

CHAPTER TWO

REVIEW OF LITERATURE

This chapter reviews the literature in six main areas along with a summary:
(1) Theory about adolescents, (2) The concepts of Attitude, (3) Consumer behavior,
(4) Product knowledge of alcoholic beverage, (5) relevant research and (4) summary.

2.1. THEORY ABOUT ADOLESCENTS

Meaning

“Adolescence” is from the Latin word which means To Grow into Maturity.
This means the period before becoming mature (ดวงหทัย นุ่มนวล, 2546, น.12).

Adolescence is also the period of time in which people change from children to adults. Beside, this change will be obvious on the body and will include the mind, intellect, emotion, and social behavior.

The period of time

In the past, adolescence was limited to 12 to 18 year olds. However, it has now expanded to 12 to 25 year olds because adolescents at present use a longer time to study in academic institutes and the time for earning their own living has been postponed. Moreover, due to the modern pattern in living, adolescents nowadays mature more slowly. The period of adolescence can be divided into three periods being 12 – 15 years as early teenagers so their behavior will be immature. For 16 – 17 years as middle teenagers and the behavior will be half child and half adult but the age between 18 – 25 years is quite adult (ศรีเรือน แก้วกังวาน, 2538, น.375).

The need of adolescence

According to Sucha Junaem (สุชา จันทร์เอม, 2521) the needs of adolescents are same as for all human. It is an instinct to respond to needing naturally and adolescents have their own special needs as follows

1. The sexual need. When becoming a teenager, the sex-glands starts to produce hormones to promote maturity so this leads to the sexual needs. People in this period will associate with the opposite sex so their family should take care of them and give related knowledge to them to prevent sexual abuse.

2. The freedom need. When stepping into adolescence, adolescents start trying to stand on own feet and parents should support them in free thinking. However, when parents try to stop their adventures, they won't have any courage to make the decisions by themselves.

3. The need to earn money by themselves. Adolescents want to earn money by themselves which means that they seek pride and prove that they are mature.

4. The need for social respect. People in this period will seek respect from others to prove that they are mature. Therefore, they will try to imitate adults by drinking and smoking.

5. The need of pleasure philosophy. Adolescents will try to ask and find answers to questions they are interested in. So family and relatives should indulge their curiosity and support them in finding a proper and ethical philosophy.

The development of adolescence

1. The good development. They start to be more self-confident, have a clear picture of their status, and accept the changes of body and emotion. They adjust their behavior properly according to their age and society. They take care of themselves without the support of parents. They are interested in other's feelings, are more responsible, and prepare themselves for the future. This good development is in the finding of an adolescents' identity. If the backgrounds of those adolescents are standard, the finding of identity will be successful. When adolescents find their own identities, they will evolve to their next step and persuasion by others to do wrong will rarely occur.

2. The confused development. This change will be obviously be noticed in the form of emotion. Their emotions are not consistent. They don't understand the way to behave properly as they are not either adult or children. Humans in this period will find a lot of new experiences; new attitudes, new chances, new feelings, and new ability. Adolescents will start to prefer their own opinions and show this by arguing

with others. If parents don't understand and adjust themselves to this change in adolescents, problems will follow; for example, drinking alcohol, addiction to drugs, and being too interested in the opposite sex.

3. The contrast development. Sometimes they are sensitive but strong on some occasions. They are stressed but cheerful, happy but sad, social able but alone and in love but hate easily. Therefore, adolescents tend to be good and bad at the same time. Parents should study and understand these differences. Sometimes adolescents become hooligans because some parents always maltreat their children. These children can be either hooligans or loser (สุชา จันทร์เอม, 2529).

