
5. Quality	_____	_____	_____	_____	_____
6. Seller	_____	_____	_____	_____	_____
7. Shop Atmosphere	_____	_____	_____	_____	_____
8. Package	_____	_____	_____	_____	_____
9. Promotion	_____	_____	_____	_____	_____
9.1 Buy 1 get 1	_____	_____	_____	_____	_____
9.2 Discount	_____	_____	_____	_____	_____
9.3 Premium	_____	_____	_____	_____	_____
9.4 Coupon	_____	_____	_____	_____	_____
9.5 Sweepstake	_____	_____	_____	_____	_____
9.6 Lucky draw	_____	_____	_____	_____	_____

#### **Part 4 For Persons who not drink wine**

20. Why you not like to drink the wine? (Can choose more than one answer)

- ☐ No chance                      ☐ Not drink                      ☐ No useful
- ☐ Not like wine taste                      ☐ Waste                      ☐ Worse the health
- ☐ Too expensive                      ☐ Not know how to choose
- ☐ Others Please Specify \_\_\_\_\_

21. If there are the quite good qualities in the medium price (about 500-800 baht)

Will you buy or not?

- ☐ Buy                      ☐ Not Buy                      ☐ Not Sure





## **Part 5 Personal Data**

### 1. Gender

☐ Male

☐ Female

### 2. Age

☐ Less than 18 Year

☐ 18-24 Year

☐ 25-30 Year

☐ 31-35 Year

☐ 36-45 Year

☐ 46-60 Year

☐ More than 61 Year

### 3. Education

☐ Less than primary school    ☐ Primary school

☐ High school    ☐ Diploma

☐ Bachelor Degree    ☐ Master Degree

☐ Doctorial Degree or Above

### 4. Occupation

☐ Student    ☐ Employee

☐ Teacher    ☐ Businessman

☐ Bureaucracy    ☐ Housewife

☐ Free lance    ☐ Others Please Specify \_\_\_\_\_

### 5. Income / Month\*

☐ Less than 10,000 Baht    ☐ 10,001-15,000 Baht

☐ 15,001-20,000 Baht    ☐ 20,001-30,000 Baht

☐ 30,001-40,000 Baht    ☐ 40,001-50,000 Baht

☐ 50,001-100,000 Baht    ☐ More than 100,001 Baht

### 6. Marital Status

☐ Single    ☐ Divorce    ☐ Widow

☐ Married with no child    ☐ Married with child / children



## APPENDIX B

QUESTIONNAIRE IN THAI

## แบบสอบถามความคิดเห็นและทัศนคติของผู้บริโภคไทยต่อการดื่มไวน์

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของการทำวิจัยเรื่อง ทัศนคติของผู้บริโภคไทยต่อการดื่มไวน์ ของนักศึกษาปริญญาโท คณะ Computer and Engineering Management มหาวิทยาลัยอัสสัมชัญ (ABAC) ผู้วิจัยขอความกรุณาท่าน ในการตอบแบบสอบถามทุกข้อตามความเป็นจริง

### คำชี้แจง กรุณาทำเครื่องหมาย ✓ ในช่องว่าง

#### ส่วนที่ 1

1. คุณชอบดื่มไวน์หรือไม่

☐ ใช่

☐ ไม่ใช่ (ข้ามไปตอบใน ส่วนที่ 3)

#### ส่วนที่ 2 สำหรับผู้ที่ดื่มไวน์

2. คุณชอบดื่มไวน์ชนิดใด (เลือกตอบได้มากกว่า 1 ข้อ)

☐ ไวน์แดง

☐ ไวน์ขาว

☐ แชมเปญ

☐ ไวน์สีชมพู (Rose Wine)

☐ อื่นๆ โปรดระบุ \_\_\_\_\_

3. คุณดื่มไวน์บ่อยแค่ไหน

☐ ทุกวัน

☐ 3-4 ครั้ง/ สัปดาห์

☐ 1-2 ครั้ง/ สัปดาห์

☐ 1-2 ครั้ง/ เดือน

☐ น้อยกว่า 1 ครั้ง / เดือน

☐ เฉพาะโอกาสพิเศษ

4. โดยเฉลี่ยคุณดื่มไวน์ครั้งละกี่แก้ว

☐ 1 แก้ว

☐ 2-3 แก้ว

☐ 4-5 แก้ว

☐ 5 แก้ว ขึ้นไป

5. คุณได้รับข้อมูลเกี่ยวกับไวน์จากที่ใดบ้าง (เลือกตอบได้มากกว่า 1 ข้อ)

☐ หนังสือไวน์

☐ นิตยสาร

☐ ร้านอาหาร

☐ คนรู้จักแนะนำ

☐ พนักงานขาย

☐ โทรศัพท์

☐ หนังสือพิมพ์

☐ วิทยู

☐ อินเทอร์เน็ต

☐ อื่นๆ โปรดระบุ \_\_\_\_\_

6. โดยปกติคุณดื่มไวน์ที่ใด (เลือกตอบได้มากกว่า 1 ข้อ)

