A STUDY OF WINE CONSUMPTION BEHAVIOR IN FINE DINING RESTAURANTS IN BANGKOK

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Thesis
entitled

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A STUDY OF WINE CONSUMPTION BEHAVIOR IN FINE DINING RESTAURANTS IN BANGKOK

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ABSTRACT

The purpose of this study was to understand Thai wine consumption behavior in fine dining restaurants in Bangkok in order to build a profile of Thai wine consumers and to discover the motivations of the wine consumer when consuming wine in fine dining restaurants. The findings will assist wine marketing researchers and wine business owners. The data was collected from a sample of 400 Thai wine consumers who consumed wine in fine dining restaurants in Bangkok during a period lasting six months. Factors studied included demographics, customer knowledge, wine attributes, and wine consumption motivations. The findings showed that differences in demographics and wine consumption behavior led to variation in the customer's knowledge, and wine consumption motivations. Results revealed that there were relationships between demographics, customer's knowledge, and wine attribute toward wine consumption behavior. Moreover, there were academic and practical contributions discussed in the conclusion of this paper.

KEY WORDS: WINE CONSUMPTION BEHAVIOR/ WINE CONSUMPTION MOTIVATIONS/ FINE DINING RESTAURANTS

126 pages

พฤติกรรมการบริโภคไวน์ของคนไทยในร้านอาหารที่มีการเสิร์ฟไวน์ในกรุงเทพมหานคร

A STUDY OF WINE CONSUMPTION BEHAVIOR IN FINE DINING RESTAURANTS IN BANGKOK

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บทคัดย่อ

งานวิจัยชิ้นนี้มีจุดประสงค์เพื่อเข้าใจถึงพฤติกรรมการบริโภคไวน์ของคนไทยในร้านอาหารที่มีการเสิร์ฟไวน์ในกรุงเทพมหานครรวมถึงปัจจัยที่มีอิทธิพลต่อการดื่มไวน์ของคนไทยในร้านอาหารที่มีการเสิร์ฟไวน์ในกรุงเทพมหานครเพื่อประโยชน์ในการต่อยอดเพื่อเพิ่มรายได้ของเจ้าของกิจการร้านอาหารที่มีการเสิร์ฟไวน์ในกรุงเทพมหานครรวมไปถึงการตลาดไวน์ในประเทศไทย งานวิจัยชิ้นนี้ใช้แบบสอบถามเพื่อเก็บข้อมูลจากกลุ่มตัวอย่าง 400 คน ซึ่งดื่มไวน์ในร้านอาหารที่มีการเสิร์ฟไวน์ในกรุงเทพมหานครภายในหกเดือนก่อนวันที่แจกแบบสอบถาม โดยการศึกษาพบว่า เพศ อายุ ระดับการศึกษา สถานภาพสมรส อาชีพ และ รายได้ของผู้ร่วมวิจัย มีผลต่อพฤติกรรมการบริโภคไวน์ของคนไทยที่มีในร้านอาหารที่มีการเสิร์ฟไวน์ในกรุงเทพมหานคร ความรู้ความเข้าใจเกี่ยวกับไวน์ และ แรงจูงใจในการดื่มไวน์ รวมถึงยังพบความสัมพันธ์ระหว่างเพศ อายุ ระดับการศึกษา สถานภาพสมรส อาชีพ และ รายได้ของผู้ร่วมวิจัย ความรู้ความเข้าใจเกี่ยวกับไวน์ คุณลักษณะของไวน์ แรงจูงใจในการดื่มไวน์ที่มีผลต่อพฤติกรรมการบริโภคไวน์ของคนไทยที่มีในร้านอาหารที่มีการเสิร์ฟไวน์ในกรุงเทพมหานคร นอกเหนือไปจากนี้บทวิจัยนี้ยังนำเสนอข้อเสนอแนะทางวิชาการและในภาคปฏิบัติเพื่อผู้ที่สนใจได้ต่อยอดทำวิจัยและปรับปรุงการบริการและกลยุทธ์ทางการค้าต่อไป

126 หน้า

CONTENTS

CONTENTS (cont.)

CONTENTS (cont.)

LIST OF TABLES

LIST OF TABLES (cont.)

LIST OF TABLES (cont.)

LIST OF FIGURES

CHAPTER I
INTRODUCTION

1.1 Background

Wine is claimed as a drink closely entwined with the history of civilization, cuisine, agriculture, and humanity since around 8000 B.C. Wine gradually increased and its consumption became popularized from the 15th century onwards and eventually establishing growing regions throughout the world (Smith and Dodd, 2009). Nowadays, wine is popular throughout the world especially in Europe, America, and Australia and also involved with people's lifestyle. People who are interested in wine prefer to buy wines directly from wineries and love to explore wines via tasting (Hall et al, 2000). There are two categories of wine which are old world wine and new world wine. Old World wine is originally from Europe countries traditionally dominating wine industry such as France, Italy, Austria, Germany, Romania, Spain and Portugal each country makes vastly different styles of wine even within their own borders. The wine produced outside Europe is from Australia, Argentina, New Zealand, Chile, Argentina, Mexico, South Africa, the United States and Canada, is called new world wine (Anderson, 2004, Albisu, 2004; Orth et al., 2007).

1.2 Wine industry in Thailand

In 1657, Wine was introduced by French merchant who came to do business in Thailand and was given to Thai Lords. Since then wine became popular among the high society. According to Metasit and Watcharaporn (2011), it is found that the 80-90’s is the most popular period of wine, and the legal imported volume of wine was 13 million liters. The first local wine maker produced ‘wine cooler’ in Thailand started in 1981. At present, there are seven major Thai wine makers in Thailand. In the year

2008, wine imported to Thailand was 31% higher than the previous year and expecting higher percentage in every year onwards. (Metasit and Watchaneeporn, 2011)

Thailand's wine industry has become one of the most prosperous industries of Southeast Asia within the past decades. (Thai wine industry, 2012) The study of USDA Foreign Agricultural service reported by Sirikeratikul (2009) found that most wines are imported from France, Italy, Australia, the United States, and Chile. Thailand has fewer than ten local wine producers and retail price ranges starting from $6 per bottle. In 2008, the total import value of wines was $33 million, an increase of 31 percent from the previous year. Due to the affectation of the economic downturn, there was a slight decline in purchasing power among some consumers and the expecting number of imported wine performance is dropped. Consumers may cut down on unnecessary spending, which would have an impact on wine consumption. Even though the consumption of Old World wine has a long history in Thailand, New World wines are now more popular in terms of having reasonable price, a product variety and product availability. Old World wines from Italy and France are popular in the Thai market. (Sirikeratikul, 2009).

There are only 10 percent of 67 millions Thai people who consumed wine. Wine market share is 3 percent of the alcohol beverage market. Even though wine has a much smaller market share compared to beer and spirits, there are strong developments in the level of consumer awareness and appreciation of wines. Wine consumption is increasing, red and white wines are often considered and positioned as beverages with superior health benefits. Wine is linked to fashionable lifestyles, particularly in urban areas, due to its high-quality image (Sirikeratikul, 2009).

1.3 Consumption Trends in Thailand

According to Sirikeratikul (2009), beer, whisky, and wine are the most popular types of alcoholic drinks in Thailand. Due to the economic slowdown, price is a major determinant for a large number of Thai consumers. A price- sensitive effects their decision in buying alcoholic drinks. As a result, New World wines gain a tremendous retail market share together with beer because New World wines are at a

20-30 percent discount to Old World wines. Sirikeratikul also found that the age between 25-55 years is a group of wine drinkers in Thailand and red wine holds a 70 percent market share in the retail market. The most popular grape variety for white wine are Chardonnay and Sauvignon Blanc, while the popular grape variety for red wines are Cabernet Sauvignon, Shiraz, Merlot, and Pinot Noir respectively. In Thailand, wine consumption is still limited for Thais with medium to high-incomes. Price is still a vital factor for purchasing a bottle of wine though consumers now enjoy a variety of wine available in wine shops and in supermarkets.

From the study of Sirikeratikul (2009) and Bangkok International Wine Fair (BIEF), low to medium-priced level wines hold the biggest market share of 70 percent because most of wine drinkers in Thailand are lack of knowledge of wines. This price level targets middle-income classes who possess higher education levels and higher spending power. Most Thai consumers' perception is considered drinking wine as a health benefit. As a consequence, in special occasions and festivals, wine is a popular present for senior or respected resident. Thai consumers are more familiar with wine and a wine culture is expected to develop further in the country as wine consumption increases gradually.

In addition, Bangkok International Wine Fair (2013) stated about the significance of Bangkok that the city was the central location and developed infrastructure and a hub for exporting and importing wine to Southeast Asia and Southwest China. Bangkok also had a potential market of over 300 million people (retrieved November 30, 2013 from www.bangkokwinefair.com/why-bangkok.php). Therefore, Bangkok was the city that researcher selected to give significance and establish this work to build a profile of Thai wine consumers to help wine marketer develop wine marketing strategy.

1.4 Sttement of Problem

There is a significant increasing number of wine consumption in Thailand estimated 6.5% per year since the start of the millennium. Official figures indicate current consumption of 12-14m liters per year (Bangkok Wine Fair, 2012). In

Thailand, there are a few researches about wine consumption. Though Thai has known wine since 1657, there was limited only for sophisticated and scholars. The period that wine became popular among the high society was in the 80-90's. Nevertheless, a large proportion of the Thai elite has been educated abroad and is thoroughly conversant with Western manners and habits. Wine is a status symbol easily, if somewhat expensively, acquired and displayed. Today consuming wine has no exception only for high society and not entirely portray a status symbol in society but ordinary people can afford in bar or restaurant that providing reasonable price to fit with customer's behavior and income. A related trend has been increasing adventurousness with regard to foreign cuisine such as Italian food, from pizza to state-of-art cuisine, French, German, American and 'International' restaurants.

In Bangkok, since fine dining restaurant offers more wine lists and alcohol beverages either a stand alone or in community mall: a community center with supermarkets, drugstores, off-price retailers selling in "L" or "U" shape building (International Council of Shopping centers,1999). The example of fine dining restaurant are Wine connection, Wine loft, Wine I love you, Wine bridge, Wine o'clock, Opus wine bar and Tapas café. (CNN, 2010) and community mall opened since 2010 are K-village, Festival Walk, Nawamin City Walk, Rain Hill, Seenspace, Grass Thong Lor, Aree Garden, La Villa, Crystal Design Center, and The Nine.(Bangkok post,). CNN (2010) explained this increasing fine dining restaurant as a Bangkok's wine culture. Nowadays, there are many competitors in wine industry and wine consumption behavior has been changed, this study will make wine owner understand the right attitude of Thai consumers and pattern of wine consumption behavior in order to increase sales and compete with others in wine industry. In conclusion, past studies focusing on finding the demographic attributes, affecting factors, and motivation of wine consumption in fine dining restaurant were rarely found. It might be important if wine owner or manager know well about their customers' wants and needs which could help increasing a market share to the business owner.

1.5 Research Questions

1) What are the demographics of wine consumers in fine dining restaurant?

2) Is there a relationship between wine attributes and demographics in fine dining restaurant?

3) Is there a relationship between customer's knowledge and demographics in fine dining restaurant?

4) What are wine consumption motivations in consuming wine in fine dining restaurant?

1.6 Rational of Research

Since a number of wine consumers are increasing ten percent of Thai population (Sirikeratikul, 2009), more restaurants are expanding their wine lists with wider selection of varietals and more wine bar are springing up (Arias-Bolzmann, 2003), this study is intended to assist wine marketing researchers and wine business owners by beginning to build a profile of Thai wine consumers in Bangkok and to present key factors which are influencing the consumers in consuming wine in fine dining restaurant in Bangkok. The findings may help developing better marketing strategies for wine industry in Thailand.

1.7 Research Objectives

1) To determine demographics of wine consumers in fine dining restaurant in Bangkok.

2) To examine the relationship between wine attributes and demographics in fine dining restaurant.

3) To investigate the relationship between customer's knowledge and demographics in fine dining restaurant.

4) To examine wine consumption motivations in fine dining restaurant.

1.8 Scope of the study

The framework is approximately scheduled as shown below:

Literatures review	1 month
Prepare questionnaires	1 month
Data Collection	1 month
Data Analysis	2 months
Report creation	1 month
Total	6 months

In order to have valid and reliable information, the data collection focuses on Thai customers who have experienced in drinking wine within six months in fine dining restaurant in Bangkok, Thailand.

CHAPTER II
LITERATURE REVIEW

The literature review focused on both definitions and empirical and related studies of fine dining restaurant, demographics including income, gender, age, education, marital status, and occupation, wine consumption behavior, Customer's knowledge, wine attributes (intrinsic and extrinsic cues), and wine consumption motivations.

2.1 Definition of Key Words

2.1.1 Definition of Fine dining restaurant

Fine dining restaurants can be defined in various ways. Ko stated in Talib, S, (2009) stated that fine dining restaurant is varied according to different individuals (Harden cited in Talib,S, 2009) and ranged from fine dining in the traditional French style (Rush cited in Talib, S,2009) to dining in an expensive restaurant with excellent food and attentive service (Walker and Lundberg cited in Talib, S, 2009). According to the 6th AWBR International conference on Millennial wine consumer dining preferences segmented by restaurant type, Olsen and Newton (2011) defined fine dining restaurant as a place that has a very nice decoration with white table clothes, professional and attentive staff. The fine dining restaurant nowadays is a modern, well-designed restaurant with excellent food and service, a more casual atmosphere and paying a premium. Thus, in this study, fine dining restaurant defined as a restaurant that offers fine dining with a wide selection of foods and beverages including alcohol beverages such as wine, beer, whiskey, and table service. The example of fine dining restaurants are Wine connection, Wine loft, Wine I love you, Wine bridge, Wine o'clock, Opus wine bar and Tapas café (CNN, 2010)

2.1.2 Definition of Demographics

Dwyer et al. (2009) imply that demographics are the characteristics of a human population as used in marketing or the demographic profiles used in such academic research. The term "demography" commonly used demographics include sex, race, age, income, disabilities, mobility (in terms of travel time to work or number of vehicles available), educational attainment, home ownership, employment status, and even location (Dwyer, Deborah, Mistilis, Roman, & Noel, 2009). Demographic groups also based on gender, age, education and occupation (Schmitt, 1997). Demographics can simply explained as the characteristics of a person, including age or race (Macmillan Dictionary, 2009-2011). Moreover, demographic characteristics can be defined as gender, income, age, education, and knowledge.

In this study, demographics are defined as human characteristics including income, gender, age, education, marital status, and occupation.

2.1.3 Definition of Wine Consumption Behavior

There are several definitions of wine consumption behavior found in most of wine studies. The wine consumption behavior varies with involvement level, consumption situation, age, income and region of origin and grape variety (Charters and Pettigrew, 2008). Moreover, gender, age, social class, and region of residence might impact upon wine consumption behavior (Pettigrew, 2003) Similar to wine consumption behavior defined by Bruwer et al. (2005) as demographic factors of consumers, volume and consumption frequency. A study of Melo et al. (2010) defined an alcoholic beverage consumption as a frequency of alcoholic beverage consumption (days/month), quantity (drinks/drinking day), type of wine (% of red, white, sparkling, fortified and dessert). The recent research of Bruwer et al. (2012) stated that wine consumption behavior consisted of frequency of wine consumption, wine volume consumption and monthly expenditure, and wine type preferences.

The definition of wine consumption behavior in this study is defined as frequency of wine consumption, quantity and type of wine consuming.

2.1.4 Definition of Customer's knowledge

Knowledge is defined as the information stored within memory (Engel, Blackwell, and Miniaed cited in Flynn and Goldsmith, 1999). Customer's knowledge is important and strongly related with consumption behavior (Flynn and Goldsmith, 1999; Gui Li et al, 2010). Knowledge can be divided into three categories: subjective knowledge, objective knowledge, and past experience (Brucks, 1985; Flynn and Goldsmith, 1999). Subjective knowledge (what we think we know) is what a person thinks he or she knows about a product based upon the consumer's self-perceived knowledge and self confidence while objective knowledge (what we actually know) is defined as actual knowledge about product and developed through usage experience and information. (Dodd et al., 2005; Hall and Lockshin, 2000; Park and Lessig, 1981 Gui Li et al, 2010; Philips et al, 2012). Past experience is also one of category of knowledge but it has been shown to be less associated with objective knowledge than with subjective knowledge (Park, Mothersbaugh, and Feick cited in Flynn and Goldsmith, 1999) However, Subjective and objective knowledge are both partially the result of experience (Brucks; Raju; Lonial, and Mangold cited in Flynn and Goldsmith, 1999) From majority researches about consumer's knowledge, it is found that subjective knowledge plays important role in consumption behavior (Fisk, Leubbehusen, Miyazaki, and Urbany cited in Flynn and Goldsmith, 1999) ,can be easily measured by standardized scale (Brucks, 1985), and concentrated on subjective knowledge instead of objective knowledge (Beatty and Smith, 1987; Bettman and Park, 1980; Johnson and Russo, 1984; Keil and Layton, 1981; Moore and Lehmann, 1980; Newman and Staelin, 1972; Selenes and Gronhaug, 1986 cited in Flynn and Goldsmith, 1999).

Therefore, this study the definition of customer's knowledge is defined as a knowledge that a person thinks he or she knows about a product based upon the consumer's self-perceived knowledge or the information he/she has stored in their memory and an actual knowledge about product.

Basic Wine Knowledge

Since this study tends to find the relationship between wine knowledge and wine consumption behavior, there is some basic knowledge provided to enhance the reader's knowledge about wine. Basic wine knowledge is divided into four parts. Part one is the content about the history of wine, wine making process, and grape varieties. Part two covers wine tasting instruction. Part three informs and guide how to read wine label. The final part is wine and food pairing.

History of Wine

Wine has been produced throughout the world for thousands of years. Egyptians were the first to plant grapes along Nile River in 2500 B.C. and invented the process of making wine which was similar to today's process. They pressed grapes on the platform to collect juice and pulped skins. The grape juice, fresh, skin and seeds were mixed in earthenware pots to ferment and filter before ready for drinking. (Smith and Dodd, 2009) This process is similar to the process of fermenting the juice of grapes to be wine today. Nowadays, Yeast is introduced to the grape juice and ferments the sugars producing carbon dioxide and alcohol. The flavor and character of wines are varied depend on the stored process. (Encyclopedia Britannica, 2012).

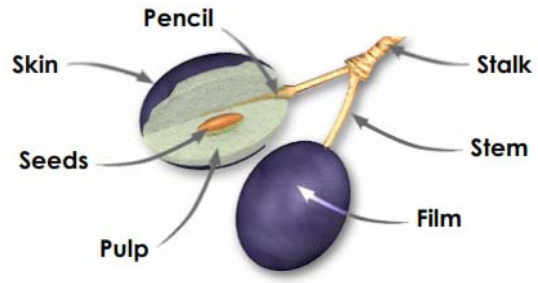

Figure 2.1 Handbook of wine fundamental based on Mercier,2012.

From Mediterranean in the land of Pharaohs the grapes planting and wine making has entered the Aegean: Greeks. Greeks grew grapes vertically on trellises; a wood, bamboo or metal to support climbing plants and planted grapes in orderly rows. This is the concept of vineyard today. Later on with the power of Roman Empire dominated the world, wine making process from Greeks had been across Europe such

as Britain, France, and Germany. In the middle Ages to Early Modern, wine was very popular which varied widely in quality and price. In the 17th century, the trading started from Britain merchant who sailed and transported wine bottled (Smith and Dodd, 2009). Moreover, the innovation of distillation and cork stoppers were used to strengthen wine and create higher alcohol products. Winemaking greatly improved during this period and firmly established Europe as the world's major winemaking region (Estreicher, 2006). In 1976, there was a revolution in wine market, wine from United States, Argentina and Chile had improved their standards and Californian Cabernet Sauvignons ranked the highest on the 'Judgement of Paris', a competition held in Paris with French judges, along with Bordeaux wine. This is the turning point of the world. New world wines are very popular since then (Smith and Dodd, 2009).

Nowadays, there are two major areas produce wine which are Old world wine and New world wine. Old world wine areas are located in Europe (France, Italy, Spanish, Germany) and typically produce wines that are higher in acidity, lighter in body and alcohol, and are characterized as more subtle in flavor and character than their New World counterparts(Conklin, 2012).New World Wine countries include the United States, Chile, Argentina, Australia and New Zealand, and South Africa. In recent years the amount and quality of wine produced in these countries have increased considerably.

Wine making process

From the history of wine, wine is not only the result of the fermentation of grape juice but is the culmination of many factors that greatly affect the finished product. The factors affecting grape-growing are latitude, soil type, climate, age, harvesting methods, processing methods, crushing methods, and production methods (Smith and Dodd, 2009). Generally, the alcohol volume of wine in one bottle is approximately 8-14 percent (Patawethrap, 1999). The varieties of wine grapes worldwide produce varying degrees of sweetness, flavor, acidity, tannins, and complexity (Kolpan et al., 2010). The process of creating wines from harvesting to bottling is called 'Vinification' consists of pressing, fermentation, maturation, fining and bottling (Smith and Dodd, 2009).

The first step in the winemaking process is pressing. Harvested grapes are pressed and squeezed to extract as much juice as possible. At this stage, juice still contains pulp of the grapes is called 'must' (Smith and Dodd, 2009). The next step is fermentation. Fermentation is easily described as a process of mixing sugar and yeast. Sugars in grape juice will turn to be alcohol by adding yeast which every gram of sugar will be converted to half a gram of alcohol. At this point if the winemakers wish to produce variations of wine such as red, white and rosé wines, the process will be differed (Smith and Dodd, 2009).

Red Wines

The red color of red wines is from tannin, a stem of the grape with bitter taste, gives robust flavor and create dark luminous color. In order to make red wines, grapes are drawn up and pumped back over and over in fermenting process to ensure that wine is well colored (Smith and Dodd, 2009).