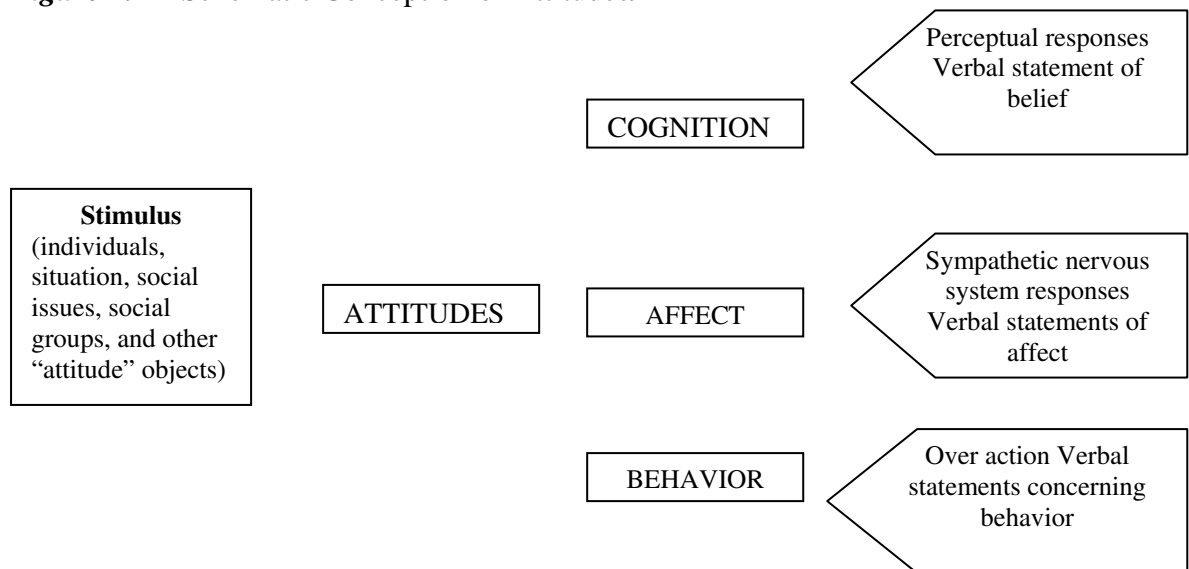
2.2 THE CONCEPT OF ATTITUDE

Traiansis (1971) described that Gordon Allport, a psychologist, offered a definition of attitude as: "Attitudes are learned predispositions to respond to an objector, class of objects in a consistently favorable way".

Another definition of attitude is elaborated: "a mental and neutral state of readiness to respond that is organized through experience and exerts a directive and/or dynamic influence on behavior," (Engel, J., Blackwell, R., & Miniard, P., 1993). And there are three "levels" or types of attitude:

- a. cognitive, also known as the belief stage, is the idea or thought which is generally some category used by humans in thinking. Cognitions or thoughts about brands or objects are also called beliefs. In other words, cognition is the expectation of a person towards something.
- b. affective or attitude stage is the feelings a person has towards an object or the emotions that object evokes for the person - the feeling of like or dislike towards an object.
- c. cognitive, or behavioral, also known as the intention stage. This is the action towards the object

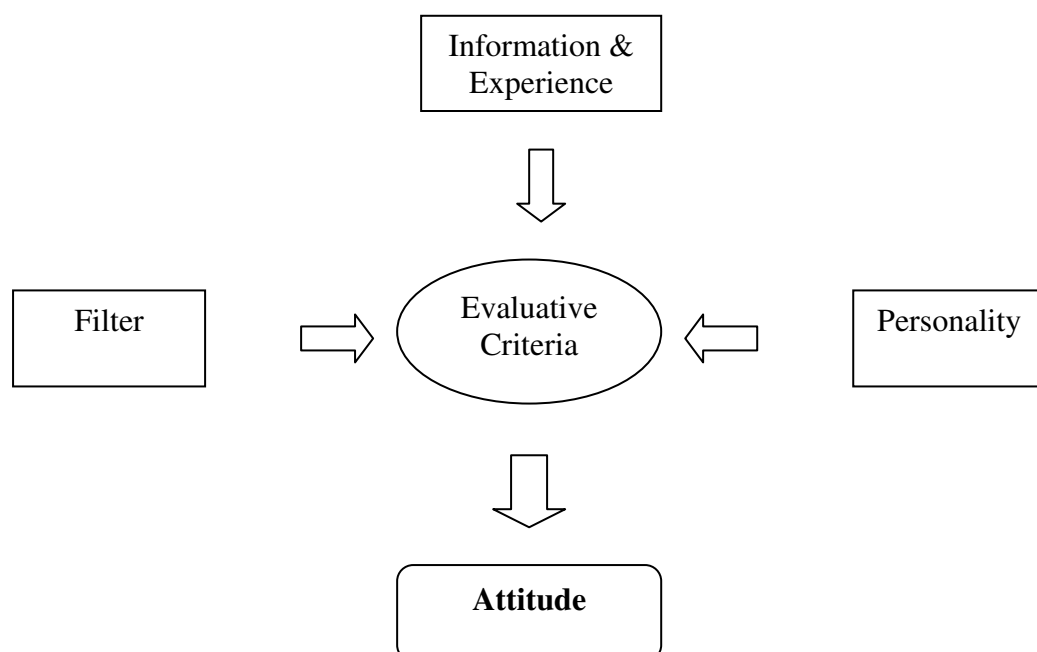
Figure 2. A Schematic Conception of Attitudes.