☐ ร้านอาหาร

☐ ที่พัก

☐ ผับ/ บาร์

☐ งานเลี้ยงสังสรรค์

☐ อื่นๆ โปรดระบุ \_\_\_\_\_

7. ใครเป็นคนเลือกซื้อไวน์ภายในบ้านของท่าน (เลือกตอบได้มากกว่า 1 ข้อ)

☐ พ่อ

☐ แม่

☐ พี่ชาย/น้องชาย

☐ พี่สาว / น้องสาว

☐ คุณาติ

☐ ตัวท่านเอง

☐ อื่นๆ โปรดระบุ \_\_\_\_\_

☐ มีแต่คนซื้อให้ (ข้ามไปตอบใน ส่วนที่ 3)

8. โดยปกติแล้ว คุณซื้อไวน์ขวดละเท่าไร ( 750 มิลลิลิตร )
- ☐ ต่ำกว่า 300 บาท ☐ 301-600 บาท
- ☐ 601 – 1,000 บาท ☐ 1,001-1,500 บาท
- ☐ 1,501 – 3,000 บาท ☐ 3,001 บาทขึ้นไป
9. คุณคิดว่า คุณจะยอมจ่ายสูงสุดเท่าใดสำหรับไวน์หนึ่งขวด
- ☐ ต่ำกว่า 1,000 บาท ☐ 1,000- 2,000 บาท
- ☐ 2,001-3,000 บาท ☐ 3,001 บาทขึ้นไป
10. ปกติคุณซื้อไวน์ครั้งละกี่ขวด
- ☐ 1-2 ขวด ☐ 3-5 ขวด ☐ 6- 10 ขวด ☐ 10 ขวดขึ้นไป
11. คุณรู้ชนิดของไวน์ที่คุณต้องการ ก่อนที่คุณจะเลือกซื้อหรือไม่
- ☐ ใช่ ☐ ใช่ แต่อาจจะเปลี่ยนชนิดของไวน์ในร้าน ☐ ไม่
12. คุณอ่านฉลากของไวน์ก่อนตัดสินใจซื้อหรือไม่
- ☐ อ่านอย่างสม่ำเสมอ ☐ อ่านบางครั้ง ☐ ไม่อ่าน
13. ส่วนใหญ่คุณซื้อไวน์จากที่ใด (เลือกตอบได้มากกว่า 1 ข้อ)
- ☐ ร้านขายไวน์โดยเฉพาะ ☐ ซูเปอร์มาร์เก็ต
- ☐ ตามห้างสรรพสินค้า ☐ ที่อื่นๆ โปรดระบุ \_\_\_\_\_
- ☐ อินเทอร์เน็ต
14. เพราะเหตุใดคุณถึงเลือกซื้อไวน์จากสถานที่จากข้อข้างบน (เลือกตอบได้มากกว่า 1 ข้อ)
- ☐ สะดวกสบาย ☐ มีคนคอยแนะนำ ☐ คิดว่าราคาไม่แพง
- ☐ มีไวน์ให้เลือกมาก ☐ ไม่รู้จักสถานที่อื่น ☐ ที่อื่นๆ โปรดระบุ \_\_\_\_\_
15. ใครมีผลต่อการตัดสินใจเลือกซื้อไวน์ของคุณมากที่สุด
- ☐ เพื่อน ☐ พ่อ/แม่/ครอบครัว ☐ พนักงานขาย
- ☐ ตัวเอง ☐ อื่นๆ โปรดระบุ \_\_\_\_\_
16. ปัจจัยเหล่านี้มีอิทธิพลต่อท่านในการตัดสินใจเลือกซื้อไวน์อย่างไร

	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1. ประเทศผู้ผลิต	_____	_____	_____	_____	_____
2. ปีที่ผลิต	_____	_____	_____	_____	_____
3. อายุของไวน์	_____	_____	_____	_____	_____
4. สีของไวน์	_____	_____	_____	_____	_____
5. พันธุ์องุ่น	_____	_____	_____	_____	_____
6. ปริมาณแอลกอฮอล์	_____	_____	_____	_____	_____
7. รสชาติ	_____	_____	_____	_____	_____
7.1 มีรสหวาน	_____	_____	_____	_____	_____
7.2 มีรสฝาด	_____	_____	_____	_____	_____

### ส่วนที่ 3 สำหรับผู้ที่ดื่มและไม่ดื่มไวน์

17. คุณคิดว่าไวน์มีประโยชน์อย่างไร (เลือกตอบได้มากกว่า 1 ข้อ)

- ☐ ไม่มี ☐ ไม่แน่ใจ ☐ ช่วยลดคอเลสเตอรอล ☐ ช่วยป้องกันโรคหัวใจ
- ☐ ทำให้ร่างกายมีภูมิคุ้มกันไม่ติดเชื้อง่าย ☐ ช่วยให้คลายเครียด ☐ ทำให้ผิวสวยขึ้น
- ☐ อื่นๆ โปรดระบุ \_\_\_\_\_