Red Grape Varieties

There are more than 20 red grape varieties in the world (Smith and Dodd, 2009). In this study will focus on only four popular grapes of red wine which are Pinot Noir, Syrah/Shiraz, Merlot and Cabernet Sauvignon. *Pinot Noir* is a grape from Burgundy with a delicate light red color, medium bodied, cherry and strawberry aroma, aged between 3 to 12 years (Smith and Dodd, 2009). *Syrah/Shiraz* is a medium to deep colored grape, full bodied. In France, Syrah tastes more like restrained fruit and cinnamon while Shiraz in Australia tastes like sweet fruit, chocolate, black cherry, and spice (A wine Odyssey: Wine Essentails, 2007). *Merlot* is a medium to full-bodied which has a same color to Cabernet Sauvignon found in Bordeaux. The aromas and flavors of Merlot are plumy and berry flavors (Smith and Dodd, 2009). *Cabernet Sauvignon* is a deep, dark red-purple colored wine with full bodied. The aroma and the taste of Cabernet Sauvignon can be different depends on age (5-10 years) that keeping the wine (Smith and Dodd, 2009).

White Wines

White wines are light color and have lower tannin because the skins are removed from the must within a few hours of pressing. The temperature while fermenting white wines is low to ensure that flavors well combined with the lightness color (Smith and Dodd, 2009).

White Grape Varieties

There are many hundreds of grape varieties grown throughout the world. In this study will focus on six major types of grapes for white wine which are Chardonnay, Chenin Blanc, Colombard, Muscat, Riesling, and Sauvignon Blanc. Each type of grape gives different taste which *Chardonnay* is the most popular grape of white wine first grown in Burgundy and Champagne in France. The color is pale to deep gold. The flavor can be lemon or tropical fruit depending on where the wine is made and the style of winemaking used (Smith and Dodd, 2009). *Chenin Blanc* is originally grown in Loire Valley, France. It tastes like honey, vanilla or lime depends on winemaking process. *Colombard* is a white grape variety that is very popular in New World countries because of its ability of tolerates the high temperatures. The flavor is fruity (Smith and Dodd, 2009). *Muscat* is popular in making dry to sweet wine with low acidity. The flavor tastes like orange or marmalade (A wine Odyssey: Wine Essentails, 2007). *Riesling* is a grape from Germany with a light body, high in acid pale in color. The taste is varied from dry to sweet while *Sauvignon Blanc* is pale yellow to gold with high acid originally from Bordeaux in France. Sauvignon Blanc can be found in United States, New Zealand, South Africa and Chile (A wine Odyssey: Wine Essentails, 2007).

Rosé Wines

Rosé wines are fermented grapes with their skins for 12-36 hours (A wine Odyssey: Wine Essentails, 2007). Rosé made from red grapes such as Cabernet Sauvignon, Merlot, Cabernet Franc, etc. with the blending of red wine and white wine or mid-length contact with skins during fermenting process(Smith and Dodd, 2009). The body is lighter than red wine with color range from light rose color to salmon

color. Rosé wines can be dry and sweet, fruity and earthy, still and sparkling. Aromas and tastes include flowers, red berries, and watermelon.

Sparkling wine / Champagne

Sparkling wine is a wine with carbon dioxide to make bubble in the bottle. The carbon dioxide may result from natural fermentation, either in a bottle or as a result of carbon dioxide injection. Champagne is also a sparkling wine. The only difference is that Champagne is produced from only Pinot Noir, Chardonnay and Pinot Meunier grapes grown in the Champagne region of France following rules under the rules of the appellation that allows only grapes grown according to appellation rules in specifically designated plots to be used in the production of Champagne (Smith and Dodd, 2009).

The third step is maturation. At this stage, fermented wine must be aged in Oak barrel to mature and develop its character both flavor and aroma. Two popular countries making oak barrels are France and USA. French oak gives light and sweet flavor while American oak is richer and gives vanilla flavor (Basic Wine Knowledge, 2012). Due to the expense of these barrels some producers add various oak products to the fermentation tanks to produce the desired flavor (McCarthy, Ewing-Mulligan, & Egan, 2009). The matured wine is then put through fining process. Fining involves adding a protein substance to wines which cause particulates to clump and precipitate. The wine is then filtered and bottled. Some winemakers believe fining removes flavor and complexity from the wine as well. Wine bottling is done under carefully controlled conditions to prevent oxidation of the finished wine and contamination from bacteria closed with a cork (Conklin, 2012).

Wine Tasting

Wine tasting or wine experiencing is the component of four basic steps in enjoying wine; look, swirl, smell, taste (Basic Wine Knowledge, 2012). Step one: look at the color of wine against white background. Colors can tell the age of wine and grape varieties. The aged red wines will give red or brick color while the aged white wines will give gold to golden ambers. Grape variety, for example, Pinot Noir will always give pale red whereas others will give almost black color (Smith and Dodd,

2009). Step two: swirl by holding the stem of the glass to let oxygen get into wines in order to smell the wine's aroma. At this point, legs (the droplets of liquid in the glass) tell the alcohol containing in wines. The bigger and slower the legs are, the greater the alcohol is. Step three: smell the aroma of the wine; sweet, sour, bitter or salt. Step four: taste or take a little sip of wine, move it around your mouth and tongue and hold it for a few seconds. It will give you a flavor and aroma before swallowing (Basic Wine Knowledge, 2012).

According to Smith and Dodd (2009) and basic wine knowledge (2012) stated that in order to fully experience the flavor and character of a wine it is necessary to taste it at the right temperature. The appropriate ranges for serving wines are:

- Sweet wines and sparkling wines 4-8˚C
- White wines 9-12 ˚C
- Red wines 13-17˚C

Wine labels

Wine label can be the first step in the first process of choosing wine based on consumer's knowledge and grape varieties (Smith and Dodd, 2009) containing important information for consumers. Wine label from New world wine and Old world wine may be differed but the simplest feature on the label should be the name of grape varieties, vintage, the name of the producer, and the area the wine comes from (Smith and Dodd, 2009). The picture below illustrates the Old world wine label;

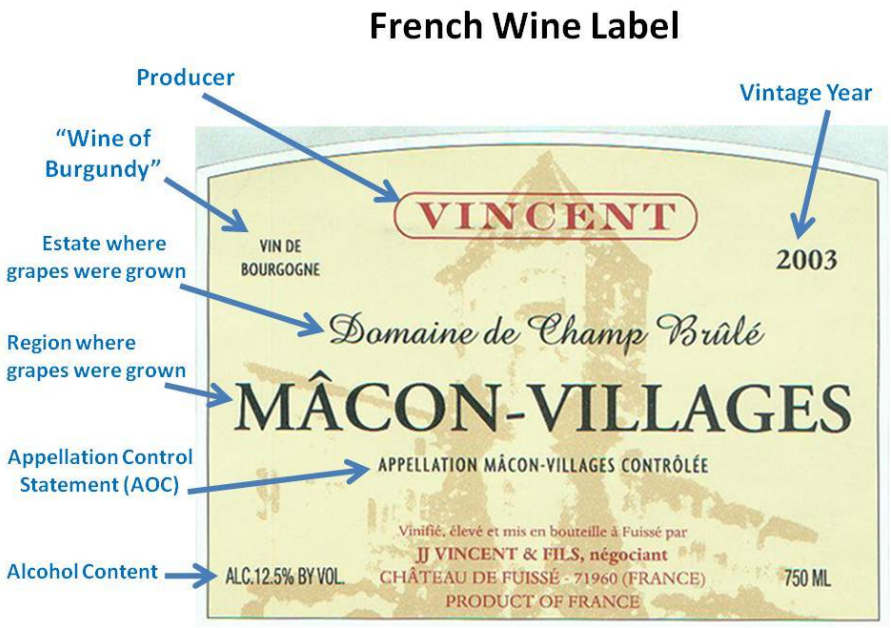

Figure 2.2 The image of French wine label. (Retrieved October 9, 2012 from http://hospitalitynu.blog spot.com/2012/08/french-wines.html.)

An appellation d'origine contrôlée (AOC) of France is the associate that classifies wines by quality and wines labeled might be as follows: producer, vintage year, vineyard designation (estate where grapes are grown), generic area designation (region where grapes are grown), appellation d'origine contrôlée, Alcohol percentage by volume, and Bottle volume (Smith and Dodd, 2009). On the other hand new world wines also have country of origin and name of grape varieties on labels. The appellation d'origine contrôlée label is a guarantee that wine is produced from grape to glass by the same company and grapes must be grown, and the wine produced, within the same appellation area.

Wine and Food Pairing

Harrington (2008) stated that to enhance the flavor of the wines the paring of wine and food is necessary. The easiest way to match food and create a harmonic flavor is note whether your dish are sweet, acid or bitter and choose wine with the same characteristics. Smith and Dodd (2009) suggested that a fish or fowl dish will go well with Champagne, sparkling wine , white wine (Chardonnay or Sauvignon Blanc)

or rosé wine whilst red meat such as steak, lamb, pork, and cold meats will go well with red wine (Shiraz and Cabernet Sauvignon). In addition, they also suggested that Thai food will go well with Riesling because the characteristics of aromatic and spiciness of Thai food. The chart below is shown the varieties of grapes and food pairing;

Food and Wine Chart

Table 2.1 A Wine Odyssey: Wine Essentials, 2007 p.20-21

Wine	***Beef***	***BBQ***	***Chicken***	***Turkey***	***Ham***	***Lamb***	***Pork***	***Salmon***	***Shellfish***	***Eggs***	***Veggies***
Chardonnay			X	X	X		X				X
Sauvignon Blanc			X	X	X		X		X	X	X
Chenin Blanc				X	X	X	X	X			X
Riesling			X	X	X		X	X			
Gewürztraminer			X	X	X	X	X	X			
Pinot Gris			X	X	X	X	X	X	X	X	X
Sémillon			X	X	X	X	X			X	X
Sparkling Wine				X	X		X	X	X	X	X
Rosé		X		X			X	X	X	X	X
Pinot Noir			X	X	X	X	X	X			X
Syrah/Shiraz	X	X	X	X	X	X	X				X
Merlot	X	X	X	X	X	X	X				X
Cabernet Sauvignon	X	X	X			X					
Zinfandel	X	X	X	X	X	X					
Bordeaux	X	X	X	X		X					

2.1.5 Definition of Wine Attributes

A set of wine attributes which influence wine consumption behavior can be divided into intrinsic and extrinsic cues (Ophuis and van Trijp cited in Liu and Murphy, 2007). Intrinsic cues is a physical attributes including color, aroma, and taste (Dimara and Skuras cited in Liu and Murphy, 2007) and wine variety (Moven and minor, 1998) which cannot be changed without changing the physical product itself whereas extrinsic cues are brand, price, distribution (Dimara and Skuras cited in Liu and Murphy, 2007) or price, packaging, labeling and brand name (Lockshin and Phodus, 1993). Another finding is from Bernabéu et al (2012) showed the most eleven attributes representative for choosing wine by consumers which are: price (1), tasting the wine previously (2), region of origin (3), grape variety (4), ageing (5), brand name (6), alcohol level below 13% (7), design of the bottle and label (8), matching food (9), recommendations by friends and relatives (10), and organic production (11). In this study wine attributes is defined as grape variety (intrinsic cues) and country of origin and vintage, brand, and price (extrinsic cues) that influence wine consumption behavior.

Intrinsic cue is grape variety. According to Smith and Dodd (2009), each grape variety has specific characteristic of taste, color and smell for example, Cabernet Sauvignon is a red wine with bitterness or Riesling is a white wine, sweet with lemon flavor. In order to achieve taste the first process is look. Wine color can tell grape variety and the aging. Next is smell, most wine lovers can perceived the smell of aroma. Last process is taste, take a sip of wine and let it stay in the mouth for ten to fifteen seconds, and smell those from the nose, the brain will assign both taste and smell to the mouth. Therefore, we commonly call the result “taste,” though “flavor” that stays in mouth for several minutes after swallowing (Basic Wine Knowledge, 2012). Taste sensitivity refers to the intensity of how people perceive tastes and flavors. People with high taste sensitivity usually smell as being very strong. They are also able to distinguish individual flavors in a mixture very well. The online survey showed the different four consumer groups as below (Hanni and Utermohlen, 2010). The sweet consumer tends to consume sweet wines contrarily the tolerant consumer is more likely to consume bitter and strong wine.

Sweet • Highest level of sensitivity : needs sweetness to offset other tastes • Prefer sweet wine : Riesling, Chardonnay, Fruit flavored wines	**Hyper-sensitive** • Very high taste sensitivity • Preferred wines: Pinot Grigio, dry Riesling, light reds
Sensitive • Moderate taste sensitivity • Very open to explore wide range of flavor	**Tolerant** • Least likely to have problems with taste sensitivity (the stronger the better) • Preferred wines: Cabernet Sauvignon

Figure 2.3 Hanni and Utermohlen, 2010 p.7

Another intrinsic cue is aroma. Aroma is a smell of wine in the glass (Smith and Dood, 2009). Aroma of wine is one of important attributes that signal a quality of wine (Lockshin and Rhodus, 1993). Wine aroma wheel was created by Ann C. Noble, retired professor and sensory scientist. The Aroma Wheel divided into 12 basic categories and aroma components that one can encounter in wine. The terminology used is for either used by professionals or amateur wine tasters (A.C. Noble, 1987). The wheel has very general terms located in the center (e.g. fruity or spicy), going to the most specific terms in the outer tier (such as strawberry or clove). The table below showed 12 categories of aroma was adapted from wine aroma wheel of A.C Noble (1987)

Wine Aroma

Table 2.2 Adapted from wine aroma wheel of Ann C. Noble (1987)

First Tier	Second Tier	Third Tier
1. Fruity	Citrus	Grape fruit
		Lemon
	Berry	Blackberry
		Raspberry
		Strawberry
		Black Current (Cassis)
	(Tree) Fruit	Cherry
		Apricot
		Peach
		Apple
	(Tropical) Fruit	Pineapple
		Melon
		Banana
	(Dried) Fruit	Strawberry Jam
		Raisin
		Prune
		Fig
	Other	Artificial Fruit
		Methyl Anthranilate
2. Vegetative	Fresh	Stemmy
		Grass, Cut Green
		Bell Pepper
		Eucalyptus
		Mint

Table 2.2 Adapted from wine aroma wheel of Ann C. Noble (1987) (cont.)

First Tier	Second Tier	Third Tier
	Canned/Cooked	Green Beans
		Asparagus
		Green Olive
		Black Olive
		Artichoke
	Dried	Hay/Straw
		Tea
		Tobacco
3. Nutty	Nutty	Walnut
		Hazelnut
		Almond
4. Caramelized	Caramelized	Honey
		Butterscotch
		Diacetyl (Butter)
		Soy Sauce
		Chocolate
		Molasses
5. Woody	Phenolic	Phenolic
		Vanilla
	Resinous	Ceder
		Oak
	Burned	Smoky
		Burnt Toast/Charred
		Coffee
6. Earthy	Earthy	Mushroom
		Dusty
	Moldy	Moldy Cork
		Musty (mildew)

Table 2.2 Adapted from wine aroma wheel of Ann C. Noble (1987) (cont.)

First Tier	Second Tier	Third Tier
7. Chemical	Petroleum	Diesel
		Kerosene
		Plastic
		Tar
	Sulfur	Wet Wool, Wet Dog
		Sulfur Dioxide
		Burnt Match
		Cabbage
		Skunk
		Garlic
		Mercaptan
		Hydrogen Sulfide
		Rubbery
	Papery	Wet Cardboard
		Filter Pad
	Pungent	Sulfur Dioxide
		Ethanol
		Acetic Acid
		Ethyl Acetate
	Other	Fusel Alcohol
		Sorbate
		Soapy
		Fishy
8. Pungent	Hot	Alcohol
	Cool	Menthol
9. Oxidized	Oxidized	Acetaldehyde

Table 2.2 Adapted from wine aroma wheel of Ann C. Noble (1987) (cont.)

First Tier	Second Tier	Third Tier
10. Microbiological	Yeasty	Leesy
		Flor Yeast
	Lactic	Lactic Acid
		Sweaty
		Butyric Acid
		Sauerkraut
	Other	Mousey
		Horsey
11. Floral	Floral	Geranium
		Violet
		Rose
		Orange Blossom
		Linalool
12. Spicy	Spicy	Licorice,Anise
		Black Pepper
		Cloves

Noble (1987) explained that in order to understand wine aroma, consumers should select two or more wines which are very different in flavor and look at the inner tier (first tier) of the wheel which best describe the flavor, such as Fruity, then go for second and third tier for more specific notes, such as Cherry.

Extrinsic cues are another factor that gives information about country of origin and vintage, brand, and price. Information of the country of origin affects the products directly or indirectly (Hong and Wyer cited in Arias-Bolzmann, 2003). The country of origin can be "the picture, the reputation, and the stereotype that businessmen and consumers attach to products of a specific country". This image is created by such variables as representative products, national characteristics, economic and political background, history, and traditions" (Nagasaki cited in Arias-Bolzmann, 2003). Recent research indicates that the effects of the country of origin influence the consumer's evaluations of reliability, quality, performance, appearance, style, and

price estimates (Kara and Kaynak, 1996), and making consumers more willing to pay a premium price for products from countries with admired images. On the other hand, as Darling and Wood and Kotabe-Helsen cited in Arias-Bolzmann (2003) suggested that country image will change when consumers become more familiar with the country, when the marketing practices behind the product improve over time or when the product's actual quality improves. Therefore, vintage was not important factor in wine consumption for consumers who have low involvement and inexperience (Yu et al, 2009; Liu and Murphy, 2007)

Brand is another attribute affects wine consumption. Brand is the image that people have either negative or positive to the company; brand represents promises made regarding what people can expect from product, service, or company (Gordon cited in Batra, 2008) For example, Champagne brand (Moet and Chandon) is the best brand in producing champagne since 1743 has to keep a good reputation to represent promises to customers.

Price is another attribute of extrinsic cues. The investigation on pricing is rare. The study of Lichtenstein et al cited in Arias-Bolzmann, 2003 discovered that consumers who are more value-conscious tend to read magazines offering consumer reports (e.g. Wine Spectator) more frequently, while those who are more prices conscious look more frequently at advertisements for grocery store sales in most western world. They found that wine dealers, who were also wine connoisseurs, and thus more prestige conscious, charged about 5% more than their more business-minded competitors for a bottle of wine of equal quality (Phillips cited in Arias-Bolzmann, 2003). Similarly to Eastern world, Chinese university also focused on wine value (Gui Li et al., 2010). Vintage year of wine is important for consumers who highly experienced and know the quality of the grapes pick in particular year (Liu and Murphy, 2007).

2.1.6 Definition of wine consumption Motivations

Motivation is the study of why people think and behave as they do (Graham and Weiner, n.d.) Motivation refers to “the reasons underlying behavior” and “the attribute that moves us to do or not to do something” (Guay et al., 2010; Gredler, Broussard and Garrison, 2004 cited in Rai, 2011) Deci et al. (1999) divided motivation

to be intrinsic motivation and extrinsic motivation and concluded that most educators consider intrinsic motivation which means personal enjoyment, interest, or pleasure to be a motivation that has better outcomes than extrinsic motivation. Hall et al. (2004) also represented five factors of wine consumption motivation are mood enhancement, relaxing, excitement, relieved stress and fun and enjoyment. More motivations are opportunities for social interactions and health reasons (Hall et al., 2000, Mitchell, Hall and McIntosh, 2000). Using the occasion-based combination of motives in the Cross-cultural Analysis of wine consumption motivations (Hall et al, 1993), these motivation factors included as follows:-

'I wanted a mild lasting drink', 'I wanted something light,' 'I wanted a low alcohol drink', 'I wanted something less filling,, 'I wanted something low in calories,, 'To watch my weight,, and 'To enhance the taste of food'.

Bruwer et al. (2002) stated that wine consumers who went to formal occasions as intimate dinners and business related can be considered ‘fashion/image’ oriented drinkers. They think drinking wine portrays good image that they like to portray to others. Similarly to the studies of wine drinking behavior in Chinese context of Camillo (2012) and Gui Li et al. (2010), it is found that drinking wine is a symbol of social status. Motivations of wine drinking behavior ranked as health, social status, tastes good, business reason, and good with food (Camillo, 2012) and health, social communication, symbol of lifestyle, symbol of social status (Gui Li et al. 2010).On the other hand, informal occasions such as parties/celebrations. Moreover, Dubow found that there were more than 32 motives in consuming wine as elaborated below;

1. I liked the taste
2. To relax
3. I wanted a refreshing drink
4. As a treat for myself
5. To enhance the taste of food
6. I enjoyed choosing wine
7. I wanted a mild tasting drink
8. I wanted a familiar type
9. To enjoy the aroma/bouquet
10. I was in no hurry
11. To feel good
12. I wanted something light
13. Something special to share
14. To be sociable

15. To satisfy a thirst
16. To have fun
17. To be friendly
18. I wanted something easy to serve
19. To celebrate something
20. To be socially acceptable
21. I wanted a low alcohol drink
22. I wanted something less filling
23. I wanted a hearty drink
24. I wanted a natural drink
25. I wanted something low calories
26. To be romantic
27. To be distinctive
28. To help me sleep
29. To be stylish
30. To watch my weight
31. I felt depressed
32. I felt lonely

Kolpan et al. (2010) also found that ‘We drink wines for enjoyment’. Enjoying wine, especially with a meal, is truly an enjoyable sensory experience. In the food service field it is an experience we strive to provide to our guests

In this study, wine consumption motivations is defined as the reason or factors related to Dubow’s motivational variables influencing wine consumers to consume wine in fine dining restaurant in Bangkok.

2.2 Empirical and Related Studies

The past studies of wine consumption behavior were found numerously. From the studies of Hoffmann (2004), Pettigrew (2003) and Batra (2008) found that women drink white wine and sparkling wine whilst Men prefer red wine. In addition, the past study of Gunay (2011) found that 'special occasions’, ‘once a week', and 'weekly' were the consumption behavior that was found in the study of wine consumption in Turkish wine market. Another consumer behavior finding is from Gui Li et al (2010), the questionnaire has distributed to university students in Yangling discovered that wine drinking behavior of university students drink wine once a week whilst Bruwer et al. (2009) found that 48 percent of respondents drink wine daily, 82 percent once per week and 1-2 times per month (Patawethrap, 1999) In addition, the past study of Gunay (2011) found that 'special occasions' , ‘once a week', and 'weekly' were the consumption behavior that was found in the study of wine consumption in Turkish wine market which contrary to the result found in Thai consumers that they drank wine once a month. In term of quantity of glasses, Dewald (2007) discovered that Chinese consumers in Hong Kong consumed one glass of wine on each occasion while Australian consumers consumed wine six bottles or less per time (Bruwer et al., 2010).Moreover, the study of Hussain et al. (2006) found that American wine consumers consumed wine 1-6 glasses per month.