Engel also states that most often, consumers follow decision rules that yield satisfactory-as opposed to optimal-choice while minimizing their time and effort. The question for advertisers is, how can we utilize this information? Attitudes are organized hierarchically and are interactive.

The following figure illustrates the relationship between personality, information, and attitude.

Figure 3. Conceptions of Attitude.



There are many influences to consider when discussing attitude. The broadest influence – the environment, may consist of time pressure, competitive effect of similar brands, inferences from price, lack of product availability, overall financial constraints, and influence of family decision process. Often, it is a combination of several environmental influences that make predicting behavior difficult.

Laddering is the relationship between attitude and values. With laddering, attitudes are formed through a series of processes, mostly through socialization and acculturation. (Engel, J., Blackwell, R., & Miniard, P., p.372). Both attitudes and values can be passed on by groups and by society from generation to generation. Some attitudes are formed by core social values, such as those regarding murder or stealing. Attitudes may also be formed by social institutions such as school, government, religion, media, and/or family, and early lifetime experiences (i.e. war, economic situations). Marketers and advertisers are interested primarily in the transitional attitudes, or attitudes that are changeable. They must also remember to identify moderating effects – including individual differences in attitude stability and buying style. Confidence is another factor that directly influences attitude and eventually behavior towards the brand. If there is no confidence in the brand, there is more of a chance for random purchase and unstable behavior.

2.3 CONSUMER BEHAVIOR MODEL

Consumption behavior is the personal reaction after receiving or using that service or product and also means any processes of the decision which have taken place before and then determines the reaction. These reactions are activities such as making a journey to go and return from shops, buying product, loading product, using and evaluating product and services which are available in markets.

According to Kotler (1996, p.171) The consumer Behavior model is started from a stimulus and then distributes its response so this model can be called S-R theory and the details as follows

1. Stimuli A stimulus can happen by itself internally and is caused from outside factors. These outside factors contribute to the motivation of buying and it can be divided into various parts being

1.1 Marketing stimuli is the stimulus which is contributed and controlled by marketing team. Marketing stimuli are stimuli of product, price, channel of distribution, and sales promotion

1.2 Other stimuli are economic stimuli, technological stimuli, law and political stimuli, and cultural stimuli.

According to A.H.Maslow (Boone&Kurtz, 1995) who developed the theory that needs reflect the behavior of people. And needs could be categorized and arranged in a hierarchy to reflect their importance to most people. Lower-level needs, according to this theory, are met and then the individual moves on to the higher-level needs as follows:

Physiological Needs: Primary needs for food, shelter, and clothing that must be satisfied before the individual can consider higher-order needs.

Safety Needs: The second-level needs including security, protection from physical harm, and avoidance of the unexpected.

Social/Belongingness Needs: The desire to be accepted by members of the family, other individuals, and groups. The individual may be motivated to join various groups, conform to their standards of dress and behavior in an attempt to gain such acceptance.

Esteem Needs: The desire to feel a sense of accomplishment and achievement, to gain the respect of others, and even to better the performance of others.