18. คุณคิดว่า โดยเฉลี่ยไวน์ที่คุณภาพค่อนข้างดีหนึ่งขวด ราคาควรจะเป็นประมาณเท่าไร

- ☐ ต่ำกว่า 300 บาท ☐ 301-600 บาท
- ☐ 601 - 1,000 บาท ☐ 1,001-1,500 บาท
- ☐ 1,501 - 3000 บาท ☐ 3,001 บาทขึ้นไป

19. ปัจจัยเหล่านี้มีอิทธิพลต่อท่านในการตัดสินใจเลือกซื้อไวน์อย่างไร

	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1. โฆษณา	_____	_____	_____	_____	_____
2. คำแนะนำจากผู้เชี่ยวชาญ	_____	_____	_____	_____	_____
3. โอกาสพิเศษต่างๆ	_____	_____	_____	_____	_____
4. ราคา	_____	_____	_____	_____	_____
5. คุณภาพ	_____	_____	_____	_____	_____
6. พนักงานขาย	_____	_____	_____	_____	_____
7. บรรยากาศภายในร้าน	_____	_____	_____	_____	_____
8. ลักษณะบรรจุภัณฑ์	_____	_____	_____	_____	_____
9. รายการส่งเสริมการขาย	_____	_____	_____	_____	_____
9.1 ซื้อ 1 แถม 1	_____	_____	_____	_____	_____
9.2 ส่วนลด	_____	_____	_____	_____	_____
9.3 ของแถม	_____	_____	_____	_____	_____
9.4 คู่มือส่วนลด	_____	_____	_____	_____	_____
9.5 รายการชิงโชค	_____	_____	_____	_____	_____
9.6 จับฉลาก	_____	_____	_____	_____	_____

### ส่วนที่ 4 สำหรับผู้ที่ไม่ดื่มไวน์

20. เพราะเหตุใดคุณจึงไม่ชอบดื่มไวน์ (เลือกตอบได้มากกว่า 1 ข้อ)

- ☐ ไม่มีโอกาส ☐ ไม่ชอบเครื่องดื่มแอลกอฮอล์ ☐ ไม่มีประโยชน์
- ☐ ไม่ชอบรสชาติของไวน์ ☐ สิ้นเปลือง ☐ เสียสุขภาพ
- ☐ ราคาสูงเกินไป ☐ เลือกซื้อไม่เป็น ☐ อื่นๆ โปรดระบุ \_\_\_\_\_

21. ถ้ามีไวน์คุณภาพดี ราคาปานกลาง (ประมาณ 500 - 800 บาท) คุณจะซื้อไปดื่มหรือไม่

- ☐ ซื้อ ☐ ไม่ซื้อ ☐ ไม่แน่ใจ

## ข้อมูลส่วนตัว

### 1. เพศ

☐ ชาย

☐ หญิง

### 2. อายุ

☐ ต่ำกว่า 18 ปี

☐ 18 – 24 ปี

☐ 25- 30 ปี

☐ 31 – 35 ปี

☐ 36 – 45 ปี

☐ 46- 60 ปี

☐ 61 ปีขึ้นไป

### 3. การศึกษา

☐ ต่ำกว่าประถมศึกษา

☐ ประถมศึกษา

☐ มัธยมศึกษา/ ปวช.

☐ ปวส. /อนุปริญญา

☐ปริญญาตรี

☐ปริญญาโท

☐ปริญญาเอกหรือสูงกว่า

### 4. อาชีพ

☐ นักเรียน/ นักศึกษา

☐ พนักงานบริษัท

☐ ครู / อาจารย์

☐ นักธุรกิจ/ เจ้าของกิจการ

☐ข้าราชการ / พนักงานรัฐวิสาหกิจ

☐ แม่บ้าน

☐ อาชีพอิสระ

☐ อื่นๆ โปรดระบุ \_\_\_\_\_

### 5. รายได้ของท่านต่อเดือน

☐ น้อยกว่า 10,000 บาท

☐ 10,001 – 15,000 บาท

☐ 15,001 – 20,000 บาท

☐ 20,001 – 30,000 บาท

☐ 30,001 – 40,000 บาท

☐ 40,001 – 50,000 บาท

☐ 50,001-100,000 บาท

☐ 100,001 บาทขึ้นไป

### 6. สถานภาพสมรส

☐ โสด

☐ หย่าร้าง

☐ หม้าย

☐ แต่งงานแล้วยังไม่บุตร

☐ แต่งงานและมีบุตร

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2. (National Women's Business Center, Washington, D.C., 7/97, [http://www.onlinewbc.gov/docs/market/mk\\_research\\_types.html](http://www.onlinewbc.gov/docs/market/mk_research_types.html)) 1/6/2004



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