In this study, demographics is the important topic to help making a profile of wine consumption in fine dining restaurant in Bangkok. It is necessary to identify a certain demographic groups based on age, gender, occupation and education (Schmitt, 1997). In wine industry, the demographic factors of consumers are anchor variables (volume and consumption frequency) which affect the outcome concerning wine consumption and

buying (Bruwer et al.,2005).There are many researches that examine wine consumer behavior which attempts to explain how wine attributes can influence wine drinking characteristics Nevertheless, all these attributes make a different impact on consumers depending on their socio-demographic characteristics, such as family income level (Barber et al, Felzenstein et al, Goodman et al cited in Bernabéu, 2012, p.6) age (Bruwer et al, Gluckman, Goodman et al, ; Shegieri et al, cited in Bernabéu, 2012, p.6) and gender (Barber et al, Barber, Goodman et al, Mueller et al, Bernabéu, 2012, p.6). From the study of Riviezzo et al., 2011, categorized main characteristics as follows:

1. Home Hedonists :Women aged 34-55 drink wine on weekends and share lunch and dinner with friends.
2. Image-oriented drinkers :Men / women age less than 34 drink, consumed wine at restaurants or public place, enjoyed in choosing and drinking the right wine, believed that wine is a status symbol.
3. Eclectic consumers :Well-educated, age 45-54, wine consumption as a Natural and genuine habit. They are keen on price, quality and place of origin they make the best choice on the basis of previous experience.
4. Conservative Consumers :The average age more than 45 while the average level of education is lower, heavy wine consumers: they drink wine every day at lunch/dinner time because they like it and they think that wine is the drink that tastes best with food.

From the previous study of Characteristics of Wine tourists at PB valley and wine consumption behavior of young adult in China, both researchers found that female are more interested in wine and have more knowledge about wine than male

(Batra, 2008; Gui Li et al, 2010). The past studies of Barber et al. (2006) showed that the number of male respondents (37.8 per cent) was lower than that of female respondents (62.2 per cent), Kolyesnikova and Dodd (2006), Saad (2005) and Yuan (2004). In order to establish the reason of why female respondents preferred to drink wine more than male respondents, there were past studies of Mitchell and Greatorex (1988) and Barber (2006) that wine had a feminine image amongst men and that this image prevented them from drinking it.

In term of marital status, Bernabéu et al. (2012) discovered that married male or female and family income affecting wine consumption more than single status while Gunay (2011) revealed that female and single respondents consumed wine more than married respondents and willing to pay higher prices for quality wine. According to the results, it was found that Thai consumers were single respondents similarly to the work of Gunay (2011). Moreover, Gunay (2011) found that most respondents were employees which the researcher pointed out that occupation did not appear to have any influence regarding wine consumption habits despite its association with income levels which contrary to the study of Dewald (2007) that most respondents were housewives/ students/ retired.

When age-related in wine consumption, Hall et al.(2004) divided age group as follows: age between 18-25 was called introductory stage, age 26-34 was developing stage, and more than 35 was established stage. Another finding about age were Sirikeratikul (2009) and (Uthaichai and Sutamuang, n.d.), they found that the age between 25-55 years and 26-35 were the majority group of wine drinkers in Thailand and red wine was preferred by 20 to 29, 30 to 39, 50 or older age group (Batra, 2008) that held a 70 percent market share in the retail market.

Education level is another variable of demographics concerned. Most studies agreed and showed that wine consumers are undergraduate and postgraduate or obtained a bachelor degree (Geraghty, 2010; Batra, 2008; Sirikeratikul 2009; Uthaichai and Sutamuang, n.d.; Bruwer et al, 2009; Dodd, 1995, Yoo et al, 2013) Moreover, income also played an important role in consuming wine. It is found that female with high income and education levels purchase more wine than men (Dodd, 1995) and women purchase and consume wine more than men (WDB cited in Geraghty, 2010). In

Thai studies, Batra (2008) and (Uthaichai and Sutamuang, n.d.) stated that an average income of wine consumers is 40,001-50,000 or 40,000 Baht and above.

In Bernabéu et al. (2012) discovered that married male or female and family income affecting wine consumption more than single status. Another consumer behavior finding is from Gui Li et al (2010), the questionnaire has distributed to university students in Yangling discovered that wine drinking behavior of university students drink wine once a week whilst Bruwer et al. (2009) found that 48 percent of respondents drink wine daily, 82 percent once per week and 1-2 times per month (Patawethrap, 1999).

Numerous studies have proposed the relationship between customer's knowledge and wine consumption behavior. Research from Bach (2004) about knowledge, wine and taste found that knowledge about grapes that one person is drinking might help enhancing one's appreciation and understanding of wine. Some people who are interested in wine consumption and think that do not know about wine are easily feel intimidated by wine experts which can keep them from enjoying wine. Bach suggested that a pleasure in drinking wine came from the primary pleasure in tasting wine together with knowledge about wine that one consumed. To emphasize that knowledge help enhancing appreciation when consuming wine, the study on wine drinking behavior of young adults by Gui Li et al. (2010) found a strong relationship between wine knowledge and wine drinking frequency. The past study about customer's knowledge found by Hussain et al. (2007) is relevant with involvement. Moreover, the study of Sirikeratikul (2009) and Bangkok International Wine Fair (BIEF) explained the relationship between price and knowledge that low to medium-priced level wines hold the biggest market share of 70 percent because most of wine drinkers in Thailand are lack of knowledge of wines. This price level targets middle-income classes who possess higher education levels and higher spending power. In addition, price related closely with face values in Liu and Murphy (2007)'s study. Wine is seen as a luxury product symbolizes personal identity and social status in China (Chen, 2005)

Most of the past studies focused on the comparison of male and female gave significant to overall package of wine, read label image, picture and logo, and less concerned about pairing food with wine (Bloch et al., 2003; Chaney, 2000;

Jennings and Wood, 1994, and Barber, 2006). From the previous study of Characteristics of Wine tourists at PB valley and wine consumption behavior of young adult in China, both researchers found that female are more interested in wine and have more knowledge about wine than male (Batra, 2008; Gui Li et al, 2010) In contrary, Nicholson (1990) stated that male is more aware of wine knowledge than female. Moreover, numerous studies have proposed the relationship between customer's knowledge and wine consumption behavior. Research from Bach (2004) about wine tasting knowledge found that it might help a person to enhance one's appreciation and understanding of wine. To emphasize that knowledge help enhancing an appreciation when consuming wine, people who are interested in certain things when compared to other things (Lockshin, 1998) tend to consume wine more than uninvolved or uneducated. For example, a study by Charters et al. (1999), notes a marginally higher percentage of women as compared to men stated they normally read the back labels to help them choose a wine when shopping.

Due to the economic slowdown, price is a major determinant for a large number of Thai consumers. A price- sensitive effects their decision in buying alcoholic drinks (Sirikeratikul, 2009; Patawethrap, 1999)**.** In Thailand, wine consumption is still limited for Thais with medium to high incomes. Price is still a vital factor for purchasing a bottle of wine (Sirikeratikul, 2009)**.** In contrast, the study of Barber et al (2006) found that country of origin was the most important attribute for wine consumers while Both Thomas (2000) and Thomas and Pickering (2003) determined that the grape variety, brand name and price were the most important informational items consumers used to assess wine products before purchase.

Moreover, the study of Sirikeratikul (2009) and Bangkok International Wine Fair (BIEF) explained the relationship between price and knowledge that low to medium-priced level wines hold the biggest market share of 70 percent because most of wine drinkers in Thailand are lack of knowledge of wines. This price level targets middle-income classes who possess higher education levels and higher spending power. In addition, price related closely with face values in Liu and Murphy (2007)'s study. Wine is seen as a luxury product symbolizes personal identity and social status in China (Chen, 2005)

Studies of wine attributes and wine consumption behavior were found numerously. According to Sirikeratikul (2009), beer, whisky, and wine are the most popular types of alcoholic drinks in Thailand. Due to the economic slowdown, price is a major determinant for a large number of Thai consumers. As a result, New World wines that has lower price than Old World wines gain a tremendous retail market share together with beer because New World wines are at a 20-30 percent discount to Old World wines. In Thailand, wine consumption is still limited for Thais with medium to high-incomes. Price is still a vital factor for purchasing a bottle of wine (Sirikeratikul, 2009). Sirikeratikul (2009) also stated that the most popular varietals for white wine are Chardonnay and Sauvignon Blanc while the popular varietals for red wines are Cabernet Sauvignon, Shiraz, Merlot, and Pinot Noir respectively. Whereas Irish wine market found that Shiraz/Syrah is the most popular varietals for red wine and Chardonnay is the most favorite for white wine. As a consequence, red wine is the most popular wine followed by white wine and rosé wine (Geraghty, 2010; Batra, 2008). In Australia, Chardonnay and Riesling is very popular for white wine while Shiraz and Cabernet Sauvignon is popular for red wine (Jarvis et al cited in Bernabéu et al, 2012).

Taste was the most important attribute of all (Hall et al., 2001a). Lockshin and Rhodus (1993) stated that consumers who lack of wine knowledge were expected to rate wine quality based on extrinsic information, rather than on taste. The study about wine taste was found in three studies that described taste; one from Hanni (2010) which explained that sweet wine was preferred by female, Gui Li et al. (2010) who categorized taste of wine as dry red wine, dry white wine, and sweet red wine correspondent with wine knowledge and lastly Patawethrap (1999) categorized the taste of wine as sweet, dry and sweet, and sour. For respondants aged 41 or less, taste was found to be important factor in consuming wine (Zanten, 2005). In addition, Koewn and Casey (1995) found that the taste of the wine was a dominating factor for the wine consumers and correlated when consumers choose wine (Thompson and Vourvachis, 1995).

In term of country of origin, it is found that 68 percent of Irish interviewees prefer New world wine because it is more accessible (Geraghty, 2010). In contrast, Batra (2008) and Patawethrap (1999) showed that the most preferred origin

for Thai wine consumers was France followed by Italy, Chile and Australia respectively. Country of origin is considered to be a primary context in consideration of consumer decision (Skuras and Vakrau, 2002; Koewn and Casey, 1995; Gluckman, 1990 cited in Hu et al, 2008) 13 of 15 respondents in Liu and Murphy (2007) looked at vintage and place of origin. They believed that the older wine is better than younger one. Brand is the most important for Thai wine consumption (Uthaichai and Sutamuang, n.d.). Gordon (2002) and Lockshin et al (2000) pointed out that brand is important since it represents all images including quality of wine. Moreover, a research study of Kurt Salmaon Associates (2004) discovered that Chinese consumers had a high level of brand awareness (83%) that similar to Western consumers followed by Italy, Chile and Australia respectively. Country of origin is considered to be a primary context in consideration of consumer decision (Skuras and Vakrau, 2002; Koewn and Casey, 1995; Gluckman, 1990 cited in Hu et al, 2008) and an overall view of products (Roth and Romeo, 1992, p. 480 Hu et al2008). In Liu and Murphy (2007), it is stated that consumers chose wine at vintage and place of origin. They believed that the older wine is better than younger one. Brand is the most important for Thai wine consumption (Uthaichai and Sutamuang, n.d.)

In addition, the past studies about aroma, vintage, and color of wine were found related with others attributes such as brand, country of origin, and type of wine (Barrena and Sanchez, 2009). When mentioned about ‘vintage’, old wine consumers linked to ‘appetizing and enjoyable to drink’, and ‘consuming a quality product’ while young wine consumers linked ‘brand’ with ‘consuming a quality product’ (Coyuntra Agraria, 2005). Barber (2006) also discovered that vintage (one of extrinsic characteristics) was the information that consumers can obtain from wine guides, magazines, or sommeliers or wine label. The past studies that mentioned about aroma were from Orth and Bourrain (2005) and Lockshin and Corsi 2012 found that scent or aroma influence the ambient on wine consumption behavior and novice consumers can evaluate the aroma by looking at wine label described such as ‘floral’ or ‘peachy’ (Barber, 2006)

In term of relationship between gender and wine attributes, female concerned more about grape variety than male. McCutcheon et al. (2009) argued that female was more concerned by region of origin of wine than male. In addition, Ritchie

(2009) found that age and gender had effect on wine-buying decision process. It is believed that grape type, taste, and aroma differences are important factors for senior citizen when choosing wine.

Studies about motivation of wine consumption behavior might be different in Western and Eastern context. According to the history of wine, the original wine making and producing is situated in Europe (Smith and Dodd, 2009), drinking wine can be assumed from a long history as a culture while Asian people did not familiar with wine drinking culture. Therefore, motivations might be vary between European and Asian that can be found in several studies. In the finding of Hall et al.(2004), relaxing was the most important while fun and enjoyment is the most important for all age groups. Zanten (2005), and Hall et al. (2001a) found that health benefits of wine consumption were not found important to any age or educational group while studies from China found that drinking wine is a healthy beverage according to the speech of PM Zhu in 1997 (Anderson cited in Liu and Murphy, 2007). In Thailand, studies from Sirikeratikul (2009) and Batra (2008) found that most Thai consumers' perception is considered drinking wine as a health benefit while Chinese drinking wine for social communication approximately 59.2 percent. In social context, it is found that Australian study and Chinese study showed the perception of drinking wine as a luxury product and as a formal beverage for business reasons (Pettigrew, 2003; Chen, 2005; Liu and Murphy, 2007). Moreover, the study of Pettigrew (2003) described that Australian women perceived that drinking wine made them feel more sophisticated and classy and highly appropriate for female alcohol consumption. Moreover, the study of Charters and Pettigrew (2009) on drinking behavior in Chinese communities found that the most influential motivation was celebration.

In social context, it is found that Australian study and Chinese study showed the perception of drinking wine as a luxury product and as a formal beverage for business reasons (Pettigrew, 2003; Chen, 2005; Liu and Murphy, 2007). Moreover, the study of Pettigrew (2003) described that Australian women perceived that drinking wine made them feel more sophisticated and classy and highly appropriate for female alcohol consumption. According to a study by Hall et al. (2000), males rate social and psychological values higher than females in relation to perceived value of wine purchasing and consumption. The study established that a social value factor altered

males' choices considerably; evidently the male desire to impress others is a stronger motivating trait than with females (Hall et al., 2000). A group of the studies (Brunner and Siegrist, 2011; Bruwer et al., 2011; Bruwer and Li, 2007; Olsen et al., 2007; Ritchie, 2007; Charters and Pettigrew, 2007; Thach and Olsen, 2004; Bruwer and Wood, 2005; Van Zanten, 2005; Johnson and Bruwer, 2003, 2004) each identified lifestyle groups, but found regular wine drinkers had higher than average incomes, like wine with food, and enjoyed giving and receiving wine as gifts. This seems to indicate that in developed wine drinking countries a certain lifestyle of wine enjoyment has emerged.

A relationship between food pairing and enjoyment which supported by a group of studies of Brunner and Siegrist, 2011; Bruwer et al., 2011; Bruwer and Li, 2007; Olsen et al., 2007; Ritchie, 2007; Charters and Pettigrew, 2007; Thach and Olsen, 2004; Bruwer and Wood, 2005; Van Zanten, 2005; Johnson and Bruwer, 2003, 2004, showed that wine consumers like wine with food while Corsi et al. (2012) stated that food-matching was the least important factor.

Barrena and Sanchez (2009) examined the effects of wine consumption on the emotions. It is found that sensory factors such as "I enjoy the taste", "makes mealtimes more enjoyable", "and makes me feel good", "appetizing and enjoyable to drink" and "provides contentment and satisfaction" were the emotional factors that effect on wine consumption. It is also found that consumers had "a sense of cultural identity" and "brings back memories" from drinking wine in term of social catalyst.

2.3 Research Hypotheses

The hypotheses are set concerning all variables that influence wine consumption behavior in fine dining restaurants in Bangkok.

H1: There are relationships between demographics and wine consumption behavior in fine dining restaurants in Bangkok.

H1.1: There is a relationship between income and wine consumption behavior in fine dining restaurants in Bangkok.

H1.2: There is a relationship between gender and wine consumption behavior in fine dining restaurants in Bangkok.

H1.3: There is a relationship between age and wine consumption behavior in fine dining restaurants in Bangkok.

H1.4: There is a relationship between education and wine consumption behavior in fine dining restaurants in Bangkok.

H1.5: There is a relationship between marital status and wine consumption behavior in fine dining restaurants in Bangkok.

H1.6: There is a relationship between occupation and wine consumption behavior in fine dining restaurants in Bangkok.

H2: There is a relationship between customer's knowledge and wine demographics in fine dining restaurants in Bangkok.

H3: There is a relationship between wine attributes and demographics in fine dining restaurants in Bangkok.

H4: There is a relationship between wine consumption behavior and wine consumption motivations in fine dining restaurants in Bangkok.

2.4 Conceptual Framework

There are four variables in finding characteristics of wine consumption behavior in fine dining restaurant which are demographics, Customer's knowledge, wine attributes and wine consumption motivations.

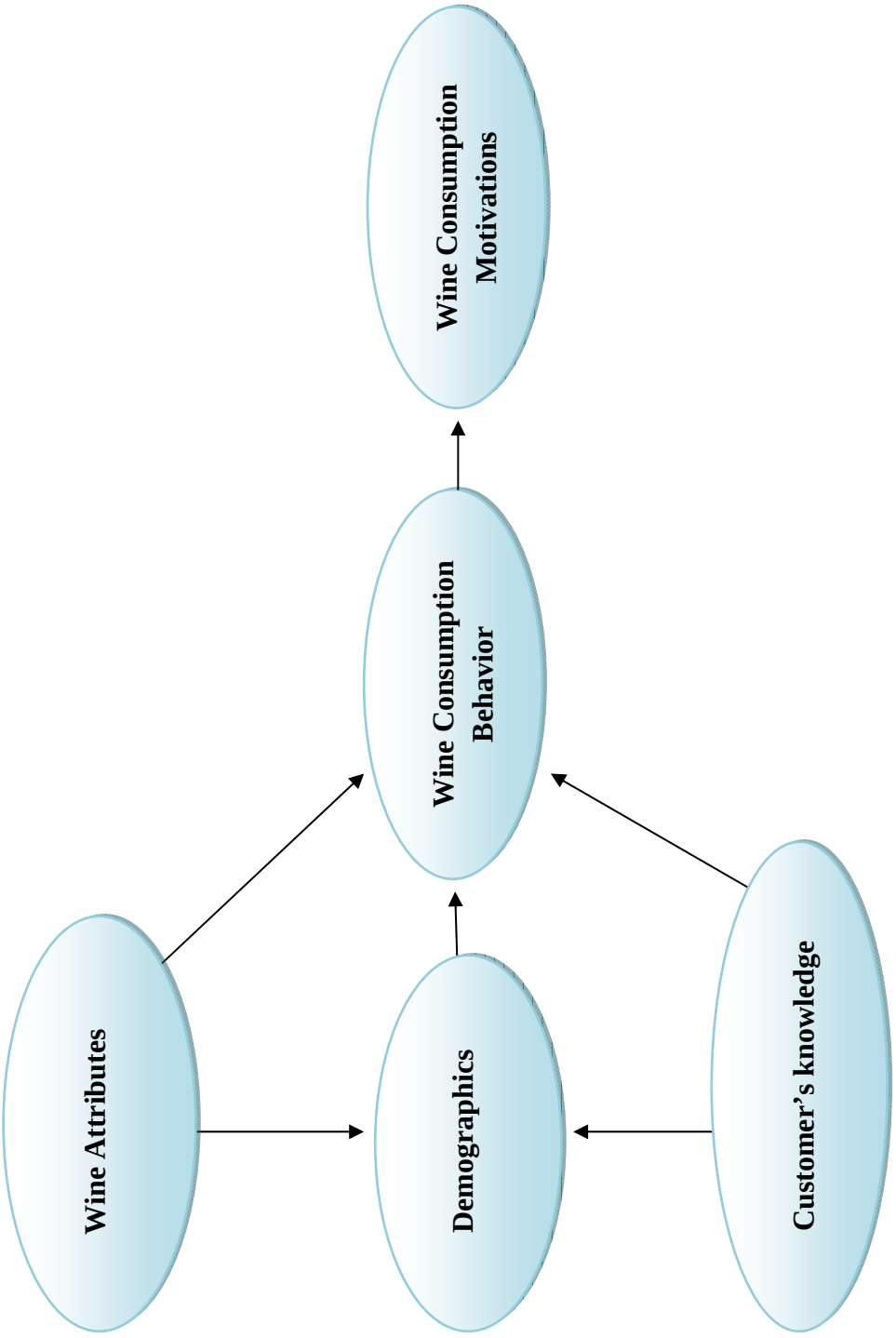

Figure 2.4 Conceptual Framework

CHAPTER III
METHODOLOGY

This research is an exploratory to examine the characteristics of Thai wine consumption behavior in fine dining restaurant in Bangkok. Together with, large number of target population, it is better to conduct quantitative method which has shorter time span in process of data collection. Therefore, quantitative research method will be used to collect and analyze data. This section presents in detail of how the research will be conducted.

3.1 Target Population

The target population will be Thai who experienced in consuming wine in fine dining restaurant within six months in Bangkok with the age more than 20 both male and female.

3.2 Sample Size

To determine the sample size, probability sampling method will be used. A simplified formula to calculate sample sizes according to Yamane (1976) will be used to calculate the sample size. This formula is used to calculate the sample size for 95% confidence level and precision of 5% are assumed.

The sample size for this study is calculated based on Yamane's formula (Yamane 1967) which the equation below:

$$n = \frac{Z^2(pq)}{E^2}$$

n = number of sample size

Z^2 = the confidence interval at the confident level 95% in standard error units(Z=1.96)

p = the estimate proportion of expectation (p=0.5)

q = (1- p), or estimated proportion of failures

E = the acceptable of margin error that plus or minus an error factor (E = 5%)

$$n = \frac{(1.96)^2 \times (0.5 \times 0.5)}{(0.05)^2}$$

$$n = 384.16 \approx 400$$

Therefore, the sample size of this research is approximately equal to 400.

