

CONSUMER BEHAVIOR AND ATTITUDE TOWARDS BEER CONSUMING FACTORS OF THE CONSUMERS IN THE AREA OF KHON KAEN MUNICIPALITY

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Abstract

The objective of this study was to analyze the behaviors and opinions of consumers in the Khon Kaen municipality regarding their beer consumption. From survey research to documentary study and analysis, the demographic details (sex, age, educational level, occupation, and monthly income) of the 400 people who made up the sample group of this study were found to be as follows. It was found that the majority of the sample were males (67.00%, 268 individuals); females made up 33.00% of the sample (132 individuals). In the sample, 134 individuals were in the age range of 20 to 25 (33.50%). There were 223 individuals (55.75%) with an undergraduate degree, 129 individuals who worked as company employees or in department stores (32.25%), and 189 individuals (47.25%) with a monthly income from 15,000 baht to no more than 20,000 baht. It was found that in regards to who had the most influence on the decision to purchase beer, for the majority (229 individuals, or 57.25%), it was the individual him/herself. Trait-factors and satisfaction in choosing to drinking the “Leo” beer brand affected 175 individuals (43.75%). The flavor of the beer was also a reason to choose to drink beer for 311 individuals (77.75%). In regards to the amount of beer consumed per time, it was found that the majority (219 individuals, or 54.75%) would drink between two to four bottles, while 293 individuals (73.25%) would drink beer with co-workers. The rationale for being able to drink more beer than usual was the atmosphere, the location, and music for 232 individuals (58.00%). Having meals outside the house and drinking beer, with one to three other people, affected 186 individuals, or 46.50% of the sample. When drinking beer at a restaurant, the taste of the beer would be considered along with drinking it. Places where beer is enjoyed were restaurants or other entertainment venues (for 170 individuals, or 42.50%). A factor that promoted beer consumption was the flavor of the beer (152 individuals, 38.00%). For opinions as to what factors affect the decision to consume beer, in terms of the product, the sample agreed it was a factor, with an average agreement level of 4.34 (SD = 0.00). In terms of price, appropriateness and value for money of the beer received an agreement level of a mean of 4.00 (SD = 0.84). The sample also agreed that another factor that had an influence was convenient sale locations; this had an agreement level of 4.01 (SD = 0.67). The sample also agreed that market promotion, or service at stores selling the products, had an influence, with an agreement level of (S.D. = 0.90). The consumers’ opinions on consuming beer did not differ.

Keywords: Consumer Behavior, Consumer Buying Decision, Beer Consumption.



1. Introduction

Beer is a beverage that is derived from natural ingredients, which makes it a drink with nutritional value. Other than being able to quench thirst, beer can also stimulate the appetite. One liter of beer contains 440 kilocalories' worth of energy in the form of alcohol and carbohydrates, while the hops and potassium salts act as a diuretic and kidney cleanser. On the other hand, drinking beer also has negative effects on the body, such as alcoholism, cirrhosis of the liver or liver cancer.

At present, there are governmental restrictions placed on alcohol advertisements. It is prohibited for alcohol commercials across all media platforms to advertise its properties, encourage drinking, or promote its sale. According to statistics from B.E. 2550 to B.E. 2557, increases and decreased in drinking in the country occurred each year. Different factors contributed to the fluctuations, such as political problems, unrest in the southern border provinces, economic problems, etc.; all of these affected consumption within the country.

Khon Kaen province is a province in an economically strategic area in the northeastern region. Besides being geographically situated in the central part of the Isan, or northeastern region of Thailand, it is also a regional center of education and technology, as it is the location of Khon Kaen university and has a system of public utilities and various conveniences. The province also has many types of accommodations and services. Most importantly, it is also the location of the provincial airport. These factors all strongly support the potential for tourism within the province. Because of many of factors in Khon Kaen city it can glow fast and very interesting to study then this research study, thus, sought to study the behavior and opinions of consumers towards beer consumption within the Khon Kaen municipality, Khon Kaen province.