Self-actualization: The need for fulfillment through realizing one's potential and fully using one's talents and capabilities.

2. Buyer's black box. The buyer's black box is compared to a black box which is not seen or estimated by the seller so the seller must try to understand the thinking of the buyer. The thinking of the buyer is influenced by the characteristic and the process of decision making by those buyers.

2.1 Buyer's characteristics which are influenced by cultural, social, personal and psychological factors.

2.2 Buyer decision making process which comprises perception, needing, searching information, evaluating choices, decision to buy, and behavior after buying.

3. The buyer's response which buyer will consider from product choice, brand choice, dealer choice, purchase timing, and purchase amount.

Table 1. Consumer Behavior Model

Marketing stimulus	Other stimulus	Buyer's characteristic	Process of decision	Consuming behavior
1.Product	1.Economic	Cultural factor	Acknowledge the problem	1.Selecting product
2. Price	2.Technology	Social factor	Searching for information	2.Selecting brand
3. Channel of distribution	3.Law	Personal factor	Evaluating choices	3. Selecting dealer
4. Sales Promotion	4.Politic	Psychological factor	Deciding to buy	4. Purchase timing
	5.Culture		Behavior after buying	5. Purchase amount

Source: Kotler, 1996: 172

2.4 ALCOHOLIC BEVERAGE

Vodka is one of the world's most popular distilled beverages. Vodka usually has an alcohol content of 35% to 50% by volume.

Brandy is a general term for distilled wine, usually 40-60% ethyl alcohol by volume. In addition to wine, this spirit can also be made from grape pomace or fermented fruit juice.

Wine is an alcoholic beverage made from the fermentation of grape juice. The natural chemical balance of grapes is such that they can ferment without the addition of sugars, acids, enzymes or other nutrients. Although other fruits like apples and berries can also be fermented, the resultant "wines" are normally named after the fruit from which they are produced (for example, apple wine or elderberry wine) and are generically known as fruit or country wine. Others, such as barley wine and rice wine (e.g. sake), are made from starch-based materials and resemble beer more than wine, while ginger wine is fortified with brandy. In these cases, the use of the term "wine" is

a reference to the higher alcohol content, rather than the production process. The commercial use of the English word "wine" (and its equivalent in other languages) is protected by law in many jurisdictions. Wine is produced by fermenting crushed grapes using various types of yeast which consume the sugars found in the grapes and convert them into alcohol. Various varieties of grapes and strains of yeasts are used depending on the types of wine produced

Champagne is a sparkling wine produced by inducing the in-bottle secondary fermentation of wine to effect carbonation. It is named after the Champagne region of France. While the term "champagne" is used by some makers of sparkling wine in other parts of the world, numerous countries limit the use of the term to only those wines that come from the Champagne appellation. In Europe, this principle is enshrined in the European Union by Protected Designation of Origin (PDO) status. Other countries, such as the United States have recognized the exclusive nature of this name, yet maintain a legal structure that allows longtime domestic producers of sparkling wine to continue to use the term "Champagne" under specific circumstances.

Beer is the world's oldest and most popular alcohol. It is produced by the fermentation of sugars derived from starch-based material — the most common being malted barley; however, wheat, corn and rice are also widely used, usually in conjunction with the barley.

Whisky refers to a broad category of alcoholic beverages that are distilled from fermented grain and aged in wooden casks (generally oak). Different grains are used for different varieties, including: barley, malted barley, rye, malted rye, wheat, and corn. Whisky derives from the word for "water" (uisce or uisge), and is called in full uisge-beatha (in Scotland) or uisce beatha (Ireland), meaning "Water of Life". It is related to the Latin aqua vitae, also meaning "water of life". It is always Scotch whisky, and Irish whiskey.