3.3 Survey Instrument

Questionnaire survey will be used as a tool to collect data related to a study on characteristics of wine consumption in fine dining restaurants in Bangkok. Questionnaire will be designed in four sections: demographics characteristics, customer's knowledge, wine attributes, and wine consumption motivations.

1) Demographics

This section gathered information on the participants including: gender, age, income, education level, occupation and marital status. The respondents had to choose only one answer to each question that was the most perfectly match for them.

2) Customer's knowledge

This section will contain questions about customer's knowledge related with wine. For example: Do you know the wine serving temperature? Do you know

how to pair your dish with wine? The respondents had to choose only one answer to each question that was the most perfectly match for them.

3) Wine attributes

This section will contain questions about grape variety, related with red wine, white wine, rosé wine and sparkling/Champagne, Country of origin, brand, and price. The respondents will be asked to rate the level of importance of each criteria on the 7-point Likert-scale. The level of importance are 1= Not at all important, 2= Low important, 3= Slightly important, 4=Neutral, 5=Moderately important, 6=Very important, 7=Extremely important.

4) Wine consumption Motivations

Respondents were asked to express their individual behaviors concerning wine consumption. There will be selections in motivations of consuming wine according to Dubow's variables (1982) with supporting variables of Gui Li at al. (2010). The respondents will be asked to rate the level of agreement and the level of agreements are 1= Strongly disagree, 2=Disagree, 3=Somewhat disagree, 4=Neither agree nor disagree, 5=Somewhat agree, 6=Agree, 7=Strongly Agree**.**

5) Wine Consumption Behavior

Respondents were asked to express their individual behaviors concerning wine consumption. There will be three questions related to wine consumption in fine dining restaurant in Bangkok. The questions are as follows: How often is wine consumed? What type of wine consumed? How many glasses of wine consumed?

3.4 Data collection and Samples

Due to the limitation of collecting data from respondents in fine dining restaurants, the researcher distribute questionnaire to Thais who experienced in consuming wine in fine dining restaurant within six months in Bangkok with the age more than 20 both male and female. The complete data will be analyzed by using the

statistical software SPSS of windows testing for quantitative method as its research nature.

3.5 Data Analysis

Before distributing questionnaires, face validity and reliability assessments were used to check either these questionnaires are valid and reliable for this research.

3.5.1 Face validity and Reliability assessments

Face validity can be tested by distributing five questionnaires to five people. If a set of questions are comprehended by five attendants, they are valid and can be distributed. If not, a set of questions will be adjusted in order to meet the validity.

Reliability analysis can be tested from the thirty valid questionnaires that were distributed to 30 consumers who experienced in drinking wine in fine dining restaurants within six months. In order to check the reliability of SPSS program, Cronbach's Alpha is used as a tool. The justified figure is more than 0.6. The results from thirty questionnaires found that all of them have Cronbach's Alpha more than 0.60. Then the questionnaires are distributed to 400 customers who experienced in consuming wine in fine dining restaurant within six months in Bangkok with the age more than 20 both male and female. Hair et al. (2010) defined reliability and validity as an assessment of the degree of consistency between multiple measurements of variables. In this study, Cronbach's alpha is used to measure its overall reliability of each factor of productivity values. The result found that the lowest was 0.605 and the highest was 0.933 as indicated by table 3.5.1 Reliability Analysis below;

Table 3.1 Reliability Analysis

Factors	Motivations	Cronbach's Alpha
1.Enjoyment	-I like the taste	.802
	-I feel good when drinking wine	
	-I want to enjoy the aroma	
	-I am in no hurry	
2.Health Consciousness	-I want something easy to serve	.817
	-I want a low alcohol drink	
	-I want something less filling	
	-I want something low calories	
	-I want to watch my weight	
3.Social Acceptance	-I need a socially acceptable	.763
	-I want to be distinctive	
	-I need to be stylish	
4.Depression	-I feel depressed	.933
	-I feel lonely	
5.Moderation	-I want a mild tasting drink	.619
	-I have something special to share	
	-I want something light	
6.Friendliness	-I want to have fun	.743
	-I want to be friendly	
7.Relaxation	-I want to relax	.709
	-I want a refreshing drink	
	-I need a drink as a treat to myself	
8.Natural drink	-I want a hearty drink	.763
	-I want a natural drink	
9.Celebration	-I want to celebrate something	.605
	-I want to be romantic	
10.Food Pairing	-I want to enhance the taste of food	.627
	-I enjoy choosing wine	

All values considered reaching alpha coefficient exceed the values of 0.60 was acceptable score and 0.70 was good score suggested by (Hair et al., 2006).Some motivation items were deleted due to the score were lower than 0.60.

3.5.2 Analysis Method

Descriptive statistics was the method used for analyzing all the data and inferential analysis (T-test and F-test; one-way analysis of variance; ANOVA, correlation and cross tabulation) were used to test the difference of two groups or the difference among more than two groups.

3.5.2.1 Descriptive Statistics

Descriptive analysis refers to the transformation of raw data into a form that would provide information to describe a set of factors in a situation. Descriptive statistics are provided by frequencies, measures of central tendency, and dispersion (Sekaran, 2003). In this research, it was used to explain the personal and general data of wine consumers in fine dining restaurants. Describing responses or observations was typically the first form of analysis. The calculation of average, frequency distributions, and percentage distributions was the most common form of summarizing data. Frequencies refer to the number of times, various subcategories of a certain phenomenon occurs, from which the percentage and the cumulative percentage of their occurrence can easily be calculated (Sekaran, 2003). Frequency distribution tables are easy to read and provide a great deal of basic information from questionnaires. The mean, median, and mode are measures of central tendency (Sekaran, 2003).

3.5.2.2 Inferential Analysis

The data from all questionnaires were coded and analyzed by using the SPSS program (Statistical Package for the Social Sciences for Windows). The inferential analysis were T-test and F-test (one-way analysis of variance, or ANOVA), correlation, and cross tabulation.

- **Significant Mean Difference between two groups: t-test**

The t-test is used to determine if there are any significant differences on the means for two groups in the variable of interest. That is, a nominal variable which was split into two subgroups was tested to see if there is a significant mean difference between them on dependent variables. The t-test takes into consideration the means and standard deviation of the two groups on the variable and examines if the numerical difference in the means is significantly different from zero as postulated in the null hypothesis. The t-test is adjusted to take into account that correlation between the two scores, if any. In other words, the adjusted t-test for the matched sample or other type of dependent sample reflects the true mean differences.

- **Cross-tabulation with Chi-square analysis**

Cross-tabulation analysis is used to analyze nominal measurement scale data. A cross-tabulation is a two (or more) dimensional table that records the number (frequency) of respondents provides information about the relationship between the variables. Chi-square test is used to test the relationship between the variables. If the variables are related the results would be "statistically significant" at the ".05 or 5% level". (Retrieved on October 18, 2013 from http://www.statisticshowto.com/articles/what-is-the-pearson-correlation coefficient/). Results are between -1 and 1. The High correlation is .5 to 1.0 or -0.5 to 1.0 Medium correlation is .3 to .5 or -0.3 to .5 Low correlation is .1 to .3 or -0.1 to -0.3.

- **Significant Mean Difference among Multiple Groups: ANOVA or F-test**

ANOVA stands for Analysis of Variance, which tests for significant mean difference in variables among multiple groups (Sekaran, 2003). Analysis of variance helps examine the significant mean differences among more than two groups. The significant mean differences among the group are indicated by the F statistic. The F statistic shows whether two samples variances differ from each other or are from the same population (Sekaran, 2003). When the observed statistic is greater than the test value for some level of significance, the hypothesis that there is no significance in the mean of the sample groups may be rejected.

- **Pearson's correlation**

The Pearson product-moment correlation coefficient (Pearson's correlation) is a measure of the strength and direction of association that exists between two variables. (Laerd stratictics retrieved on November 15, 2013 from https://statistics.laerd.com/spss-tutorials/pearsons-product-moment-correlation-using-spss-statistics.php). To find the association between two variables the Pearson's 'r' value that less than 0.4 was considered to have a weak relationship between two variables. The Pearson's 'r' value that had value between 0.4 to 0.6 was considered to have a moderate relationship between two variables and the value more than 0.6 was considered to have a strong relationship between two variables. If the Sig (2-Tailed) value is greater than .05, it can conclude that there is no statistically significant correlation between two variables. If the Sig (2-Tailed) value is less than or equal to .05, it can conclude that there is a statistically significant correlations between two variables. (How do I interpret data in SPSS Pearson's r and scatterplots?, retrieved on November 15, 2013)

3.6 Hypothesis development

The purpose of this model is to investigate the relationships of related factors which based on the literature reviews. The model's contribution depends upon the relationship of each match (demographic factors and wine consumption behavior, customer's knowledge and wine consumption behavior, wine attributes and wine consumption behavior, wine consumption motivations and wine consumption behavior).

The hypotheses are set concerning all variables that influence wine consumption behavior in fine dining restaurants in Bangkok.

H1: There are relationships between demographics and wine consumption behavior in fine dining restaurants in Bangkok.

H1.1: There is a relationship between income and wine consumption behavior in fine dining restaurants in Bangkok.

H1.2: There is a relationship between gender and wine consumption behavior in fine dining restaurants in Bangkok.

H1.3: There is a relationship between age and wine consumption behavior in fine dining restaurants in Bangkok.

H1.4: There is a relationship between education and wine consumption behavior in fine dining restaurants in Bangkok.

H1.5: There is a relationship between marital status and wine consumption behavior in fine dining restaurants in Bangkok.

H1.6: There is a relationship between occupation and wine consumption behavior in fine dining restaurants in Bangkok.

H2: There is a relationship between customer's knowledge and demographics in fine dining restaurants in Bangkok.

H3: There is a relationship between wine attributes and demographics in fine dining restaurants in Bangkok.

H4: There is a relationship between wine consumption behavior and wine consumption motivations in fine dining restaurants in Bangkok.

CHAPTER IV
RESULT OF DATA ANALYSIS

This chapter presents the results of the data that were gathered from 400 questionnaires. The data were analyzed by the SPSS program, including descriptive statistics (frequency, percentage, mean, and standard deviation) and inferential statistics (t-test and F-test). The results of the study were processed and demonstrated in the following seven parts:

Part 1 Wine consumer's characteristics

Part 2 Wine consumption behavior in fine dining restaurants.

Part 3 Customer's knowledge.

Part 4 Wine attributes

Part 5 Wine consumption motivations.

Part 6 Hypothesis testing factors influencing wine consumption behavior in fine ding restaurants

Part 7 The conclusion of the hypothesis results

4.1 Wine consumers' characteristics

This section focuses on the demographics characteristics of the respondents, which were gender, age, marital status, educational level, occupation, and income. Frequency and percentage were shown as below;

Table 4.1 Frequency and percentage of respondents' demographics factors

Personal information	Frequencies (n)	Percentage
Gender		
Male	150	37.50
Female	250	62.50
Age		
20-25	33	8.25
26 -30	163	40.75
31-35	137	34.25
36-40	39	9.75
41-45	17	4.25
More than 45	11	2.75
Marital Status		
Single	313	78.25
Married	87	21.75
Education		
Bachelor's Degree	290	72.50
Master's Degree or higher	110	27.50
Occupation		
Employee	260	65.0
Student	6	1.50
Government officer	24	6.00
Business owner	101	25.25
Other occupations	23	5.75
DJ	1	0.30
Freelance	1	0.30
Photographer	3	0.80
Pilot	3	0.80
Writer	1	0.30

Table 4.1 Frequency and percentage of respondents' demographics factors (cont.)

Personal information	Frequencies (n)	Percentage
Income		
10,000-20,000 THB	18	4.50
20,001-30,000 THB	59	14.75
30,001-40,000 THB	81	20.25
40,001-50,000 THB	58	14.50
More than 50,000 THB	184	46.0

In the gender category, most respondents involved in the study were female 250, 62.50% higher than male with the number of 150 respondents or 37.50%.

In the age category, the customers from '26-30' category achieved the highest frequency of 163 or 40.75%, while 'more than 45' category has the least respondents of 2.75% only. Another age categories have the respectively order as follow; '31-35' with 137 respondents, 34.25%, '36-40' with 39 respondents, 9.75%, '20- 25' with 33 respondents, 8.25%, '41-45' with 17 respondents, 4.25%.

In term of marital status, most respondents were 'single' with the number of 313 respondents or 78.25% whilst respondents only 87 or 21.75% were 'married'.

In term of education, respondents who drink wine in fine dining restaurants were graduated from 'bachelor's degree' with 290 respondents or 72.50%. Another group is the respondents that were graduated from 'master's degree or higher' with the number of 110 or 27.50%.

In term of occupation, it was found that 'employee' achieved the highest frequency of 260, 65% while 'student' was the least group of respondents with only 6 or 1.50%. There were 101 respondents or 25.25%, 24 respondents or 6.00%, and 23 respondents or 5.75% who were 'business owner', 'government officer', and other occupations. Other occupations that respondents answered were 'DJ', 'freelance', 'photographer', 'pilot', and 'writer'.

In term of income, the respondents with income per month 'more than 50,000 THB' was the largest respondents with 184, 46.00%. Second group was '30,0001-40,000 THB' with 81 respondents or 20.25%. There were 59 respondents or

14.75% of respondents who earned ‘20,001-30,000 THB’ per month. Moreover, there were 58 and 18 respondents (or 14.50% and 4.50%) had a monthly income of ’40,001-50,000 THB’ and ’10,000-20,000 THB’ respectively.

4.2 Wine Consumption Behavior in Fine Dining Restaurants

Table 4.2 Frequency and percentage of wine consumption behavior in fine dining restaurants

Wine consumption behavior	Frequencies(n)	Percentage
Frequency		
Once or twice a week	56	14.00
2-3 times per month	109	27.25
Once a month	198	49.50
Other frequencies	37	9.25
2-3 months	7	1.75
2 months	3	0.75
3-4 months	4	1.00
3 months	3	0.75
Less than 3 months	1	0.25
Occasionally	19	4.75
Up to friends	1	0.25
Quantity		
1 glass	50	12.50
2-3 glasses	197	49.25
4-6 glasses	109	27.25
More than 6 glasses	44	11.00
Favorite wine		
Red wine	190	47.50
White wine	98	24.50
Rosé wine	12	3.00
Sparkling wine	100	25.00

From table 4.2, the first category of wine consumption behavior was respondents' frequency in drinking wine in fine dining restaurants. The highest frequency was 'once a month' with the number of 198 or 49.50 %. '2-3 times per month', 'once or twice a week' and 'others' were '109 or 27.25%', '56 or 14.00%', and '37 or 9.25%' respectively. The highest number of other frequencies that respondents answered was occasionally with the number of 19 respondents or 4.75%.

The second category was the quantity of glasses of respondents when consuming wine in fine dining restaurants. 197 respondents (49.25%) preferred to consume wine '2-3 glasses' while only 44 respondents or approximately 11% consumed 'more than 6 glasses'. Moreover, there were 109 (27.25%) and 50 (12.5%) respondents consumed '4-6 glasses' and '1 glass' respectively.

The last category was the most favorite wine that respondents chose when consuming wine in fine dining restaurants. 'Red wine' is the most favorite wine. 190 respondents or 47.50% chose to consume red wine in fine dining restaurants while 100 respondents or 25% chose 'sparkling wine' as the second rank. 98 respondents or 24.50% chose 'white wine' and only 12 respondents or 3% chose 'rosé wine' respectively.

4.3 Customer's Knowledge

Table 4.3 Frequency and Percentage of Customer's Knowledge

Wine pairing with poultry	Frequencies (n)	Percent
Red wine	74	18.50
White wine	248	62.00
Rosé wine	12	3.00
Sparkling wine	20	5.00
Don't know	46	11.50
Red wine	8	2.00
White wine	337	84.25

Table 4.3 Frequency and Percentage of Customer's Knowledge (cont.)

Wine pairing with poultry	Frequencies (n)	Percent
Rosé wine	9	2.25
Sparkling wine	26	6.50
Don't know	20	5.00
Wine pairing with red meat		
Red wine	378	94.50
White wine	7	1.75
Sparkling wine	3	0.75
Don't know	12	3.00
Red wine temperature		
4-8 degree Celsius	6	1.50
9-12 degree Celsius	35	8.75
13-17 degree Celsius	240	60.00
Don't know	119	29.75
White wine temperature		
4-8 degree Celsius	128	32.00
9-12 degree Celsius	157	39.25
13-17 degree Celsius	8	2.00
Don't know	107	26.75
Sparkling wine and Rosé wine temperature		
4-8 degree Celsius	201	50.25
9-12 degree Celsius	54	13.50
13-17 degree Celsius	2	0.50
Don't know	143	35.75

Table 4.3 showed frequency and percentage of customer's knowledge. The results can be categorized as subjective knowledge, objective knowledge, and don't know groups. From the past study of Smith and Dodd (2009) suggested that a fish or fowl dish will go well with Champagne, sparkling wine , white wine (Chardonnay or Sauvignon Blanc) or rosé wine whilst red meat such as steak, lamb, pork, and cold

meats will go well with red wine (Shiraz and Cabernet Sauvignon). The respondents that answered correctly can be considered as an objective knowledge group which they answered as the book or past study discovered while subjective knowledge group might answer wine that they love to drink based on their affection. Don't know group was considered as they did not have specific knowledge about wine. From the data, 248 respondents or 62% paired poultry correctly with white wine, 337 respondents 84.25% paired seafood correctly with white wine, and 378 respondents or 94.5% paired red meat correctly with red wine. According to Smith and Dodd (2009) and basic wine knowledge (2012) stated that the appropriate temperature ranges for serving wines are: Sweet wines and sparkling wines 4-8 degree Celsius ,White wines 9-12 degree Celsius and red wines 13-17 degree Celsius. From the data, it was found that most respondents chose appropriate temperature for serving wines which were 240 respondents or 60%, 157 respondents or 39.25%, and 201 respondents or 50.25% for red wine, white wine, and sparkling wine and rosé wine respectively.

4.4 Wine Attributes

According to the questionnaire, respondents allowed to choose more than one answer in wine attributes category. As a consequence, wine attributes category including grape variety, country of origin, price, color, aroma, and brand were to be shown in ranking table as below;

Table 4.4 Wine attributes descriptive statistics

Descriptive Statistics					
	N	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
Grape variety	400	1	7	5.10	1.503
Country of origin	400	1	7	5.29	1.221
Vintage	400	1	7	4.95	1.374
Brand	400	1	7	4.73	1.379
Price	400	1	7	5.43	1.097
Valid N (listwise)	400				

The table 4.4 showed mean and standard deviation of each item in the questionnaire. The Likert scale that applicable in the questionnaire ranging from 1 (not at all important) to 7 (extremely important). The highest mean of wine attributes on wine consumption behavior was 'price' (5.43) with standard deviation 1.097, followed by 'country of origin' (5.29) with standard deviation 1.221, 'grape variety' (5.10) with standard deviation 1.503, 'vintage' (4.95) with standard deviation 1.374. 'Brand' achieved the lowest mean value of 4.73 with the standard deviation of 1.379.

In order to find difference between gender and wine attributes, T-Test is applied for finding the significant difference between the independent variables (gender) and variables; wine attributes (grape variety, country of origin, vintage, price, and brand.

Table 4.5 Ranking of grape variety

Ranking No.	**Grape variety**	**Frequencies (n)**	**Percent**
1.	Cabernet Sauvignon	218	54.50
2.	Chardonnay	179	44.75
3.	Sauvignon Blanc	168	42.00
4.	Pinot Noir	115	28.75
4.	Merlot	115	28.75
4.	Shiraz	115	28.75
5.	Riesling	46	11.50
6.	Chenin Blanc	30	7.50
	Other grape variety	16	4.00
	Not specify grape variety	49	12.25

It is found that the number one grape variety that most respondents chose was 'Cabernet Sauvignon' with number of 218 respondents or 54.5% while 'Chenin Blanc' was the least famous for respondents to choose with the number of 30 respondents or 7.5%. The ranking number two and three were 'Chardonnay' with 179 respondents (44.75%) and 'Sauvignon Blanc' with 168 respondents (42%) whilst 'Pinot Noir', 'Merlot', and 'Shiraz' were ranking as number four with equally 115

respondents or 28.75%. Moreover, ‘Riesling’ was ranking as number five with the number 46 respondents or 11.5%.

In addition, respondents suggested more grape variety in other grape variety category. Names of grape variety were ‘Semillon’, ‘Melbec’, ‘Muscato’, ‘Pinotage’, ‘Pinot Gris’, ‘Chianti’, ‘Gewurztraminer’, ‘Muscato’, ‘Spumante’, ‘Pinot Grigio’, and ‘Rioja’. Moreover, there were 49 respondents or 12.25% chose not to specify grape variety when they consumed wine in fine dining restaurants.

Table 4.6 Ranking of country of origin

Ranking No.	**Country of origin**	**Frequencies (n)**	**Percent**
1.	France	251	62.75
2.	Chile	204	51.00
3.	Australia	154	38.50
4.	Italy	122	30.50
5.	South Africa	55	13.75
6.	United State of America	48	12.00
7.	Spain	43	10.75
8.	Argentina	24	6.00
	Other country of origin		
1.	New Zealand	7	1.75
2.	Germany	5	1.25
2.	Thai	5	1.25
	Not specify country of origin	40	10.00

In this country of origin category, most respondents chose ‘France’ as a number one country for drinking wine in fine dining restaurants with 251 respondents or 62.75% while ‘Chile’, ‘Australia’, ‘Italy’, ‘South Africa’, ‘United State of America’, ‘Spain’, and ‘Argentina’ were ranking from number two to eight. There were 204 respondents 51%, 154 respondents or 38.5%, 122 respondents or 30.5%, 55 respondents or 13.75%, 48 respondents or 12%, 43 respondents or 10.75%, 24 respondents or 6% respectively. Moreover, ‘New Zealand’, ‘Germany’ and ‘Thai’

were other country of origin that respondents suggested apart from eight country of origin in questionnaires while 40 respondents or 10% chose not to specify country of origin when drinking wine in fine dining restaurants.