2. Research objectives

2.1 To study the behaviors of consumers in terms of beer consumption of the consumer in the Khon Kaen municipality, Khon Kaen province.

2.2 To study the opinions of consumers in regards to beer consumption of the consumer in the Khon Kaen municipality, Khon Kaen province.

3. Methodology

This was a type of survey research; specifically, a documentary study. The parameters of the population of this research were they were to be beer consumers aged 20 years or older. They had to be restaurant customers, convenience store or retail store customers, 7-11 customers, and others in the Khon Kaen municipality who willing to answer a questionnaire. In calculating the size of the sample to draw from this population of beer consumers in the Khon Kaen municipality, a deviation in the random selection process was allowed at 0,05 or 5%, as per the number of members of the population in the Khon Kaen municipality aged 20 years or older within the Khon Kaen municipality in the year B.E. 2557, equal to 81,833 people. The researcher therefore set the sample group for the present study at 400 people, to guard against the loss of questionnaires. Data were gathered from documents, related research studies, and

from a field study. The field study utilized a questionnaire as a data collection instrument; the data were analyzed using applied research analytical techniques. This study was descriptive research, with the researcher interpreting, analyzing, and evaluating the collected data, then presenting the findings using the descriptive-analytical method. The distribution, frequency, and the mean values of the variables are described using descriptive statistics, while inferential statistics are used to describe the relationships between the data and the hypotheses, as well as to determine a measure of central tendency for the population under study.

3.1 Framework

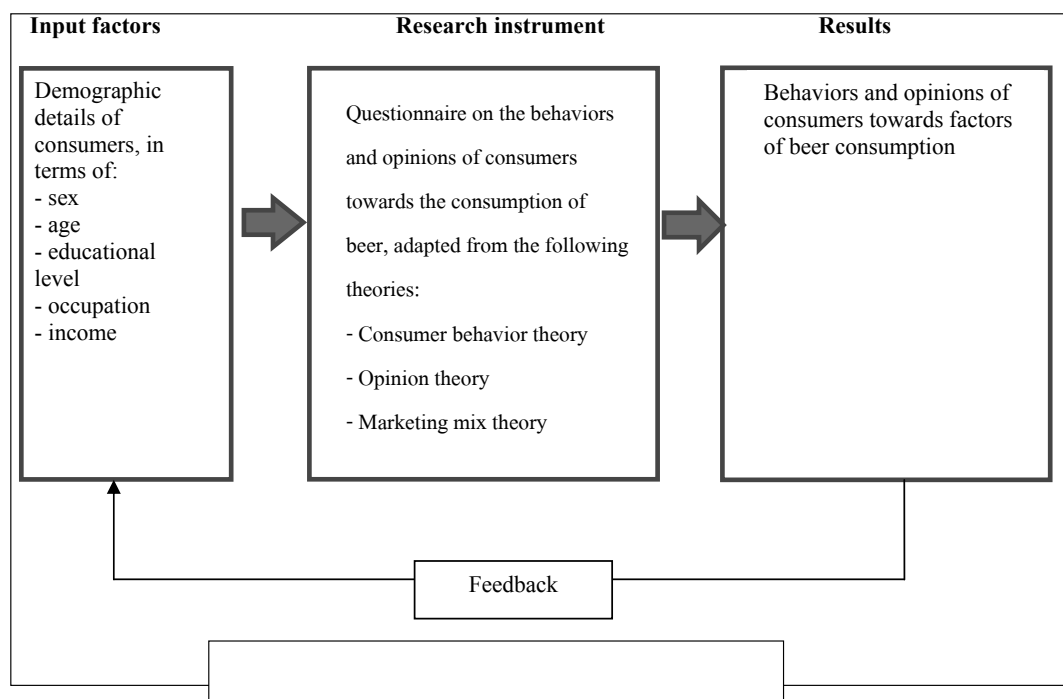


Figure 1. Theoretical framework of the study

3.2 Research hypotheses

3.2.1 The opinions of consumers of different sexes towards the consumption of beer in terms of opinion level and marketing mix will not differ.

