

The purpose of this Independent Research is to study the trade promotion tools and the trade promotion requirement of alcohol beverages on the service premises.

The samples were taken from the owners or managers at service premises in Chiang Mai municipality. The data collected from related literature and questionnaires were statistically analyzed with the use of percentage, mean and the analysis of the relation between personal factors and the trade promotion tools in order to follow the conceptual framework of the study.

The results reveal that all of the samples used the varieties of the trade promotion tools were free products, price-off, display materials, sweepstakes, push money, cooperative advertising, personal selling, marketing events, bonus, premiums, on going activities, special trade promotion program during the festival and participation in the activities which were arranged by the premises. And the most important requirement of the trade promotion tools was the push money. The on going activities and special trade promotion program during the festivals were the second most requirement. And the least effective tool was the lucky draw, compared to all of the trade promotion tools.