Table 4.7 Ranking of price

Ranking No.	Price (THB)	Frequencies (n)	Percent
1.	501-1,000	176	44.00
2.	1,001-2,000	155	38.75
3.	201-500	51	12.75
4.	More than 2,001	12	3.00
5.	200 or less	6	1.50

The table 4.7 indicated the ranking of price that respondents paid for consuming wine in fine dining restaurant. First to third ranking were '501-1,000', '1,001-2,000' and ' 201-500' with the number of 176 respondents or 44%, 155 respondents or 38.75%, and 51 respondents or 12.75% respectively. The last two ranking were price range between 'more than 2,001' with 12 respondents or 3 % and '200 or less' with 6 respondents or 1.5%.

Table 4.8 Ranking of customer's favorite taste

Ranking No.	Taste	Frequencies (n)	Percent
1.	Dry	231	57.75
2.	Sweet	91	22.75
3.	Mild	48	12.00
4.	Bitter	30	7.50

From the table 4.8, it is shown that the most favorite taste of wine was 'dry' with the number of 231 respondents or 57.75%. From second ranking to forth ranking were 'sweet', 'mild', and 'bitter' respectively. The number of respondents were 91 or 22.75%, 48 respondents or 12%, and 30 respondents or 7.5% respectively.

Table 4.9 Ranking color

Ranking No.	Color	Frequencies (n)	Percent
1.	Dark red	170	42.50
2.	Pale gold	118	29.50
3.	Rose color	51	12.75
4.	Pale red	38	9.50
5.	Deep gold	23	5.75

From the table 4.9, it is found that ‘dark red’ color was the most famous color with the number of 170 respondents or 42.5%. The second ranking was 'pale gold' with 118 respondents or 29.5% while 'rose color' was chosen by 51 respondents or 12.75%. The last two ranking were 'pale red' and 'deep gold' with the number of 38 respondents or 9.5% and 23 respondents or 5.75% respectively.

Table 4.10 Ranking of the preferable Aroma

Ranking No.	Aroma	Frequencies (n)	Percent
1.	Fruit	220	55.00
2.	Woody	106	26.50
3.	Floral	41	10.25
4.	Spicy	30	7.50
	Other Aroma	3	0.80

The ranking of aroma of wine is shown in table 4.10 based on the aroma wheel of A.C Noble, 1987. The ranking from number one to four were 'fruit', 'woody', 'floral', and 'spicy'. There were number of respondents of 220 respondents or 55%, 106 respondents or 26.5%, 41 respondents or 10.25%, 30 respondents or 7.5% respectively. Moreover, three respondents chose 'other aroma' as ' no aroma'.

Table 4.11 Ranking of brand

Ranking No.	Brand	Frequencies (n)	Percent
1.	Moët & Chandon	175	43.75
2.	Prosecco	166	41.50
3.	Penfolds	124	31.00
4.	Hardy’s	105	26.25
5.	Bollinger	85	21.25
5.	Jacob’s creek	85	21.25
6.	Dom Pérignon	71	17.75
7.	Casanova	62	15.50
8.	Mouton Cadet	61	15.25
9.	Mon Clair	54	13.50
10.	Louis Roederer	21	5.25
11.	Joy	16	4.00
	Other Brand	35	8.75
	Not specify Brand	46	11.50

The table 4.11 discovered that within eleven wine leading brands , three most favorite brands were 'Moët & Chandon' , 'Prosecco', and 'Penfolds' with number of respondents of 175, 166, and 124 respondents or 43.75%, 41.5% and 31% respectively. 'Hardy’s' (105 respondents or 26.25%), 'Bollinger' and 'Jacob’s creek'(85 respondents or 21.25%) , 'Dom Pérignon' (71 respondents or 17.75%), 'Casanova' (62 respondents or 15.5%), 'Mouton Cadet' (61 respondents or 15.25%), 'Mon Clair' (54 respondents or 13.5%), 'Louis Roederer' (21 respondents or 5.25%), and 'Joy' (16 respondents or 4%) were ranked as number 4 to eleven. Furthermore, 35 respondents chose other brands or 8.75% for example ; 'Krug', 'Bayswater', 'St. Clair', 'Sancerre', and 'Goiya' while 46 respondents or 11.5% not specified brand while consuming wine in fine dining restaurants.

4.5 Wine Consumption Motivations

The contribution of this research is related to 32 Dubow's wine consumption motivations (1982). The exploratory factor (KMO and Bartlett's Test from SPSS program analysis) is used as a tool to categorize 32 wine consumption motivations. The justified figure is more than 0.5 and sig. value must be lower than .05. It is found that there were nine components as indicated by table 4.12 below;

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.795
Bartlett's Test of Sphericity	**Approx. Chi-Square**	5819.898
	df	496
	Sig.	.000

Table 4.12 Factor loading of 32 motivations

Factors	Wine Consumption Motivations	Factor Loading
1.Enjoyment	I like the taste	.714
	I want to enjoy the aroma	.735
	I am in no hurry	.674
	I feel good when drinking wine	.770
2. Health Consciousness	I want something easy to serve	.559
	I want a low alcohol drink	.724
	I want something less filling	.760
	I want something low calories	.601
3. Social Acceptance	I need a socially acceptance	.812
	I want to be distinctive	.740
	I need to be stylish	.744
4.Depression Factor	I feel depressed	.933
	I feel lonely	.933
5.Moderation	I want a mild tasting drink	.690
	I want something light	.758
	I have something special to share	.602

Table 4.12 Factor loading of 32 motivations (cont.)

Factors	Wine Consumption Motivations	Factor Loading
6.Friendliness	I want to have fun	.800
	I want to be friendly	.807
7.Relaxation	I want to relax	.699
	I want a refreshing drink	.809
	I need a drink as a treat to myself	.544
8. Natural Drink	I want a hearty drink	.837
	I want a natural drink	.764
	I want something low calories	.533
9.Celebration	I want to celebrate something	.721
	I want to be romantic	.734
10.Food Pairing	I want to enhance the taste of food	.716
	I enjoy choosing wine	.667

Ten factors from the table were named as Enjoyment (I am in no hurry, I want to enjoy the aroma, and I feel good when drinking wine), health consciousness (I want something easy to serve, I want a low alcohol drink, I want something less filling, I want something low calories, and I want to watch my weight), social acceptance (I need socially acceptance, I want to be distinctive, and I need to be stylish), depression factor (I feel depressed and I feel lonely), moderation (I want a mild tasting, I have something special to share, I want something light), friendliness (I want to have fun and I want to be friendly), relaxation (I want to relax, I want a refreshing drink, and I need a drink as a treat to myself) , natural drink (I want a hearty drink, I want a natural drink, and I want something low alcohol) , celebration (I want to celebrate and I want to be romantic), and food pairing (I want to enhance the taste of food and I enjoy choosing wine).

4.6 Hypothesis testing factors influencing wine consumption behavior in fine ding restaurants.

In this section, the hypotheses of this research were tested on the variables, which included demographics, wine consumption behavior, customer's knowledge, wine attributes and wine consumption motivations. Therefore, the statistical techniques were inferential statistics by using cross tabulation and Chi-square, t-test, correlation, and the analysis of variance (ANOVA) methods with a significant level of 0.05 in order to compare mean differences in each demographic factor of respondents with each factor. According to the applied statistical approach, Chi-Square was used to execute the relationship between gender, age, education, marital status, occupation, and income and wine consumption behavior. In addition, wine attributes was analyzed by T-test and correlation whereas ten categories of motivations and wine consumption behavior were processed by the analysis of variance (ANOVA) and correlation.

4.6.1 There are relationships between demographics and wine consumption behavior in fine dining restaurants in Bangkok.

In order to answer the research objective, hypothesis was derived to examine the difference between personal information variables on wine consumption behavior in fine dining restaurants in Bangkok by using Chi-square value less than 20%. The results are "statistically significant" at the ".05 or 5% level".

H1.1: There is a relationship between income and wine consumption behavior in fine dining restaurants in Bangkok.

Table 4.13 Income difference toward wine consumption behavior (frequency)

Crosstab							
			Frequency				
			once or twice a week	2-3 times per month	once a month	Others	Total
Income	**10,000-20,000**	**Count**	3	1	12	2	18
		% within Income	16.7%	5.6%	66.7%	11.1%	100.0%
	20,001-30,000	**Count**	4	21	33	1	59
		% within Income	6.8%	35.6%	55.9%	1.7%	100.0%
	30,001-40,000	**Count**	13	19	42	7	81
		% within Income	16.0%	23.5%	51.9%	8.6%	100.0%
	40,001-50,000	**Count**	11	7	34	6	58
		% within Income	19.0%	12.1%	58.6%	10.3%	100.0%
	more than 50,000	**Count**	25	61	77	21	184
		% within Income	13.6%	33.2%	41.8%	11.4%	100.0%
Total		**Count**	56	109	198	37	400
		% within Income	14.0%	27.3%	49.5%	9.3%	100.0%

Table 4.13 Income difference toward wine consumption behavior (frequency) (cont.)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	25.430[a]	12	.013
Likelihood Ratio	30.138	12	.003
Linear-by-Linear Association	.349	1	.555
N of Valid Cases	400		

a.3cells (15.0%) have expected count less than 5. The minimum expected count is 1.67.

The relationship between income and wine consumption behavior (frequency) were found that the '10,000-20,000' income group drink wine once a month with the significant value '66.7%' while respondents who had income range '40,001- 50,000' drink wine once or twice a week with the significant number '19%'

H1.2: There is a relationship between gender and wine consumption behavior in fine dining restaurants in Bangkok.

Table 4.14 Gender difference toward wine consumption behavior (favorite wine)

Crosstab							
			Favorite				
			Red wine	**White wine**	**Rosé wine**	**Sparkling wine**	**Total**
Gender	**Male**	**Count**	87	32	4	27	150
		% within Gender	58.0%	21.3%	2.7%	18.0%	100.0%
	Female	**Count**	103	66	8	73	250
		% within Gender	41.2%	26.4%	3.2%	29.2%	100.0%
Total		**Count**	190	98	12	100	400
		% within Gender	47.5%	24.5%	3.0%	25.0%	100.0%

Table 4.14 Gender difference toward wine consumption behavior (favorite wine) (cont.)

Chi-Square Tests			
	Value	**Df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	11.346[a]	3	.010
Likelihood Ratio	11.463	3	.009
Linear-by-Linear Association	9.830	1	.002
N of Valid Cases	400		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.50.

From the 4.14 it is found that there was a relationship between gender and wine consumption behavior (favorite wine). The table showed that male chose red wine as the favorite wine with the significant number (58%) whilst female chose sparkling wine more than male with the number of 29.2%.

Table 4.15 Gender difference toward wine consumption behavior (quantity)

Crosstab							
			Quantity				
			1 glass	**2-3 glasses**	**4-6 glasses**	**More than 6 glasses**	**Total**
Gender	**male**	**Count**	14	75	29	32	150
		% within Gender	9.3%	50.0%	19.3%	21.3%	100.0%
	female	**Count**	36	122	80	12	250
		% within Gender	14.4%	48.8%	32.0%	4.8%	100.0%
Total		**Count**	50	197	109	44	400
		% within Gender	12.5%	49.3%	27.3%	11.0%	100.0%

Table 4.15 Gender difference toward wine consumption behavior (quantity) (cont.)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	30.770[a]	3	.000
Likelihood Ratio	30.327	3	.000
Linear-by-Linear Association	8.634	1	.003
N of Valid Cases	400		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.50

From the table 4.15 it is found that there was a gender difference toward wine consumption behavior (quantity). 'Male' drinks wine ‘more than 6 glasses' than 'female' with the significant number of 21.3% while 'female' drinks wine only '2-3 glasses' at the significant number of 48.8%

H1.3: There is no relationship between age and wine consumption behavior in fine dining restaurants in Bangkok.

H1.4: There is a relationship between education and wine consumption behavior in fine dining restaurants in Bangkok.

Table 4.16 Education difference toward wine consumption behavior (frequency)

Crosstab

			Frequency				
			once or twice a week	2-3 times per month	once a month	others	Total
Education	Bachelor's degree	Count	38	92	139	21	290
		% within Education	13.1%	31.7%	47.9%	7.2%	100.0%
	Master's degree or higher	Count	18	17	59	16	110
		% within Education	16.4%	15.5%	53.6%	14.5%	100.0%
Total		Count	56	109	198	37	400
		% within Education	14.0%	27.3%	49.5%	9.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.476[a]	3	.004
Likelihood Ratio	13.994	3	.003
Linear-by-Linear Association	3.243	1	.072
N of Valid Cases	400		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.18.

From the table 4.16 found that respondent who obtained Bachelor’s degree and Master’s degree drank wine ‘once a month’ 47.9% and 53.6% respectively.

H1.5: There is no relationship between marital status and wine consumption behavior in fine dining restaurants in Bangkok.

H1.6: There is no relationship between occupation and wine consumption behavior in fine dining restaurants in Bangkok.

4.6.2 There is a relationship between customer's knowledge and demographics in fine dining restaurants in Bangkok.

Table 4.17 Frequency and Percentage of Customer's Knowledge

Wine pairing with poultry	**Frequencies (n)**	**Percent**
Red wine	74	18.50
White wine	248	62.00
Rosé wine	12	3.00
Sparkling wine	20	5.00
Don't know	46	11.50
Wine pairing with seafood		
Red wine	8	2.00
White wine	337	84.25
Rosé wine	9	2.25
Sparkling wine	26	6.50
Don't know	20	5.00
Wine pairing with red meat		
Red wine	378	94.50
White wine	7	1.75
Sparkling wine	3	0.75
Don't know	12	3.00
Red wine temperature		
4-8 degree Celsius	6	1.50
9-12 degree Celsius	35	8.75
13-17 degree Celsius	240	60.00
Don't know	119	29.75

Table 4.17 Frequency and Percentage of Customer's Knowledge (cont.)

White wine temperature	**Frequencies (n)**	**Percent**
4-8 degree Celsius	128	32.00
9-12 degree Celsius	157	39.25
13-17 degree Celsius	8	2.00
Don't know	107	26.75
Sparkling wine and		
Rosé wine temperature		
4-8 degree Celsius	201	50.25
9-12 degree Celsius	54	13.50
13-17 degree Celsius	2	0.50
Don't know	143	35.75

The table above showed the frequency and percentage of wine knowledge that respondents answered about pairing food with wine and wine serving temperature. Most respondents answered correctly on 'white wine pairing with poultry' 62%, 'white wine with seafood' 84.25%, 'red wine with red meat' 94.5%, '13-17 degree Celsius is the temperature for serving red wine' 60%, '9-12 degree Celsius is the temperature for serving white wine' 39.25%, and '4-8 degree Celsius is the temperature for serving sparkling wine and rosé wine temperature' 50.25%. It implied that respondents have knowledge about wine.

Moreover, Cross-tabulation analysis and chi-square statistic were used to analyze relationship between gender and wine pairing, and gender and wine temperature. The results are "statistically significant" at the ".05 or 5% level".

Table 4.18 Gender difference toward knowledge about wine pairing

Crosstab

			Gender		
			male	**female**	**Total**
Pairing poultry	**Red wine**	**Count**	40	34	74
		% within Pairing poultry	54.1%	45.9%	100.0%
	White wine	**Count**	75	173	248
		% within Pairing poultry	30.2%	69.8%	100.0%
	Rose wine	**Count**	7	5	12
		% within Pairing poultry	58.3%	41.7%	100.0%
	Sparkling wine	**Count**	4	16	20
		% within Pairing poultry	20.0%	80.0%	100.0%
	Don't know	**Count**	24	22	46
		% within Pairing poultry	52.2%	47.8%	100.0%
Total		**Count**	150	250	400
		% within Pairing poultry	37.5%	62.5%	100.0%

Chi-Square Tests

	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	23.288[a]	4	.000
Likelihood Ratio	23.154	4	.000
Linear-by-Linear Association	.095	1	.757
N of Valid Cases	400		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.50.

From table 4.18 it is found that ‘female’ answered the topic of pairing poultry with white wine correctly with the number of 69.8% or 173 respondents.

Table 4.19 Gender difference toward knowledge about temperature

Crosstab

		Gender		
		male	**female**	**Total**
4-8 degree celsius	**Count**	61	67	128
	% within White temperature	47.7%	52.3%	100.0%
9-12 degree celsius	**Count**	54	103	157
	% within White temperature	34.4%	65.6%	100.0%
13-17 degree celsius	**Count**	4	4	8
	% within White temperature	50.0%	50.0%	100.0%
don't know	**Count**	31	76	107
	% within White temperature	29.0%	71.0%	100%
Total	**Count**	150	250	400
	% within White temperature	37.5%	62.5%	100%

Chi-Square Tests

	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	10.133[a]	3	.017
Likelihood Ratio	10.092	3	.018
Linear-by-Linear Association	7.187	1	.007
N of Valid Cases	400		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.00.

From table 4.19 it is found that there was relationship between gender difference and wine serving temperature. 65.6% of ‘female’ respondents answered correctly that white wine temperature should serve at ‘9-12 degree Celsius’.

4.6.3 There are relationships between wine attributes and wine consumption behavior in fine dining restaurants in Bangkok.

Table 4.20 Gender difference toward wine attributes

Wine Attributes	Gender	N	Mean	Std. Deviation	T	Sig.
Grape Variety	male	150	4.88	1.580	-2.306	.022*
	female	250	5.24	1.441		

* Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table shows that there was the difference between male and female in choosing ‘grape variety’ in consuming wine in fine dining restaurants. Female was more concerned about grape variety than male.

Moreover, correlation is applicable to find the relationship within wine attributes. Correlation is an analytical statistic that used to measure how well the variables are related. High correlation are from .5 to 1.0 or -0.5-1.0. The results are shown below;

Table 4.21 Pearson correlation of wine attributes

Correlations				
	Grape variety	**Country of origin**	**Vintage**	**Brand**
Country of origin	.391**			
Vintage	.291**	.596**		
Brand	.130**	.343**	.427**	
Price	-.097	.047	.013	.279**

**. Correlation is significant at the 0.01 level (2-tailed).

The value that indicated strong relationship was more than 0.6, moderate relationship was between 0.4-0.6, and weak relationship was less than 0.4. From table 4.6.9, it is found that there was a strong relationship between ‘vintage’ and ‘country of origin’ with the number of .596**. It is implied that the importance of vintage was increased and was correlated with the increase of the importance of country of origin. In addition, there were also relationship between ‘brand’ and ‘vintage’ with the significant number of .427**, ‘country of origin’ and ‘grape variety’ with significant number of .391**, ‘brand’ and ‘country of origin’ with significant number .343**. Moreover, there were weak relationship that is close to 0 which are ‘vintage’ and ‘grape variety’ with significant number .291**, ‘price’ and brand’ with the significant number .279**, and ‘brand’ with ‘grape variety’ with significant number .130**.

4.6.4 There is a relationship between wine consumption behavior and wine consumption motivations in fine dining restaurants in Bangkok.

In order to answer the research objective, hypothesis was derived to examine the difference between factors and wine consumption behavior (frequency).

Table 4.22 Wine consumption motivations descriptive statistics

Descriptive Statistics					
	N	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
Enjoyment	400	2.00	7.00	5.4462	.98354
Depression	400	1.00	7.00	2.7788	1.70703
Health Consciousness	400	1.00	6.80	4.0440	1.19551
Social Acceptance	400	1.00	7.00	3.5175	1.31238
Moderation	400	1.00	7.00	4.3200	1.00878
Friendliness	400	1.00	7.00	4.9962	1.28832
Relaxation	400	1.00	7.00	4.9533	1.12763
Natural Drink	400	1.00	7.00	3.9262	1.27937
Celebration	400	1.00	7.00	5.2088	1.10060
Food Pairing	400	1.00	7.00	4.9063	1.14460
Valid N (listwise)	400				

The table 4.22 showed mean and standard deviation of each item in the questionnaires. The Likert scale used in the questionnaires ranging from 1 (strongly disagree) to 7 (strongly agree). The highest mean of wine consumption motivations on wine consumption behavior was ‘enjoyment’ (5.44462) with standard deviation .98354, followed by ‘celebration’ (5.2088) with standard deviation 1.10060, ‘friendliness’ (4.9962) with standard deviation 1.28832, ‘relaxation’ (4.9533) with standard deviation 1.12763, ‘food pairing’ (4.9063) with standard deviation 1.14460, ‘moderation’ (4.3200) with standard deviation 1.00878, ‘health consciousness’ (4.0440) with standard deviation 1.19551, ‘natural drink’ (3.9262) with standard deviation 1.27937, ‘social acceptance’ (3.5175) with standard deviation 1.31238, ‘depression’ achieved the lowest mean value of 2.7788 with the standard deviation of 1.70703.

One way ANOVA is applicable in describing compare means of two or more samples in order to find the detail of significant difference among hypothesis and variables. Data were analyzed by Post Hoc Multiple Comparison of Bonferroni to identify ten factors of motivation on wine consumption behavior. The results found that all the significance of wine consumption motivations are greater than 0.05.

Table 4.23 The difference between motivation factors toward wine consumption behavio (frequency)

Motivation Factors	Frequency	N	Mean	Std. Deviation	Sig.
Enjoyment	once or twice a week	56	5.93	.854	.000
	2-3 times per month	109	5.78	.855	
	once a month	198	5.27	.943	
	others	37	4.63	.994	

* Significant at 0.05 level

Table 4.23 F-test showed that there were the significant differences between motivation factors and wine consumption behavior (frequency) which the significant value at .000*. The significant value was lower than 0.05. ; therefore, the result can be described that wine consumers who drank wine ‘once or twice a week’, ‘2-3 times per month’, ‘once a month’, and ‘others’ were differently concern about enjoyment. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.24 Post Hoc Bonferroni

Bonferroni				
Factors	**(I) frequency**	**(J) frequency**	**Mean Difference (I-J)**	**Sig.**
Enjoyment	once a month	once or twice a week	-.65526*	.000
		2-3 times per month	-.50204*.	
.		others	.64940*	.001

*Significant difference at 0.05 significant levels.

Table 4.24 indicated in more details of the different relationship between frequency and enjoyment factors. The results found that the customer whose frequency drinking wine in fine dining restaurants ‘once or twice a week’ and ‘2-3 times per month’ were concerned about enjoyment factor less than ‘once a month’ , customer with the significant number of .000. Moreover, customers whose frequency drinking

wine in fine dining restaurants ‘once a month’ were concerned more about enjoyment than other groups with the significance .001.