3.2.2 The opinions of consumers of different ages towards the consumption of beer in terms of opinion level and marketing mix will not differ.

3.2.3 The opinions of consumers of different educational levels towards the consumption of beer in terms of opinion level and marketing mix will not differ.

3.2.4 The opinions of consumers with different occupations towards the consumption of beer in terms of opinion level and marketing mix will not differ.

3.2.5 The opinions of consumers with different monthly incomes towards the consumption of beer in terms of opinion level and marketing mix will not differ.

3.3 Limitations of the research, population, and sample

3.3.1 The parameters of the population of this research were they were to be beer consumers aged 20 years or older. They had to be restaurant customers, convenience store or retail store customers, 7-11 customers, and others in the Khon Kaen municipality of Khon Kaen province who willing to answer a questionnaire. In calculating the size of the sample to draw from this population of beer consumers in the Khon Kaen municipality, Khon Kaen province, a deviation in the random selection process was allowed at 0,05 or 5%, as per the number of members of the population in the Khon Kaen municipality aged 20 years or older within the Khon Kaen municipality in the year B.E. 2557, equal to 81,833 people.

The researcher therefore set the sample group for the present study at 400 people, to guard against the loss of questionnaires.

3.3.2 Parameters of the research setting

The research was conducted with beer consumers in restaurants and convenience stores in the Khon Khaen municipality, Khon Kaen province.

3.3.3 Duration of the study

The study lasted from March to April B.E. 2558.

3.4 Study variables

3.4.1 The independent variables were the characteristics of the beer consumers, classified according to sex, age, educational level, occupation, and monthly income.

3.4.2 The dependent variables were the opinions of the consumers towards beer consumption in the Khon Kaen municipality, Khon Kaen province.

3.5 Research instruments

There was a questionnaire that had questions regarding the consumption behavior of bear consumers in the Khon Kaen municipality, with the objective of recording data on the decision-making behavior of customers in regards to decisions on buying products or using services. The questions were close-ended, and there were both questions that elicited a single reply and those that had several choices to select from.

3.6 Instrument validation

The questionnaire was subjected to validation by determining the IOC, of Index of Consistency, in March of B.E. 2558.

3.7 Data collection

Convenience sampling was used for the selection of the sample group.

3.8 Statistical analyses

The statistics used to analyze the demographic and behavior data of the beer consumers were frequency and percentage. The statistics used for analyzing the level of agreement of the beer consumers towards market mix were weighted arithmetic mean and standard deviation. The statistics used to analyze the difference in agreement level of beer consumers, differentiated by the sex, age, educational level, occupation, and monthly income of the questionnaire respondents, were weighted arithmetic mean, standard deviation, and a *t*-test.

4. Results

4.1 The results in accordance with the research objectives are as follows. In terms of demographic details (sex, age, educational level, occupation, and monthly income), it was found that the majority of the sample were males (67.00%, 268 individuals); females made up 33.00% of the sample (132 individuals). In the sample, the majority or 134 individuals were in the age range of 20 to no more than 25 years (33.50%). Individuals aged 30 to no more than 35 years made up the second largest percentage (102 individuals, 25.50%). Most of the sample had (223 individuals, or 55.75%) an undergraduate degree; the second most frequently found educational level was those with a high school diploma or a vocational certificate or a vocational diploma (91 individuals, or 22.75%). Most of the sample (129 individuals) worked as company employees or in department stores (32.25%). The second most common occupation in the sample were government officials or state enterprise employees (113 individuals, 28.75%). The majority of the sample (189 individuals, 47.25%) had a monthly income from 15,000 baht to no more than 20,000 baht; second most common monthly income was 20,000 to no more than 30,000 baht (83 individuals, 20.75%).