2.5 RELEVANT RESEARCH

PhraPhaisan Wisal (พระไพศาล วิสาโล, 2537) who wrote the book “ The history of drinking in Thailand”, which is a descriptive story by interviewing many experts such as S.Siwaluk, Nithi Eiewsiwong, Srisak Wanliphodom etc., said that the pattern of consuming alcohol in Thai society is an open pattern. This pattern means that there are no strict rules which identify the position and border of drinking. Although, there are many alcohol control policies to control the drinking of Thai people, cooperation and respect are ignored by consumers and many people. Besides, when analyzing the development of alcohol consumption, finding those factors which have affected the development and lead to the pattern of alcohol consumption at present are the influence of international culture, the widespread use of alcoholic beverages, the development of technology in production and communication, economic growth and social change.

Pathavee Torsri (ปัทวี ต่อศรี, 2549) who studied the factors which influence the decision to purchase green tea for drinking “Amino Ok” by consumers in the Bangkok area. This research studied the consumers behavior in order to understand consumption behavior and to study the marketing promotions which influence the decision to purchase green tea drinking “Amino Ok”. The questionnaire was used as an instrument. The sample size was 400 Thai people; both men and women over 15 years. From the findings it is appeared that the sample size led to misunderstanding about the qualification of this kind of product and the reason for purchase being to try a brand new product. The samples consumed this green tea drinking it less than one time per week and brought them from convenience store. Moreover, the finding it showed that marketing and sales promotions which affect toward the decision to purchase a product are from radio, television and newspaper advertisements and the rate of influence is very high being 4.00. For the quality of product and price, the rate is 3.25. The factors pertaining to marketing and sales promotion such as radio, television, and newspaper may affect the buying behavior for ready-to-drink green tea “Amino OK”. It was at 4.00 and the factor about the quality of product and price has a median of 3.25.

Jaree Srisawas (จริย์ ศรีสวัสดิ์, 2550) whose research paper was “Alcohol Consumption as a cause of juvenile conflict with the law.” This survey collected data from a sample of 221 convicted male juveniles confined at the Training Center 3, Nakhonrachasime province. Regarding the research results, whisky and beer were their favorite drinks. However, a higher percentage of these juveniles were found consuming traditional whisky more than other groups of teenagers. Approximately 29% of these juveniles consumed alcohol almost every day. Of these, half of them consumed alcohol until drunk. Most of the sample began drinking their first alcohol when they were only between 13 and 15 years of age. Persuasion by friends or experimentation were the two major reasons for their first alcohol consumption. With a statistical error of less than 5%, it can be confidently state that approximately 60%72% of these convicted juveniles drank alcohol before committing a crime. In addition, 70% of them believed that drinking alcohol was a cause of committing a crime. Drinking alcohol had some relation with criminal charges. The convicted juveniles addicted to alcohol were likely to committing a gangster’s crime at night or after consuming alcohol in the evening. However, alcohol consumption was independent from the commission of recurrent crime. Drinking behaviors were partly influenced by their family backgrounds particularly the role model of a male relative addicted to alcohol. Having alcohol addicted friends, living in a community where entertainment places were easily accessible, and types of activities carried out together with peer groups were another three factors that influenced drinking behavior. Based on the research findings, the researcher suggests that family members especially the father and other male relatives should be good role models for children. Parents should screen children’s friends and closely watch their relationships. The government should strictly enforce the legislation on the prohibition of selling alcohol to children and teenagers.

Chaiyuth Dapha (ชัยยุทธ ดาผา, 2534) who studied the backgrounds of families where sons are drinkers and studied the determination of the relationships between drinking patterns of parents and those of their sons, found that some socio-economic backgrounds are closely related to the drinking of alcoholic beverages. Besides, the

support to drink on the part of their parents has the strongest influence on the drinking of their sons. Next is the level of intimacy with their mothers is negatively related to the drinking of their sons and the strict of control of drinking on the part of their fathers is positively related to the drinking of their sons. The population of the study comprised all the high school students in all the secondary schools located in the municipal area of Muang District in Sakhon Nakhon province; 300 students were selected as the sample of the study. Therefore, from his study it could be assumed that the relationship between family members is very important because it is the first environment which influences children. Parents are the most intimate with children because they raise children from infancy until adulthood. Family transfer attitudes, norms, opinions, and social culture through family members; therefore, parents will be the most influential person in teaching and being a role model for those children.