Table 4.25 Post Hoc Bonferroni

Bonferroni				
Factors	**(I) frequency**	**(J) frequency**	**Mean Difference (I-J)**	**Sig.**
Enjoyment	others	once or twice a week	-1.30466*	.000
		2-3 times per month	-1.15144*	

.

*Significant difference at 0.05 significant levels.

Table 4.25 showed that there was a different relationship between frequency and enjoyment factors. The results found that the customers whose frequency drinking wine in fine dining restaurants ‘Once or twice a week’ and ‘2-3 times per month’ were concerned about enjoyment factor less than respondents who answered ‘others’ with the significance .000.

Table 4.26 The difference between motivation factors toward wine consumption behavior (frequency)

Motivation Factors	**Frequency**	**N**	**Mean**	**Std. Deviation**	**Sig.**
Depression	once or twice a week	56	3.08	1.799	.000
	2-3 times per month	109	3.22	1.800	
	once a month	198	2.37	1.518	
	others	37	3.17	1.780	

* Significant at 0.05 level

Table 4.26 F-test showed that there were the significant differences between motivation factors and wine consumption behavior (frequency) which the significant value at .000*. The significant value was lower than 0.05. ; therefore, the result can be described that wine consumers who drank wine ‘once or twice a week’,

‘2-3 times per month’, ‘once a month’ and ‘others’ were differently concern about depression. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.27 Post Hoc Bonferroni

Bonferroni				
Factors	**(I) frequency**	**(J) frequency**	**Mean Difference (I-J)**	**Sig.**
Depression	once a month	once or twice a week	-.71807*	.028
		2-3 times per month	-.85356*	.000
.		others	-.80446*	.044

*Significant difference at 0.05 significant levels.

From the table 4.27, it is discovered that customers who drank wine in fine dining restaurants ‘once or twice a week’, ‘2-3 times per month’ , and ‘others’ were concerned about depression factor less than respondents who consumed wine ‘once a month’ with the significance .028, .000, and .044 respectively.

Table 4.28 The difference between motivation factors toward wine consumption behavior (frequency)

Motivation Factors	**Frequency**	**N**	**Mean**	**Std. Deviation**	**Sig.**
Health	2-3 times per month	109	4.31	1.223	.020
	others	37	3.70	1.218	

* Significant at 0.05 level

Table 4.28 F-test showed that there were the significant differences between motivation factors and wine consumption behavior (frequency) which the significant value at .020*. The significant value was lower than 0.05. ; therefore, the result can be described that wine consumers who drank wine ‘2-3 times per month’ and ‘others’ were differently concern about health. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.29 Post Hoc Bonferroni

Bonferroni				
Factors	**(I) frequency**	**(J) frequency**	**Mean Difference (I-J)**	**Sig.**
Health	2-3 times per month	others	.60565*	.045

*Significant difference at 0.05 significant levels.

Table 4.29 was found in more details of the different relationship between frequency and health factors. The result found that the customers whose frequency drinking '2-3 times per month' was concerned about health more than the customers whose frequency drinking group 'others' with the significance .045.

Table 4.30 The difference between motivation factors toward wine consumption behavior (frequency)

Motivation Factors	**Frequency**	**N**	**Mean**	**Std. Deviation**	**Sig.**
Moderation	2-3 times per month	109	4.62	.955	.000
	once or twice a week	56	4.60	.937	
	once a month	198	4.12	1.01	
	others	37	4.04	.908	

* Significant at 0.05 level

Table 4.30 F-test showed that there were the significant differences between motivation factors and wine consumption behavior (frequency) which the significant value at .000*. The significant value was lower than 0.05. ; therefore, the result can be described that wine consumers who drank wine '2-3 times per month', 'once or twice a week', 'once a month' and 'others' were differently concern about moderation. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.31 Post Hoc Bonferroni

Bonferroni				
Factors	**(I) frequency**	**(J) frequency**	**Mean Difference (I-J)**	**Sig.**
Moderation	once or twice a week	once a month	.48341*	.007
		others	.56660*	.040

*Significant difference at 0.05 significant levels.

Table 4.31 was found in more details of the different relationship between frequency and moderation factors. The results found that the customers whose frequency drinking wine ‘once or twice a week’ were concerned about moderation factor more than the customers whose frequency drinking wine ‘once a month’ and ‘others’ with the significance .007 and .040 respectively.

Table 4.32 Post Hoc Bonferroni

Bonferroni				
Factors	**(I) frequency**	**(J) frequency**	**Mean Difference (I-J)**	**Sig.**
Moderation	2-3 times per month	once a month	.50012*	.000
		others	.58331*	.011

*Significant difference at 0.05 significant levels.

Table 4.32 was found that there was a different relationship between frequency and moderation factors. The results found that the customers whose frequency drinking wine ‘2-3 times per month’ were concerned about moderation factor more than the customers whose frequency drinking wine ‘once a month’ and ‘others’ with the significance .000 and .011 respectively.

Table 4.33 The difference between motivation factors toward wine consumption behavior (frequency)

Motivation Factors	Frequency	N	Mean	Std. Deviation	Sig.
Friendliness	2-3 times per month	109	5.37	1.146	.001
	once or twice a week	56	4.75	1.175	
	once a month	198	4.94	1.333	
	others	37	4.52	1.358	

* Significant at 0.05 level

Table 4.33 F-test showed that there were the significant differences between motivation factors and wine consumption behavior (frequency) which the significant value at .001*. The significant value was lower than 0.05. ; therefore, the result can be described that wine consumers who drank wine '2-3 times per month', 'once or twice a week', 'once a month' and 'others' were differently concern about friendliness. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.34 Post Hoc Bonferroni

Bonferroni				
Factors	**(I) frequency**	**(J) frequency**	**Mean Difference (I-J)**	**Sig.**
Friendliness	2-3 times per month	Once or twice a week	.61722*	.019
		once a month	.43423*	.025
		others	.84912*	.003

*Significant difference at 0.05 significant levels.

Table 4.34 was found in more details of the different relationship between frequency and friendliness factors. The results found that the customers whose frequency drinking wine '2-3 times per month' were concerned about friendliness factor more than the customers whose frequency drinking wine 'once or twice a

week', 'once a month' ,and 'others' with the significance .019, .025 and .003 respectively.

Table 4.35 The difference between motivation factors toward wine consumption behavior (frequency)

Motivation Factors	Frequency	N	Mean	Std. Deviation	Sig.
Relaxation	2-3 times per month	109	5.19	1.023	.000
	once or twice a week	56	5.32	1.245	
	once a month	198	4.82	1.057	
	others	37	4.36	1.272	

* Significant at 0.05 level

Table 4.35 F-test showed that there were the significant differences between motivation factors and wine consumption behavior (frequency) which the significant value at .000*. The significant value was lower than 0.05. ; therefore, the result can be described that wine consumers who drank wine '2-3 times per month', 'once or twice a week', 'once a month' and 'others' were differently concern about relaxation. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.36 Post Hoc Bonferroni

Bonferroni				
Factors	**(I) frequency**	**(J) frequency**	**Mean Difference (I-J)**	**Sig.**
Relaxation	Once or twice a week	once a month	.49651*	.018
		others	.96107*	.000

*Significant difference at 0.05 significant levels.

Table 4.36 was found in more details of the different relationship between frequency and relaxation factors. The results found that the customers who consumed wine 'once or twice a week' were concerned about relaxation factor more than the

customers who frequency consumed wine ‘once a month’ and ‘others’ with the significant number .018 and .000 respectively.

Table 4.37 Post Hoc Bonferroni

Bonferroni				
Factors	**(I) frequency**	**(J) frequency**	**Mean Difference (I-J)**	**Sig.**
Relaxation	2-3 times per month	once a month	.37386*	.027
		others	.83842*	.000

*Significant difference at 0.05 significant levels.

Table 4.37 indicated in more details of the different relationship between frequency and relaxation factors. The results found that the customers who consumed wine ‘2-3 times per month’ were concerned more about relaxation than the customers who consumed wine ‘once a month’ and ‘others’ with the significance .027 and .000 respectively.

Table 4.38 The difference between motivation factors toward wine consumption behavior (frequency)

Motivation Factors	**Frequency**	**N**	**Mean**	**Std. Deviation**	**Sig.**
celebration	2-3 times per month	109	5.25	1.232	.015
	once a month	198	5.07	1.040	

* Significant at 0.05 level

Table 4.38 F-test showed that there were the significant differences between motivation factors and wine consumption behavior (frequency) which the significant value at .015*. The significant value was lower than 0.05. ; therefore, the result can be described that wine consumers who drank wine ‘2-3 times per month’ and ‘once a month’ were differently concern about celebration. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.39 Post Hoc Bonferroni

Bonferroni				
Factors	**(I) frequency**	**(J) frequency**	**Mean Difference (I-J)**	**Sig.**
Celebration	2-3 times per month	once a month	.40589*	.027

*Significant difference at 0.05 significant levels.

Table 4.39 indicated in more details of the different relationship between wine consumption behavior (frequency) and celebration factors. The result found that the customers who consumed wine '2-3 times per month' was concerned more about celebration than the customer who consumed wine 'once a month' with the significance .027.

Table 4.40 The difference between motivation factors toward wine consumption behavior (frequency)

Motivation Factors	**Frequency**	**N**	**Mean**	**Std. Deviation**	**Sig.**
Food pairing	2-3 times per month	109	5.05	1.110	.000
	once or twice a week	56	5.51	1.091	
	once a month	198	4.74	1.082	
	others	37	4.40	1.240	

* Significant at 0.05 level

Table 4.40 F-test showed that there were the significant differences between motivation factors and wine consumption behavior (frequency) which the significant value at .000*. The significant value was lower than 0.05. ; therefore, the result can be described that wine consumers who drank wine '2-3 times per month', 'once or twice a week', 'once a month' and 'others' were differently concern about food pairing. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.41 Post Hoc Bonferroni

Bonferroni				
Factors	**(I) frequency**	**(J) frequency**	**Mean Difference (I-J)**	**Sig.**
Food pairing	Once or twice a week	once a month	.77291*	.000
		others	1.11245*	.000

*Significant difference at 0.05 significant levels.

Table 4.41 indicated in more details of the different relationship between wine consumption behavior (frequency) and food pairing factors. The results found that the customers who consumed wine ‘once or twice a week’ were concerned more about ‘food pairing’ than the customers who consumed wine ‘once a month’ and ‘others’ with significance .000.

Table 4.42 Post Hoc Bonferroni

Bonferroni				
Factors	**(I) frequency**	**(J) frequency**	**Mean Difference (I-J)**	**Sig.**
Food pairing	2-3 times per month	others	.64964*	.013

*Significant difference at 0.05 significant levels

Table 4.42 indicated in more details of the different relationship between wine consumption behavior (frequency) and food pairing factors. The result found that the customers who consumed ‘wine 2-3 times per month’ was concerned more about ‘food pairing’ factor than the customers who chose ‘others’ with the significant number .013.

Table 4.43 The difference between motivation factors toward wine consumption behavior (quantity)

Motivation Factors	Quantity	N	Mean	Std. Deviation	Sig.
Enjoyment	1 glass	50	5.07	.959	.000
	2-3 glasses	197	5.34	.987	
	more than 6 glasses	44	5.46	1.239	

* Significant at 0.05 level

Table 4.43 F-test showed that there were the significant differences between motivation factors and wine consumption behavior (quantity) which the significant value at .000*. The significant value was lower than 0.05. ; therefore, the result can be described that wine consumers who drank wine '1 glass', '2-3 glasses' and 'more than 6 glasses' were differently concern about enjoyment. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.44 Post Hoc Bonferroni

Bonferroni				
Factors	**(I) quantity**	**(J) quantity**	**Mean Difference (I-J)**	**Sig.**
Enjoyment	4-6 glasses	1 glass	.72358*	.000
		2-3 glasses	.44840*	.001

.

*Significant difference at 0.05 significant levels.

Table 4.44 indicated in more details of the different relationship between wine consumption behavior and enjoyment factors. The results found that the customers who consumed wine '4-6 glasses' were concerned more about enjoyment than the customers who consumed wine only 'one glass' and '2-3 glasses' with significance .000 and .001 respectively.

Table 4.45 The difference between motivation factors toward wine consumption behavior (quantity)

Motivation Factors	Quantity	N	Mean	Std. Deviation	Sig.
Moderation	1 glass	50	4.38	1.032	.000
	2-3 glasses	197	4.30	.982	
	4-6 glasses	109	4.54	.818	
	more than 6 glasses	44	3.77	1.304	

* Significant at 0.05 level

Table 4.45 F-test showed that there were the significant differences between motivation factors and wine consumption behavior (quantity) which the significant value at .000*. The significant value was lower than 0.05. ; therefore, the result can be described that wine consumers who drank wine '1 glass', '2-3 glasses', ' 4-6 glasses', and 'more than 6 glasses' were differently concern about moderation. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.46 Post Hoc Bonferroni

Bonferroni				
Factors	**(I) quantity**	**(J) quantity**	**Mean Difference (I-J)**	**Sig.**
Moderation	More than 6 glasses	1 glass	-.60727*	.019
		2-3 glasses	-.52930*	.009
		4-6 glasses	-.77314*	.000

*Significant difference at 0.05 significant levels.

Table 4.46 indicated in more details of the different relationship between wine consumption behavior (quantity) and moderation factors. The results found that the customers who consumed wine only 'one glass', '2-3 glasses' and '4-6 glasses' were concerned less about moderation than the customers who consumed wine 'more than 6 glasses' with the significant number .019, .009, and .000 respectively.

Table 4.47 The difference between motivation factors toward wine consumption behavior (quantity)

Motivation Factors	Quantity	N	Mean	Std. Deviation	Sig.
Friendliness	1 glass	50	4.66	1.472	.005
	2-3 glasses	197	4.87	1.376	
	4-6 glasses	109	5.33	1.018	

* Significant at 0.05 level

Table 4.47 F-test showed that there were the significant differences between motivation factors and wine consumption behavior (quantity) which the significant value at .005*. The significant value was lower than 0.05. ; therefore, the result can be described that wine consumers who drank wine '1 glass', '2-3 glasses', and ' 4-6 glasses' were differently concern about friendliness. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.48 Post Hoc Bonferroni

Bonferroni				
Factors	**(I) quantity**	**(J) quantity**	**Mean Difference (I-J)**	**Sig.**
Friendliness	4-6 glasses	1 glass	.67028*	.013
		2-3 glasses	.45718*	.017

*Significant difference at 0.05 significant levels.

Table 4.48 indicated in more details of the different relationship between wine consumption behavior (quantity) and friendliness factors. The results found that the customers who consumed wine only 'one glass' and '2-3 glasses' were concerned less about friendliness than the customers who consumed wine '4-6 glasses' with the significance .013 and .017 respectively.

Table 4.49 The difference between motivation factors toward wine consumption behavior (quantity)

Motivation Factors	Quantity	N	Mean	Std. Deviation	Sig.
Relaxation	1 glass	50	4.54	1.353	.000
	2-3 glasses	197	4.81	1.078	
	4-6 glasses	109	5.23	.924	
	more than 6 glasses	44	5.31	1.279	

* Significant at 0.05 level

Table 4.49 F-test showed that there were the significant differences between motivation factors and wine consumption behavior (quantity) which the significant value at .000*. The significant value was lower than 0.05. ; therefore, the result can be described that wine consumers who drank wine '1 glass', ' 4-6 glasses', and 'more than 6 glasses' were differently concern about relaxation. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.50 Post Hoc Bonferroni

Bonferroni				
Factors	**(I) quantity**	**(J) quantity**	**Mean Difference (I-J)**	**Sig.**
Relaxation	1 glass	4-6 glasses	-.69853*	.001
		More than 6 glasses	-.77818*	.004

*Significant difference at 0.05 significant levels.

Table 4.50 indicated in more details of the different relationship between wine consumption behavior (quantity) and relaxation factors. The results found that the customers who consumed wine '4-6 glasses' and 'more than 6 glasses' were concerned less about relaxation than the customers who wine only 'one glass' with significance .001 and .004 respectively.

Table 4.51 Post Hoc Bonferroni

Bonferroni				
Factors	**(I) quantity**	**(J) quantity**	**Mean Difference (I-J)**	**Sig.**
Relaxation	2-3glasses	4-6 glasses	-.41958*	.009
		More than 6 glasses	-.49923*	.041

*Significant difference at 0.05 significant levels.

Table 4.51 indicated in more details of the different relationship between wine consumer behavior (quantity) and relaxation factors. The results found that the customers who consumed wine '4-6 glasses' and 'more than 6 glasses' were concerned less about relaxation than the customers who consumed 'wine 2-3 glasses' with the significant number of .009 and .041 respectively.

Table 4.52 The difference between motivation factors toward wine consumption behavior (favorite wine)

Motivation Factors	**Favorite wine**	**N**	**Mean**	**Std. Deviation**	**Sig.**
Moderation	red wine	190	4.13	1.096	.004
	white wine	98	4.51	.952	
	sparkling wine	100	4.50	.843	

* Significant at 0.05 level

Table 4.52 F-test showed that there were the significant differences between motivation factors and wine consumption behavior (favorite wine) which the significant value at .000*. The significant value was lower than 0.05. ; therefore, the result can be described that wine consumers who drank wine 'red wine', 'white wine', and 'sparkling wine' were differently concern about moderation. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.53 Post Hoc Bonferroni

Bonferroni				
Factors	**(I) favorite wine**	**(J) favorite wine**	**Mean Difference (I-J)**	**Sig.**
Moderation	red wine	White wine	-.37073*	.018
		Sparkling wine	-.36053*	.021

*Significant difference at 0.05 significant levels.

Table 4.53 indicated in more details of the different relationship between favorite wine and moderation factors. The results found that the customers who had 'white wine and sparkling' as a favorite wine were concerned less about moderation than the customers who had 'red wine' as a favorite wine with significance .018 and .021 respectively.

Table 4.54 The difference between motivation factors toward wine consumption behavior (favorite wine)

Motivation Factors	**Favorite wine**	**N**	**Mean**	**Std. Deviation**	**Sig.**
Relaxation	red wine	190	4.77	1.238	.011
	white wine	98	5.22	.952	

* Significant at 0.05 level

Table 4.54 F-test showed that there were the significant differences between motivation factors and wine consumption behavior (favorite wine) which the significant value at .011*. The significant value was lower than 0.05. ; therefore, the result can be described that wine consumers who drank wine 'red wine' and 'white wine' were differently concern about relaxation. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.55 Post Hoc Bonferroni

		Bonferroni		
Factors	**(I) favorite wine**	**(J) favorite wine**	**Mean Difference (I-J)**	**Sig.**
Relaxation	red wine	White wine	-.37073*	.018

*Significant difference at 0.05 significant levels.

Table 4.55 indicated in more details of the different relationship between favorite wine and relaxation factors. The results found that the customers who had 'white wine' as a favorite wine were concerned less about relaxation than the customers who had 'red wine' as a favorite wine with significance .018.

Correlation

Table 4.56 Pearson correlation of wine consumption motivations

	Enjoyment	**Depression Health**	**Consciousness Social**	**Acceptance**	**Moderation**	**Friendliness**	**Relaxation**	**Natural drink**	**Celebration**
Depression	.042								
Health	.325**	.203**							
Consciousness									
Social	.105*	.220**	.412**						
Acceptance									
Moderation	.323**	.100*	.320**	.169**					
Friendliness	.191**	.191**	.401**	.268**	.200**				
Relaxation	.450**	.174**	.180**	.139**	.279**	.100*			
Natural drink	.330**	.019	.506**	.268**	.272**	.118*	.215**		
Celebration	.234**	.074	.376**	.331**	.208**	.339**	.177**	.298**	
Food pairing	.533**	-.012	.184**	.055	.265**	.114*	.390**	.258**	.188**

** Correlation is significant at the 0.01 level (2-tailed)

*Correlation is significant at the 0.05 level (2-tailed)

The value that indicated strong relationship was more than 0.6, moderate relationship was between 0.4-0.6, and weak relationship was less than 0.4. The result in table 4.6.44 showed that there was significant correlation among ten factors of wine consumption motivations. The correlation value was significant at .001 level. The value of correlation showed the weakness of association between the two variables at .000 which was below 0.05. The value more than 0.5 was a correlation that had moderate relationship while the value less than 0.5 was a correlation that had weak relationship.

From the table 4.56 discovered that the highest value of Pearson correlation of wine consumption motivation was enjoyment and food pairing with the significance number .533**. Natural drink also had a moderate positive relationship with health consciousness with the significance .506** while Relaxation had a weak relationship with enjoyment with the significance .450**, social acceptance had a weak relationship with health consciousness .412**, and friendliness also had a weak relationship with health consciousness .401**.

Moreover, it was found that there were five pairs of correlation that showed no relationship which were depression and enjoyment, depression and natural drink, depression and celebration, depression and food pairing, and food pairing with social acceptance with the significance .074, .055, .042, .019,and -.012 respectively.

4.7 The conclusion of the hypotheses result

H1: Demographics towards wine consumption behavior in fine dining restaurants in Bangkok.

H1.1: income and wine consumption behavior

The result found that there were differences in income and wine consumption behavior (frequency). It was found that the '40,001- 50,000' group drink wine once or twice a week while respondents whose income group of '10,000-20,000' drink wine once a month.

H1.2: gender and wine consumption behavior

The result found that there were differences in gender and wine consumption behavior (favorite wine and quantity). In the differences in gender and favorite wine, it was found that male was more likely to choose red wine as a favorite wine whilst female chose sparkling wine as a favorite wine. Moreover, it was found that male consumed wine more than 6 glasses while female consumed only 2-3 glasses.

H1.3: age and wine consumption behavior

There is no relationship between age and wine consumption behavior

H1.4: education and wine consumption behavior

The result found that there were differences in education toward wine consumption behavior (frequency). The result discovered that respondent who either obtained Bachelor's degree or Master's degree consumed wine once a month.

H1.5: marital status and wine consumption behavior

There is no relationship between marital status and wine consumption behavior

H1.6: occupation and wine consumption behavior

There is no relationship between occupation and wine consumption behavior

H2: Customer's knowledge toward demographics in fine dining restaurants in Bangkok.