4.2 The results in accordance with the research objectives are as follows. In terms of examining the beer consumption behavior of the questionnaire respondents, as classified by the factors influencing their decision to purchase beer, it was found that the majority named themselves as the most influential factor (229 individuals, 57.25%). The second most influential factor was friends or co-workers (134 individuals, 33.50%).

It was found that the majority of the sample liked to drink the “Leo” beer brand (175 individuals, 43.75%). The second most favored brand was “Singh” beer (68 individuals, 17.00%). For most, the flavor was the reason they chose to drink beer (311 individuals, 77.75%). In terms of the amount of beer consumed per time, it was discovered that most of the sample would drink two to four bottles of beer (219 individuals, 54.75%). Most of the sample would consume beer with friends or co-workers (293 individuals, 73.25%). Being able to drink more than usual was mainly attributed to the atmosphere, the location, and music (232 individuals, 58.00%). Eating outside the home accompanied beer consumption, as well as being in the company of other people; for most, they would be in the company of one to three people (186 individuals, 46.50%).

When drinking beer at a restaurant, the majority would use flavor as their first priority (173 individuals, 43.25%). The occasion when most of the sample consumed beer would be at events where congratulations were being given (166 individuals, 41.50%). Not having a label or not having information regarding its origin was the reason for purchasing beer for 184 individuals, or 46.00% of the sample.

The location the sample enjoyed drinking beer was restaurants or other entertainment venues (170 individuals, 42.50%). The factor that promoted beer drinking for the majority was flavor (152 individuals, 38.00%).

4.3 In terms of factors that affected opinions which influenced the decision to consume beer, the one that the sample strongly agreed with was in the aspect of the product. The first product aspect was the quality of the beer, which garnered a mean agreement level of 4.34. In



terms of price, the top aspect the sample agreed with was appropriate pricing and the value of the beer; this had a mean agreement level of 4.00. In the aspect of place, or distribution locations, the factor that the sample agreed with most was the convenience in purchasing; this had a mean agreement level of 4.01. In terms of promotion, the top aspect was the service at the sales location; the mean agreement level for this aspect was 3.98.

4.4 The results in accordance with the research hypothesis are as follows. In terms of the differences in agreement level of consumers towards beer consumption in Khon Kaen municipality, Khon Kaen province, classified according to sex, age, educational level, occupation, and monthly income were subjected to a t-test, with the significance level set at 0.05. It was found the null hypotheses could not be rejected. Thus, it was concluded that sex, age, educational level, occupation, and monthly income did not have a statistically significant effect on the decision to consume beer, at the significance level of 0.05.

4.5 Result of the analysis of further recommendations

In the 400 questionnaires, none of the respondents offered any recommendations.

5. Discussion, conclusion, and recommendations

5.1 Conclusion

The conclusion in accordance with the research objectives are as follows. In terms of demographic details and consumer behaviors of consumers in regards to the consumption of beer in the Khon Kaen municipality, Khon Kaen province, it was found that the majority of questionnaire respondents were male, aged 20 to 35 years, possessed a high school diploma or a vocational diploma or certificate or an undergraduate degree, worked as company or department store employees or were government officials or state enterprise employees, and had monthly incomes of 15,000 to 30,000 baht. In terms of consumer behavior, it was discovered that they often made the decision to purchase beer by themselves, and chose to buy “Leo” brand beer due to its flavor, about three to four times each month, buying two to four bottles each time. Consumption was done in the company of friends or co-workers. Places for consumption were chosen based on the atmosphere or the appropriateness of the location or if there was accompanying music. Consumption was done in the company of one to three people on occasions to express congratulations or when salary had been paid out. The beers should not have a strong or unpleasant odor.

The conclusion in accordance with the research objectives in terms of consumers’ opinions towards drinking beer in regards to market mix in Khon Kaen municipality, Khon Kaen province, it was found that overall, the consumers showed a level of agreement. The mean levels, from highest to lowest, were: in the aspect of product, in the aspect of sales locations, in the aspect of price, and in the aspect of market promotion.