Customer's knowledge was tested by questions about wine pairing with food and temperature of serving wine. The results found that most respondents answered correctly about white wine pairing with poultry and seafood and red wine pairing with red meat. The results also found that respondents correctly answered the

temperature of serving red, white, and sparkling and rosé wine. In addition, the results found that female correctly answered the topic of pairing poultry with white wine and white wine serving temperature more than male.

H3: Wine attributes toward demographics in fine dining restaurants in Bangkok.

The results found that respondents gave price, country of origin, grape variety, vintage, and brand as important factors that they were concerned when choosing wine. Moreover, there was the difference between male and female in choosing grape variety, and the results showed that female was concerned more about grape variety than male.

In term of correlation analysis, the results found that vintage has the highest positive influence on country of origin, brand has positive influence on vintage, grape variety, and country of origin, country of origin has positive influence on grape variety, vintage has positive influence on grape variety, and price has positive influence on brand, with the significant difference .001 which is below .050

H4: Wine consumption behavior toward Wine consumption motivations in fine dining restaurants in Bangkok.

The results found that there were ten factors of wine consumption motivations. Mean and standard deviation showed the highest mean to lowest mean of ten factors as follows: enjoyment, celebration, friendliness, relaxation, food pairing, moderation, health consciousness, natural drink, social acceptance, and depression.

Moreover, the results found that there were the differences between ten factors of wine consumption motivations and wine consumption behavior (frequency, quantity, and favorite wine). The research showed the effect of frequency of drinking wine toward enjoyment, depression, health consciousness, moderation, friendliness, relaxation, celebration, and food pairing.

To sum up, respondents who consumed wine ‘once a month’ concerned more about enjoyment and depression factors than respondents who consumed wine ‘once or twice a week’, ‘2-3 times per month’, and ‘others’ whilst respondents who chose ‘others’ concerned more about enjoyment that respondents who consumed wine

‘once or twice a week’ and ‘2-3 times per month’. Furthermore, respondents who consumed wine ‘2-3 times per month’ concerned more about health consciousness, moderation, friendliness, food pairing, and celebration than respondents who consumed wine ‘once a month’, ‘once or twice a week’, and ‘others’. Lastly, respondents who consumed wine ‘once or twice a week’ concerned more about moderation, relaxation, and food pairing than respondents who consumed wine ‘once a month’, ‘2-3 times per month’, and ‘others’.

In addition, quantity of drinking wine has effect toward enjoyment, moderation, friendliness, and relaxation. The finding showed the effect of quantity toward enjoyment and friendliness factors that customer who consumed wine ‘4-6 glasses’ concerned more about enjoyment and friendliness than the customer who consumed wine only ‘one glass’ and ‘2-3 glasses’ while customer who consumed wine only ‘one glass’ and ‘2-3 glasses’ concerned more about relaxation factor than customer who consumed wine ‘4-6 glasses’ and ‘more than 6 glasses’.

Lastly, favorite wine has effect toward moderation and relaxation factor. The finding showed the effect of favorite wine toward moderation factor that customer who consumed ‘red wine’ concerned more about moderation and relaxation than respondents who has ‘white wine and sparkling wine’ as a favorite wine.

For correlation analysis of ten factors of wine consumption motivations discovered that there were relationship among ten factors. In summary, the result found that there was strong relationship of health consciousness with enjoyment, social acceptance with health consciousness, moderation factor with enjoyment. Moreover, friendliness had a strong relationship with health consciousness, relaxation and enjoyment, natural drink with health consciousness, celebration with health consciousness, and food pairing with enjoyment.

CHAPTER V
DISCUSSION

The purpose of this study is to answer the research objectives that identified the characteristics of Thai wine consumers and important motivation factors which effect customer in fine dining restaurants in Bangkok. Moreover, this study attempts to study the relationship between wine consumption behavior and wine attributes, and wine consumption behavior and customer's knowledge.

The results and findings of this study would be a beneficial suggestion to assist wine marketing researchers and wine business owners by beginning to build a profile of Thai wine consumers in Bangkok and to presents key factors which are influencing the consumers in consuming wine in fine dining restaurant in Bangkok.

As consequences, the results could provide a better planning for the owners to generate the effective perceived value of the product in customer minds as it is the crucial keys to create customers' satisfaction. So the research results could be the new knowledge source for the owners or those who are interested in running this business which provides a better understanding with their customers. The findings of the study from questionnaire surveys are discussed in the following sections.

5.1 Summary of wine consumption behavior

Wine consumption behaviors in this study were frequency of wine drinking in fine dining restaurants, quality (glasses) of drinking wine in fine dining restaurants, and the favorite wine that respondents chose to drink wine in fine dining restaurants. The results found that the highest frequency was 'once a month'. In addition, respondents answered 'occasionally' (4.75%) when they chose other frequencies of drinking wine in fine dining restaurants. The second category was the quantity of glasses when respondents consumed wine in fine dining restaurants. It is found that majority preferred to consume wine '2-3 glasses'. The last category was the

most favorite wine that respondents chose when consuming wine in fine dining restaurants. The results found that ‘red wine’ was the most favorite wine for male respondents whilst ‘sparkling wine’ was the most favorite wine for female respondents.

5.2 Wine consumption behavior

According to the analyzed data, the results found that women drink sparkling wine, whilst men prefer red wine. It is supported by the studies of Hoffmann (2004), Pettigrew (2003), Gunay (2011), Dewald (2007) and Batra (2008) that women drink white wine and sparkling wine whilst Men prefer red wine. Another consumer behavior finding is from Gui Li et al (2010), the questionnaires were distributed to university students in Yangling discovered that wine drinking behavior of university students drank wine once a week whilst Bruwer et al. (2009) found that 48 percent of respondents drank wine daily, 82 percent once per week and 1-2 times per month (Patawethrap, 1999) In addition, the past study of Gunay (2011) found that 'special Occasions' ,' once a week', and 'weekly' were the consumption behavior that was found in the study of wine consumption in Turkish wine market which differed from the result found in Thai consumers that they drank wine once a month. In term of quantity of glasses, Dewald (2007) discovered that Chinese consumers in Hong Kong consumed one glass of wine on each occasion while Australian consumers consumed wine six bottles or less per time (Bruwer et al., 2010).Moreover, the study of Hussain et al. (2006) found that American wine consumers consumed wine 1-6 glasses per month.

In conclusion, the demographic factors of consumers are anchor variables consumption frequency which affect the outcome concerning wine consumption and buying (Bruwer et al.,2005).There are many researches about wine consumer behavior which attempt to explain how wine attributes can influence wine drinking characteristics Nevertheless, all these attributes make a different impact on consumers depending on their socio-demographic characteristics, such as family income level (Barber et al, Felzenstein et al, Goodman et al cited in Bernabéu, 2012, p.6) age

(Bruwer et al, Gluckman, Goodman et al, ; Shegieri et al, cited in Bernabéu, 2012, p.6) and gender (Barber et al, Barber, Goodman et al, Mueller et al, Bernabéu, 2012, p.6).

5.3 Summary of wine consumers' characteristics

In the gender category, most respondents involved in the study were female 250 respondents, 62.50%. In the age category, the customers from '26-30' category achieved the highest frequency of 163 or 40.75%. In term of marital status, most respondents were 'single' with the number of 313 respondents or 78.25%. In term of education, respondents who drank wine in fine dining restaurants were graduates of 'bachelor's degree' with 290 respondents or 72.50%. In term of occupation, it was found that 'employee' achieved the highest frequency of 246, 61.50%. In term of income, the respondents with income per month 'more than 50,000 THB' was the largest respondents with 184, 46.00%.

5.4 Wine consumers' characteristics

In this study, there are six factors of demographics that contribute wine consumers' characteristics. These factors are gender, age, marital status, income, education, and occupation.

The results found that the number of female respondents were higher than male respondents which were supported by the past studies of Barber et al. (2006) that the number of female respondents (62.2 per cent) were higher than male respondents (37.8 per cent), Kolyesnikova and Dodd (2006), Saad (2005) and Yuan (2004). In order to establish the reason of why female respondents preferred to drink wine more than male respondents, there were past studies of Mitchell and Greatorex (1988) and Barber (2006) that wine had a feminine image amongst men and that this image prevented them from drinking it.

Education level was another variable of demographics concern. The results found that respondents who drank wine in fine dining restaurants were graduates of 'bachelor's degree'. Most studies agreed and showed that wine consumers were

undergraduate and postgraduate or obtained a bachelor degree (Geraghty, 2010; Batra, 2008; Sirikeratikul 2009; Uthaichai and Sutamuang, n.d.; Bruwer et al, 2009; Dodd, 1995, Yoo et al, 2013)

In term of income level, the results found that the respondents with income per month 'more than 50,000 Baht' was the largest respondents supported by Thai studies of Batra (2008) and (Uthaichai and Sutamuang, n.d.) stated that an average income of wine consumers is 40,001-50,000 or 40,000 Baht and above. Moreover, income also played an important role in consuming wine. From the study of Dodd (1995) found that female, with high income and education level, purchased more wine than men. Women purchased and consumed wine more than men (WDB cited in Geraghty, 2010).

Even though the results were collected from Thai wine consumers found no relationship between age, marital status, occupation and wine consumption behavior. There were other studies explained about age, marital status and occupation as follows: when age-related in wine consumption, Hall et al. (2004) divided age group as follows; age between 18-25 was called introductory stage, age 26-34 is developing stage, and more than 35 is established stage. Another finding about age were Sirikeratikul (2009) and (Uthaichai and Sutamuang, n.d.), they found that the age between 25-55 years and 26-35 were the majority group of wine drinkers in Thailand similar to the results of this study that the most respondents were 26-30 years age group.

In term of marital status, Bernabéu et al. (2012) discovered that married male or female and family income affecting wine consumption more than single status while Gunay (2011) revealed that female and single respondents consumed wine more than married respondents and were willing to pay higher prices for quality wine. According to the results, it was found that Thai consumers were single respondents similar to the work of Gunay (2011).

The results of this study found that the findings of Gunay (2011) is positively supported that respondents who consumed wine were employees. Gunay (2011) found that most respondents were employees which the researcher pointed out that occupation did not appear to have any influence regarding wine consumption

habits despite its association with income levels which differed from the study of Dewald (2007) that most respondents were housewives/ students/ retired.

5.5 Summary of Customer's knowledge

Customer's knowledge was tested by questions about wine pairing with food and temperature of serving wine. The result found that most respondents answered correctly about white wine pairing with poultry and seafood and red wine pairing with red meat. The result also found that respondents correctly answered the temperature of serving red, white, and sparkling and rosé wine. In addition, the result found that female correctly answered the topic of pairing poultry with white wine and white wine serving temperature more than male.

5.6 Customer's knowledge

Most of the past studies focused on the comparison of male and female gave significant to overall package of wine, read label image, picture and logo, and less concerned about pairing food with wine (Bloch et al., 2003; Chaney, 2000; Jennings and Wood, 1994, and Barber, 2006). From the previous study of Characteristics of Wine tourists at PB valley and wine consumption behaviors of young adults in China, both researchers found that female were more interested in wine and had more knowledge about wine than male (Batra, 2008; Gui Li et al, 2010) that supported the results found in this research that female was concerned more about knowledge of wine than male. In contrary, Nicholson (1990) stated that male was more aware of wine knowledge than female. Moreover, numerous studies had proposed the relationship between customer's knowledge and wine consumption behavior. Research from Bach (2004) about knowledge, wine and taste were found that knowledge about grapes that a person who drank might help enhancing one's appreciation and understanding of wine. To emphasize that knowledge help enhancing one's appreciation when consuming wine. People who were interested in certain things when compared to other things (Lockshin, 1998) tend to consume wine

more than uninvolved or uneducated ones. For example, a study by Charters et al. (1999), notes a marginal higher percentage of women as compared to men stated that they normally read the back labels to help them choose a wine when shopping.

5.7 Summary of wine attributes

The results found that respondents gave price, country of origin, grape variety, vintage, and brand as important factors respectively that they will concern when choosing wine. Most respondents chose wine at 501-1,000 Baht per person. In term of country of origin, France is the number one country that respondents chose. For grape variety, Cabernet Sauvignon was chosen by respondents as number one grape variety for red wine whilst Chardonnay is the number one ranking for white wine. Brand that most respondents drank was 'Moët & Chandon'. In addition, wine with dry taste, dark red color and fruity aroma were factors that respondents concerned most when choosing wine in fine dining restaurants. Moreover, there was the difference between male and female in choosing grape variety and the result showed that female concerned more about grape variety than male.

In term of correlation analysis, the results found that vintage has positive influence on country of origin and grape variety, brand had positive influence on vintage, grape variety and country of origin. Country of origin had positive influence on grape variety. Price had positive influence on brand with the significant difference .001 which was below .050.

5.8 Wine attributes

The results found that price was the most important factor that Thai respondents concerned. Due to the economic slowdown, price was a major determinant for a large number of Thai consumers. A price- sensitive effected the decision in buying alcoholic drinks (Sirikeratikul, 2009; Patawethrap, 1999). In Thailand, wine consumption was still limited for Thais with medium to high-income. Price was still a vital factor for purchasing a bottle of wine (Sirikeratikul, 2009). In

contrast, the study of Barber et al (2006) found that country of origin was the most important attribute for wine consumers while Both Thomas (2000) and Thomas and Pickering (2003) determined that the grape variety, brand name and price were the most important items consumers used to assess wine products before purchase. Moreover, the study of Sirikeratikul (2009) and Bangkok International Wine Fair (BIEF) explained the relationship between price and knowledge that low to medium-priced level wines held the biggest market share of 70 percent because most of wine drinkers in Thailand were lack of knowledge of wine. This price level aimed to middle-income classes who obtained higher education levels and higher spending power. In addition, price related closely with face values in Liu and Murphy (2007)'s study. Wine was seen as a luxury product symbolizes personal identity and social status in China (Chen, 2005)

The results found that the most popular grape variety of red wine was Cabernet Sauvignon and the most popular grape variety of white wine was Chardonnay similar to studies about grape variety of Sirikeratikul (2009) stated that the most popular grape variety for white wine were Chardonnay and Sauvignon Blanc while the popular grape variety for red wines were Cabernet Sauvignon, Shiraz, Merlot, and Pinot Noir respectively. Whereas Irish wine market found that Shiraz/Syrah was the most popular grape variety for red wine. Chardonnay was the most favorite for white wine. As a consequence, red wine was the most popular wine followed by white wine and rosé wine (Geraghty, 2010; Batra, 2008). In Australia, Chardonnay and Riesling were very popular for white wine. Shiraz and Cabernet Sauvignon were popular for red wine (Jarvis et al cited in Bernabéu et al, 2012).

Taste was the most important attribute of all (Hall et al., 2001a). Lockshin and Rhodus (1993) stated that consumers who were lack of wine knowledge expected to rate wine quality based on extrinsic information, rather than on taste. The most popular taste that respondents answered was dry wine. The study about wine taste were found in three studies that described taste; one from Hanni (2010) which explained that sweet wine was preferred by female, Gui Li et al. (2010) who categorized taste of wine as dry red wine, dry white wine, and sweet red wine correspondent with wine knowledge and lastly Patawethrap (1999) categorized the taste of wine as sweet, dry and sweet, and sour. For respondents aged 41 or less, taste

was found to be important factor in consuming wine (Zanten, 2005). In addition, Koewn and Casey (1995) found that the taste of the wine was a dominating factor for the wine consumers and correlated when consumers choose wine (Thompson and Vourvachis, 1995).

In term of country of origin, the results found that France was the most popular answered that Thai wine consumers consumed. The past study mentioned about country of origin was from Geraghty (2010) that Irish interviewees prefer New world wine because it was more accessible. In contrast, Batra (2008) and Patawethrap (1999) showed that the most preferred country of origin for Thai wine consumers was France followed by Italy, Chile and Australia respectively. Country of origin was considered to be a primary context in consideration of consumer decision (Skuras and Vakrau, 2002; Koewn and Casey, 1995; Gluckman, 1990 cited in Hu et al, 2008) and an overall view of products (Roth and Romeo, 1992, p. 480 Hu et al2008). In Liu and Murphy (2007), it was stated that consumers chose wine at vintage and place of origin. They believed that the older wine was better than younger one. Brand was the most important for Thai wine consumption (Uthaichai and Sutamuang, n.d.)

In addition, the past study about aroma, vintage, and color of wine were found related with other attributes such as brand, country of origin, and type of wine (Barrena and Sanchez, 2009). When mentioned about ‘vintage’, old wine consumers linked to ‘appetizing and enjoyable to drink’, and ‘consuming a quality product’ while young wine consumers linked ‘brand’ with ‘consuming a quality product’ (Coyuntra Agraria, 2005). Barber (2006) also discovered that vintage (one of extrinsic characteristics) was the information that consumers could obtain from wine guides, magazines, or sommeliers or wine label. The past studies that mentioned about aroma were from Orth and Bourrain (2005) and Lockshin and Corsi 2012 found that scent or aroma influence the ambient on wine consumption behavior and novice consumers could evaluate the aroma by looking at wine label described such as ‘floral’ or ‘peachy’ (Barber, 2006)

In term of relationship between gender and wine attributes, the results found that there was one relationship that Thai consumers concerned among eight wine attributes; female concerned more about grape variety than male. McCutcheon et al. (2009) argued that female was more concerned by region of origin of wine than

male. In addition, Ritchie (2009) found that age and gender had effect on wine-buying decision process. It concluded that grape type, taste, and aroma differences were important factors for senior citizen when choosing wine.

5.9 Summary of wine consumption motivations

The analyses of the factors were developed by Dubow's motivation model. From the result , it was found that the highest mean to lowest mean of ten factors can be shown as follows: enjoyment, celebration, friendliness, relaxation, food pairing, moderation, health consciousness, natural drink, social acceptance, and depression.

Moreover, the results found that there were the differences between ten factors of wine consumption motivations and wine consumption behavior (frequency, quantity, and favorite wine). The research showed the effect of frequency of drinking wine toward enjoyment, depression, health consciousness, moderation, friendliness, relaxation, celebration, and food pairing.

In addition, quantity of drinking wine had an effect toward enjoyment, moderation, friendliness, and relaxation. The finding showed the effect of quantity toward enjoyment that customer who consumed wine '4-6 glasses' would concern more about enjoyment than the customer who consumed wine only 'one glass' and '2-3 glasses'. The second finding showed the effect of quantity toward friendliness that customer who consumed wine only 'one glass' and '2-3 glasses' would concern less about friendliness than the customer who consumed wine '4-6 glasses'. Last finding showed the effect of quantity toward relaxation that customer who consumed wine '4-6 glasses' and 'more than 6 glasses' would concern less about relaxation than the customer who consumed wine only 'one glass', and customer who consumed wine '4-6 glasses' and 'more than 6 glasses' would concern less about relaxation than the customer who consumed 'wine 2-3 glasses'.

Lastly, Favorite wine had an effect toward moderation and relaxation factor. The finding showed the effect of favorite wine toward moderation factor that customer who consumed 'white wine and sparkling' as a favorite wine would concern less about moderation than the customer who has 'red wine' as a favorite wine, and it

was also found that customer who had ‘white wine’ as a favorite wine would concern less about relaxation than the customer who had ‘red wine’ as a favorite wine.

For correlation analysis of ten factors of wine consumption motivations discovered that there were relationship among ten factors. In summary, the results found that there were strong relationships of health consciousness with enjoyment, social acceptance with health consciousness, moderation factor with enjoyment. Moreover, friendliness had a strong relationship with health consciousness, relaxation and enjoyment, natural drink with health consciousness, celebration with health consciousness, and food pairing with enjoyment.

5.10 Wine consumption motivations

The past study of Hall and Doole (2007) that introduced the 32 motivational variables that later on constructed to be occasion-based and user-based factors, they discovered that based on occasion-based, social (friendly, sociable, celebrate , share, have fun, and acceptable), introspective (treat, thirst, sleep, relax, no hurry, feel good, and easy serve) semi-temperate (mild, low alcohol, low calorie, light, less filling, and watch weight) and oenophilie (choosing) were important motivations for wine consumers. Another study from Riviezzo et al. (2011) mentioned that young men/ women who drank wine at restaurants or public place also enjoyed in choosing and drinking the right wine and those consumers believed that wine was a status symbol pay much attention to the place of origin combinations between food and wine similar to the study from Agnoli et al. (2011) that Gen Y consumers in Italy, UK, and New Zealand preferred to drink wine in bars or restaurants.

The results found that enjoyment was the most important motivation for Thai wine consumers similar to the finding of Barrena and Sanchez (2009) stated that wine consumption associated with fun and enjoyment and the study of Hall et al. (2004) that relaxing was the most important while fun and enjoyment were the most important for all age groups. Another findings from Zanten (2005), and Hall et al. (2001a) suggested that health benefits of wine consumption were not found important to any age or educational group.

Asian and western cultures, for example, were particularly differentiated in many areas including food preferences. In relation to wine, the Asian market was different from the European market in their relative preferences and cultural values (Lee, Zhao, & Ko, 2005). ‘‘The French paradox’’ referred to the French observation that though they consumed high fat gourmet, the heart disease was low because they consumed a large amount of wine. (Renaud & de Lorgeril, 1992) while studies from China showed that Chinese consumers prefered sweet wine, but tended to drink more red wine due to its potential health benefits (Somogyi, Li, Johnson, Bruwer, & Bastian, 2007), whereas Australian consumers were less likely to rate wine as a healthy product. Indeed, Saliba and Moran (2010) found that only about 25% of Australians believe wine to be healthy. Moreover, studies from China found that drinking wine was a healthy beverage according to the speech of PM Zhu in 1997 (Anderson cited in Liu and Murphy, 2007). In Thailand, studies from Sirikeratikul (2009) and Batra (2008) found that most Thai consumers’ perception was considered drinking wine as a health benefit which was contrary to the result of this research that health consciousness was ranked as third important ranking while Chinese drinking wine for social communication approximately 59.2 percent.

In social context, it was found that Australian study and Chinese study showed the perception of drinking wine as a luxury product and as a formal beverage for business reasons (Pettigrew, 2003; Chen, 2005; Liu and Murphy, 2007). Moreover, the study of Pettigrew (2003) described that Australian women perceived that drinking wine made them feel more sophisticated and classy and highly appropriate for female alcohol consumption.

According to a study by Hall et al. (2000), males rate social and psychological values higher than females in relation to perceived value of wine purchasing and consumption. The study established that a social value factor altered males’ choices considerably; evidently the male desire to impress others was a stronger motivating trait than with females (Hall et al., 2000). A group of the studies (Brunner and Siegrist, 2011; Bruwer et al., 2011; Bruwer and Li, 2007; Olsen et al., 2007; Ritchie, 2007; Charters and Pettigrew, 2007; Thach and Olsen, 2004; Bruwer and Wood, 2005; Van Zanten, 2005; Johnson and Bruwer, 2003, 2004) each identified lifestyle groups, but found regular wine drinkers had higher than average incomes, like

wine with food, and enjoyed giving and receiving wine as gifts. This seems to indicate that in developed wine drinking countries a certain lifestyle of wine enjoyment has emerged.

In this study, there was a relationship between food pairing and enjoyment which supported by a group of studies of Brunner and Siegrist, 2011; Bruwer et al., 2011; Bruwer and Li, 2007; Olsen et al., 2007; Ritchie, 2007; Charters and Pettigrew, 2007; Thach and Olsen, 2004; Bruwer and Wood, 2005; Van Zanten, 2005; Johnson and Bruwer, 2003, 2004, showed that wine consumers like wine with food while Corsi et al. (2012) stated that food-matching was the least important factor.

Barrena and Sanchez (2009) examined the effects of wine consumption on the emotions. It is found that sensory factors such as “I enjoy the taste” , “makes mealtimes more enjoyable”, “makes me feel good”, “appetizing and enjoyable to drink” and “provides contentment and satisfaction” were the emotional factors that effected on wine consumption. It was also found that consumers had “a sense of cultural identity” and “brings back memories” from drinking wine in term of social catalyst.

CHAPTER VI
CONCLUSION AND RECOMMENDATION

In conclusion, this research studied demographics of wine consumers in fine dining restaurants to present the characteristics of Thai wine consumers. In addition, the results of this research identified the relationships between customer's knowledge, wine attributes, and wine consumption motivations with wine consumption behavior. Thus, this chapter began with the conclusion of the studies, research implication for academic and practical distribution, limitation, and future research recommendation.

6.1 Conclusion

The results of this research discovered that the characteristics of Thai wine consumers were female in the age range of 26-30. In term of marital status, it was found that the majority was single. Bachelor's degree was the educational level for Thai wine consumers. In addition, most of respondents were employees with income level of more than 50,000 Baht per month.

It was also found that wine attributes had relationship with wine consumption behavior. T-test was applied to find the difference between male and female in choosing 'grape variety' in consuming wine in fine dining restaurants. The results found that female was more concerned about grape variety than male.

Another finding of wine attributes involved with price, country of origin, grape variety, vintage, brand, taste, aroma, and color of wine. When testing five attributes (price, country of origin, grape variety vintage, and brand) with 7 Likert scale of importance, it was found that Thai consumers concerned price as the most important factor. The price that Thai wine consumers spent per time in fine dining restaurants was 501-1,000 Baht. Country of origin that Thai wine consumers preferred were listed as follows: 'old wine world' were France, Italy and Spain while ' new wine

world' were Chile, Australia, and South Africa. In addition, some Thai consumers mentioned Thai wine in country of origin category. Another important wine attribute was grape variety. The results found that the most favorite red grape variety was Cabernet Sauvignon while the most favorite white grape variety was Chardonnay. Vintage was valued as number four of the importance of wine attribute. Brand was the least important of wine attributes. Most respondents chose Moët & Chandon as the most favorite wine. Lastly, when asking about the most favorite taste of wine, aroma of wine, and color of wine, respondents preferred dry taste, dark red color, and fruity aroma.

Moreover, the results found that there was a relationship between customer's knowledge and wine consumption in fine dining restaurants. Customer's knowledge was tested by questions about wine pairing with food and temperature of serving wine. The results found that most respondents answered correctly about white wine pairing with poultry and seafood and red wine pairing with red meat. The results also found that respondents correctly answered the temperature of serving red, white, and sparkling and rosé wine. In addition, the results found that female correctly answered the topic of pairing poultry with white wine and white wine serving temperature more than male.

The conclusion of the relationship between wine consumption motivations and wine consumption behavior in consuming wine in fine dining restaurants was adapted and categorized from Dubow's 32 wine consumption motivations. The contribution from this study was categorized the Dubow's 32 wine consumption motivations into ten main factors by using KMO and Bartlett's Test from SPSS program to make it more simple and easy to understand. The results found that the highest mean to lowest mean of ten factors that Thai wine consumers consumed wine were as follows: enjoyment, celebration, friendliness, relaxation, food pairing, moderation, health consciousness, natural drink, social acceptance, and depression.

6.2 Research implication

This study was intended to assist wine marketing researchers and wine business owner by beginning to build a profile of Thai wine consumers in Bangkok and to present key factors which were influencing the consumers in consuming wine in fine dining restaurant in Bangkok. Due to the popularity of fine dining restaurants and number of wine consumers were increasing ten percent of Thai population (Sirikeratikul, 2009), the findings of wine consumer characteristics consisted of age, gender, occupation, education, marital status, and income that help developing better marketing strategies for wine industry in Thailand. The description of how consumers considered choosing wine by information of wine attributes (price, country of origin, grape variety, vintage, brand, taste, color, and aroma) were stated clearly in this study ready for wine marketers to develop on the strategy later on. Moreover, customer's knowledge and wine consumption motivations of Thai wine consumers were discovered.

6.2.1 Academic contribution

This study collected all data from Thai wine consumers that concentrated on wine consumption behavior in fine dining restaurants in Bangkok which were rarely found. This paper contributed more precise factors of wine consumption motivations based on Dubow's 32 motivations variables and provided ten new factors from this study; enjoyment, depression, health consciousness, moderation, friendliness, relaxation, celebration, and food pairing.

6.2.2 Practical contribution

The research is useful for wine marketing researchers and wine business owners by beginning to build a profile of Thai wine consumers in Bangkok and to present key factors which are influencing the consumers in consuming wine in fine dining restaurant in Bangkok. The findings may help developing better marketing strategies for wine industry in Thailand. This research is the well - coping with customer behaviors handbook as the predictive customer behaviors. According to the results found in this study, Thai wine consumers are single, female in the age range of 26-30, Bachelor's degree graduated, with salary more than 50,000 Baht per month.

Moreover, enjoyment and celebration are motivated customers to drink wine in the fine dining restaurants in Bangkok. As a suggestion, fine dining restaurants should develop the ambience to be more joyful and to be a place for celebration. Lastly, the sommelier or a person who suggests wine should suggest more about dry wine because the most favorite taste of wine for Thai consumers is dry, especially for female consumers.

6.3 Limitations

Barber (2006) concluded that wine choice and fact about wine consumption behavior may differ in time and various countries. Researchers should repeat many areas or conducted new survey to establish accurate theory of wine. Wine is claimed to be a complex product (Barber, 2006) that researchers and marketers should give awareness and prepare to establish new marketing strategies. As a result, chain popular fine dining restaurants or stand alone fine dining restaurants should aware of changes of wants and needs of Thai wine consumers and must prepare to launch new marketing strategies in order to satisfy their wants and needs.

6.4 Future research

The conduct of this research is to find the wine consumers' characteristics, wine consumption behavior, and wine consumption motivations of Thai wine consumers. Nevertheless this research is based on the information from questionnaire as a quantitative method, it might have more advantage in term of marketing if the future research should be conducted in-depth interview as a qualitative method in order to gain a better understanding of wine consumption motivations. Another direction of future study that should be conducted is to expand the area of collecting data in Bangkok and to nearby provinces, such as Pattaya or Chonburi, or major provinces in other regions of Thailand, like Chiang Mai, Phuket or Udonthani.

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APPENDICES

APPENDIX A

MAHIDOL UNIVERSITY
INTERNATIONAL COLLEGE

hereby certifies that

Ms. Ampika Pramoj Na Ayudhaya

has attended the required seminar on

"Ethics in Human Research"

for International Program Students

Friday, November 2nd, 2012

MUIC Graduate Center, Sathorn City Tower Building

(Asst. Prof. Yingyot Chiaravutthi, Ph.D.)
Associate Dean for Academic Affairs
International College

(Assoc. Prof. Luechai Sringernyuang, Ph.D.)
Lecturer
MU-IRB Committee of Mahidol University

APPENDIX B

แบบสอบถามเรื่อง “พฤติกรรมการบริโภคไวน์ของคนไทยในร้านอาหารที่มีการเสิร์ฟไวน์ในกรุงเทพมหานคร”

กรุณาทำเครื่องหมาย ✓ ใน ☐ หน้าคำตอบที่ต้องการ

ท่านเคยดื่มไวน์ในร้านอาหารที่มีการเสิร์ฟไวน์ในกรุงเทพมหานคร เช่น ร้าน Wine Connection ร้าน Wine I love you ภายในหกเดือนที่ผ่านมาหรือไม่

☐ ใช่ ☐ ไม่ใช่

ข้อมูลทั่วไป

1. โปรดระบุเพศของท่าน
   ☐ ชาย ☐ หญิง
2. โปรดระบุอายุของท่าน
   ☐ 20-25 ปี ☐ 26-30 ปี ☐ 31-35 ปี ☐ 36-40 ปี ☐ 41-45 ปี ☐ มากกว่า 45 ปี
3. โปรดระบุสถานภาพสมรสของท่าน
   ☐ โสด ☐ แต่งงาน ☐ อื่นๆ โปรดระบุ ……
4. โปรดระบุระดับการศึกษาของท่าน
   ☐ ต่ำกว่าปริญญาตรี ☐ ปริญญาตรี ☐ สูงกว่าปริญญาตรี
5. โปรดระบุอาชีพของท่าน
   ☐ บริษัทเอกชน ☐ นักเรียน / นักศึกษา ☐ พนักงานรัฐวิสาหกิจ/ รับข้าราชการ
   ☐ ธุรกิจส่วนตัว ☐ อื่นๆ โปรดระบุ ……..
6. โปรดระบุรายได้ต่อเดือนของท่าน
   ☐ 10,000-20,000 บาท ☐ 20,001-30,000 บาท ☐ 30,001-40,000บาท
   ☐ 40,001-50,000 บาท ☐ มากกว่า 50,000 บาท

พฤติกรรมการดื่มไวน์

1. ความถี่ในการดื่มไวน์ของท่านในร้านอาหารที่มีการเสิร์ฟไวน์

☐ 1-2 ครั้งต่ออาทิตย์ ☐ 2-3 ครั้งต่อเดือน ☐ เดือนละครั้ง ☐ อื่นๆ โปรดระบุ .....

2. ปริมาณการดื่มไวน์ในแต่ละครั้งของท่าน

☐ 1 แก้ว ☐ 2-3 แก้ว ☐ 4-6 แก้ว ☐ มากกว่า 6 แก้ว

3. ท่านนิยมดื่มไวน์ประเภทใดมากที่สุด (กรุณาเลือกเพียงหนึ่งคำตอบ)

☐ ไวน์แดง ☐ ไวน์ขาว ☐ โรเซ่ไวน์ ☐ สปาร์คกลิ้งไวน์

4. ไวน์ประเภทใดที่เหมาะต่อการดื่มคู่กับเนื้อไก่ (กรุณาเลือกเพียงหนึ่งคำตอบ)

☐ ไวน์แดง ☐ ไวน์ขาว ☐ โรเซ่ไวน์ ☐ สปาร์คกลิ้งไวน์ ☐ ไม่ทราบ

5. ไวน์ประเภทใดที่เหมาะต่อการดื่มคู่กับอาหารทะเล (กรุณาเลือกเพียงหนึ่งคำตอบ)

☐ ไวน์แดง ☐ ไวน์ขาว ☐ โรเซ่ไวน์ ☐ สปาร์คกลิ้งไวน์ ☐ ไม่ทราบ

6. ไวน์ประเภทใดที่เหมาะต่อการดื่มคู่กับเนื้อแดง เช่น เนื้อวัว หรือ เนื้อแกะ (กรุณาเลือกเพียงหนึ่งคำตอบ)

☐ ไวน์แดง ☐ ไวน์ขาว ☐ โรเซ่ไวน์ ☐ สปาร์คกลิ้งไวน์ ☐ ไม่ทราบ

7. อุณหภูมิใดคืออุณหภูมิที่เหมาะสมในการเสิร์ฟไวน์แดง (องศาเซลเซียส)

☐ 4-8 องศาเซลเซียส ☐ 9-12 องศาเซลเซียส ☐ 13-17 องศาเซลเซียส ☐ ไม่ทราบ

8. อุณหภูมิใดคืออุณหภูมิที่เหมาะสมในการเสิร์ฟไวน์ขาว (องศาเซลเซียส)

☐ 4-8 องศาเซลเซียส ☐ 9-12 องศาเซลเซียส ☐ 13-17 องศาเซลเซียส ☐ ไม่ทราบ

9. อุณหภูมิใดคืออุณหภูมิที่เหมาะสมในการเสิร์ฟโรเซ่ไวน์ และ สปาร์คกลิ้งไวน์ (องศาเซลเซียส)

☐ 4-8 องศาเซลเซียส ☐ 9-12 องศาเซลเซียส ☐ 13-17 องศาเซลเซียส ☐ ไม่ทราบ

10. ปัจจัยที่ทำให้ท่านเลือกไวน์ในร้านอาหารที่มีการเสิร์ฟไวน์กรุณาเลือกข้อที่ไม่มีความสำคัญอย่างยิ่งถึงมีความสำคัญอย่างยิ่ง

ระดับความสำคัญ 1=ไม่มีความสำคัญอย่างยิ่ง 2=ไม่มีความสำคัญ 3=ค่อนข้างไม่สำคัญ 4=เฉยๆ 5=ค่อนข้างสำคัญ 6=มีความสำคัญ 7=มีความสำคัญอย่างยิ่ง

ปัจจัยในการเลือกไวน์ในร้านอาหารที่มีการเสิร์ฟไวน์	**ระดับความสำคัญ**						
พันธุ์องุ่น	1	2	3	4	5	6	7
ประเทศผู้ผลิตไวน์	1	2	3	4	5	6	7
ปีที่ผลิต	1	2	3	4	5	6	7
ตราสินค้า	1	2	3	4	5	6	7
ราคา	1	2	3	4	5	6	7

11.องุ่นพันธุ์ใดที่ท่านเลือกดื่มในร้านอาหารที่มีการเสิร์ฟไวน์ (สามารถเลือกได้มากกว่าหนึ่งข้อ)

☐ Cabernet Sauvignon ☐ Sauvignon Blanc
☐ Merlot ☐ Riesling
☐ Pinot Noir ☐ Chardonnay
☐ Shiraz ☐ Chenin Blanc
☐ อื่นๆ โปรดระบุ ..... ☐ ไม่ระบุ

12. ท่านนิยมดื่มไวน์จากประเทศใด (สามารถเลือกได้มากกว่าหนึ่งข้อ)

☐ ฝรั่งเศส ☐ อิตาลี ☐ สเปน ☐ อาร์เจนตินา
☐ แอฟริกาใต้ ☐ ชิลี ☐ สหรัฐอเมริกา ☐ ออสเตรเลีย
☐ อื่นๆ โปรดระบุ ..... ☐ ไม่ระบุ

13. ระดับราคาไวน์ที่ท่านตัดสินใจเลือกเพื่อดื่มในร้านอาหารที่มีการเสิร์ฟไวน์ (ราคาไวน์บาทต่อคน)

☐ น้อยกว่า หรือ เท่ากับ 200 บาท ☐ 201- 500 บาท ☐ 501-1,000 บาท
☐ 1,001-2,000 บาท ☐ มากกว่า 2,001 บาท

14. ท่านชอบดื่มไวน์ที่มีรสชาติใดมากที่สุด

☐ หวาน ☐ หวานน้อย ☐ ขม ☐ อ่อน

15. สีของไวน์ที่ท่านชอบที่สุดเมื่อดื่มในร้านอาหารที่มีการเสิร์ฟไวน์

☐ สีแดงอ่อน ☐ สีแดงเข้ม ☐ สีทองเข้ม ☐ สีทองอ่อน ☐ สีกุหลาบ (ชมพูอ่อน)

16. กลิ่นของไวน์แบบใดที่ท่านชอบที่สุดเมื่อดื่มในร้านอาหารที่มีการเสิร์ฟไวน์

☐ กลิ่นผลไม้ ☐ กลิ่นดอกไม้ ☐ กลิ่นเครื่องเทศ ☐ กลิ่นไม้
☐ อื่นๆ โปรดระบุ .....

17 . ท่านนิยมดื่มไวน์ใดดังต่อไปนี้ (สามารถเลือกได้มากกว่าหนึ่งข้อ)

☐ Prosecco ☐ Hardy's ☐ Jacob's creek
☐ Moët & Chandon ☐ Penfolds ☐ Mon Clair
☐ Bollinger ☐ Mouton Cadet ☐ Joy
☐ Louis Roederer ☐ Dom Pérignon ☐ Casanova
☐ อื่นๆ โปรดระบุ ..... ☐ อื่นๆ โปรดระบุ .....
☐ อื่นๆ โปรดระบุ ..... ☐ ไม่ระบุ

18.กรุณาเลือกแรงจูงใจในการดื่มไวน์ในร้านอาหารที่มีการเสิร์ฟไวน์

ระดับความคิดเห็น 1=ไม่เห็นด้วยอย่างยิ่ง 2=ไม่เห็นด้วย 3=ค่อนข้างไม่เห็นด้วย 4=เฉยๆ
5=ค่อนข้างเห็นด้วย 6=เห็นด้วย 7=เห็นด้วยอย่างยิ่ง

แรงจูงใจในการดื่มไวน์ในร้านอาหารที่มีการเสิร์ฟไวน์	ระดับความคิดเห็น						
1. ฉันชอบรสชาติของไวน์	1	2	3	4	5	6	7
2. ฉันต้องการผ่อนคลาย	1	2	3	4	5	6	7
3. ฉันต้องการเครื่องดื่มที่ทำให้สดชื่น	1	2	3	4	5	6	7
4. ฉันดื่มเพื่อให้รางวัลกับตัวเอง	1	2	3	4	5	6	7
5. ฉันต้องการเครื่องดื่มเพิ่มรสชาติอาหาร	1	2	3	4	5	6	7
6. ฉันเพลิดเพลินในการเลือกไวน์	1	2	3	4	5	6	7
7. ฉันต้องการเครื่องดื่มที่มีรสชาติอ่อน	1	2	3	4	5	6	7
8. ฉันต้องการเครื่องดื่มที่คุ้นเคย	1	2	3	4	5	6	7
9. ฉันชอบกลิ่นของไวน์	1	2	3	4	5	6	7
10. ฉันชอบเครื่องดื่มที่ดื่มได้โดยไม่ต้องเร่งรีบ	1	2	3	4	5	6	7
11. ฉันรู้สึกดีเมื่อได้ดื่มไวน์	1	2	3	4	5	6	7
12. ฉันต้องการเครื่องดื่มเบาๆ	1	2	3	4	5	6	7
13. ฉันมีบางอย่างพิเศษ(ไวน์)เพื่อแบ่งปัน	1	2	3	4	5	6	7
14. ฉันดื่มเพื่อเข้าสังคม	1	2	3	4	5	6	7
15. ฉันดื่มเพื่อดับกระหาย	1	2	3	4	5	6	7
16. ฉันดื่มเพื่อความสนุกสนาน	1	2	3	4	5	6	7
17. ฉันดื่มเพื่อสัมพันธภาพที่ดีกับผู้อื่น	1	2	3	4	5	6	7
18. ฉันต้องการเครื่องดื่มที่ดื่มง่าย	1	2	3	4	5	6	7
19. ฉันต้องการฉลองในโอกาสพิเศษ	1	2	3	4	5	6	7
20. ฉันดื่มเพื่อให้สังคมยอมรับ	1	2	3	4	5	6	7
21. ฉันต้องการเครื่องดื่มที่มีแอลกอฮอล์น้อย	1	2	3	4	5	6	7
22. ฉันต้องการเครื่องดื่มที่ไม่รู้สึกอิ่มจนเกินไป	1	2	3	4	5	6	7
23. ฉันดื่มเพื่อบำรุงหัวใจ	1	2	3	4	5	6	7
24. ฉันต้องการเครื่องดื่มที่มาจากธรรมชาติ	1	2	3	4	5	6	7
25. ฉันต้องการเครื่องดื่มที่มีแคลอรี่ต่ำ	1	2	3	4	5	6	7
26. ฉันดื่มเพราะอยากมีบรรยากาศโรแมนติค	1	2	3	4	5	6	7
27. ฉันดื่มเพราะฉันอยากรู้สึกแตกต่าง	1	2	3	4	5	6	7
28. ฉันต้องการเครื่องดื่มที่ช่วยให้นอนหลับ	1	2	3	4	5	6	7
29. ฉันต้องการเป็นคนที่มีรสนิยม	1	2	3	4	5	6	7
30. ฉันต้องการเครื่องดื่มที่ไม่ทำให้เพิ่มน้ำหนัก	1	2	3	4	5	6	7

แรงจูงใจในการดื่มไวน์ในร้านอาหารที่มีการเสิร์ฟไวน์	ระดับความคิดเห็น						
31. ฉันดื่มเมื่อรู้สึกหดหู่	1	2	3	4	5	6	7
32. ฉันดื่มเมื่อรู้สึกเปล่าเปลี่ยว	1	2	3	4	5	6	7

APPENDIX C


BUU 2013
HEDNet
CERTIFICATE OF CONTRIBUTIONS
Ampika Pramoj Na Ayudhaya
A Study of Wine Consumption Behavior
in Fine Dining Restaurants in Bangkok
has contributed to
Burapha University International Conference
"Global Change: Human and Social Impacts"
July 4-5, 2013
Jomtien Palm Beach Hotel & Resort, Pattaya, Thailand
Professor Sompol Pongthai, FRTCOG, MPH, LLB
President of Burapha University
Chairman of the Universities in Higher Education Development Eastern Network

BIOGRAPHY

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