The conclusion in accordance with the research objectives when evaluating the level of agreement consumers had toward beer consumption in terms of market mix [3] in Khon Kaen municipality, Khon Kaen province, in each aspect, the findings were as follows.

In terms of product, there was a level of agreement regarding the quality of beer, the flavor of beer, and the variety of beers on the market, as well as the popularity of beer, its reputation, and a label clearly stating the its production origin.

In terms of sales locations, the consumers agreed with: convenience when purchasing, the modernity of the stores selling the product, and the placing of the products within the stores.

In terms of price, the sample agreed with having an appropriate price and good value.

In terms of market promotion, there was agreement with: service at stores, the time of sales, beer promotions, giving premiums or discounts, and advertising or publicizing via various media.

When looking at the agreement level towards market mix [3] of consumers in Khon Kaen municipality, Khon Kaen province, when classified according to demographic details (sex, age, educational level, occupation, and average monthly income), differences in terms of demographics was found, but there were no statistically significant differences at the significance level of 0.05.

5.2 Discussion

5.2.1 From analyzing the behaviors of the consumers, it was found that those from an age range of 20 to not more than 35 years of age, holding a high school diploma or vocational certificate or diploma or an undergraduate degree, working as company or department store employees or government officials or state enterprise employees, and with a monthly income of 15,000 to 30,000 baht, the consumers would make the decision to purchase beer by themselves. They would consume it three to four times a month. This is a finding that corresponds to Ratikarn Lakkod [1], who studied university students, The study discovered that the majority of its questionnaire respondents were the taste and images of beer ,and majority of marketing channel were the television advertisement. All the data were self-reported and corresponded to the findings of Wutthipong Puthisarn [2], whose sample were mostly males aged between 26 to 30, were private company employees, had monthly incomes between 5,000 to 10,000 baht, and held degrees. The majority of the sample drank beer once a week. The factor that had the greatest influence on the decision to consume beer was flavor. The place the sample chose to drink beer the most was restaurants.

5.2.2 From the findings derived from examining the opinions of consumers towards beer consumption towards market mix in the Khon Kaen municipality, Khon Kaen province, it was found that overall and in each aspect, there was a level of agreement. The means can be arranged from the greatest to the lowest as follows: in the aspect of product, in the aspect of sales distribution, in the aspect of price, and in the aspect of market promotion. These findings parallel those of Wutthipong Puthisarn[2] , who found that the most important factor that influenced the decision to drink beer was flavor.

5.3 Recommendations

In terms of product, product quality, which is seen as a strength of the product, should be maintained and brought up to standard. Research and development of new products



should be encouraged. At present, Boonrawd Brewery Co. Ltd. has research and development department to design, test, and develop products in order to support and develop new products for entry into the market. Product variety can also be promoted.

In terms of price, as beer is an alcoholic beverage and subject to taxation as dictated by the government, producers should consider reducing capital, and keeping storage and distribution costs at a minimum, by, for example, employing machinery instead of human labor, or investing in space of storage in order to reduce production time but still have products available for distribution.

In terms of sale locations, or place, the study findings indicated the importance of convenience when making a purchase and the modernity of stores. In order to promote sales channels, the Singh Corporation has invested in the expansion of a large storage building in Ayutthaya province. This move benefits product distribution and allows distribution to the northeastern region, the eastern region, the central region, and the northern region. There has also been investment in a beer production factory in Bang Lane district, Nakorn Prathom province.

In terms of market promotion, promoting service has led to representatives from each district being sent to training regarding beer and how to preserve it. This knowledge can then be passed onto consumers.

5.4 Recommendations for further studies

5.4.1 Research should be conducted to determine which factors affect the behavior of beer consumers within the AEC, in order to further improve and develop the quality and variety of beers.

5.4.2 There should be a follow-up study and further investigation on the services offered by competitors, in order to mount a comparison and to further improve the quality of beers.

6. Acknowledgements

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