

CHAPTER FOUR

RESULTS

The previous chapter explained the procedures and data analysis guidelines of this study. After analyzing data with the SPSS program, this chapter reports the results of “The attitudes of adolescents in Bangkok toward consuming imported alcoholic beverages”, which was divided into the following four parts based on data in the questionnaire.

Part 1 Demographic characteristic of respondents

Part 2 The test results of the drinking behavior of adolescent drinkers

Part 3 The test result of the level of attitudes of adolescents in Bangkok toward consumption of imported alcoholic beverage

4.1 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Total numbers of respondents for this study were 200 adolescents both female and male, the results are below.

Table 2. Frequency and Percent of Demographic Information of Respondents

Demographic Characteristic	Frequency	Percent
1. Gender		
Male	90	45.0
Female	110	55.0
Total	200	100.0
2. Age		
18	2	1.0
19	7	3.5
20	23	11.5
21	26	13.0
22	26	13.0
23	31	15.5
24	26	13.0
25	59	29.5
Total	200	100.0
3. Education		
Secondary	58	29.0
Diploma	34	17.0
Bachelor	96	48.0
Higher bachelor	12	6.0
Total	200	100.0

(table continues)

Table 2. (continued)

4. Income per month		
Less than or equal to 8,000 baht	91	45.5
8,001 – 16,000 baht	80	40.0
16,001 – 24,000 baht	25	12.5
มากกว่า 24,000 baht	4	2.0
Total	200	100.0
5. Occupation		
Unemployed	40	20.0
Student	77	38.5
Government or state enterprise official	9	4.5
Private sector employee	35	17.5
Freelance	21	10.5
Business owner	10	5.0
Other	8	4.0
Total	200	100.0

Table 2 shows that from 200 respondents, 45% are male and 55% are female. In addition, the most of the respondents are at the age of 25 (29.5%), followed by those at the age of 23 (15.5%) and 13% of them are 21, 22, and 24 year old respectively.

From the finding, most of the respondents (48%) graduated with a bachelor degree followed by 29% who graduated with a secondary certificate.

For the income of the respondents, the majority of them, which is 45.5%, earned lower than or equal to 8,000 baht per month, followed by 40% of them earning 8,001 – 16,000 baht per month.

From table 1, 38.5% of respondents are students, followed by unemployed at 20% and 17.5% are employees in private companies.

4.2 THE TEST RESULTS OF THE CONSUMPTION BEHAVIOR ON IMPORTED ALCOHOLIC BEVERAGES BY RESPONDENTS

Respondent behaviors in consuming imported alcoholic beverages are based on 200 samples of adolescents in Bangkok. Results are shown as follows:

Table 3. The Preferred Imported Alcoholic Beverage of Respondents

	<u>Frequency</u>	<u>Percent</u>
Whisky	72	36.0
Brandy	10	5.0
Wine/champagne	28	14.0
Vodka	34	17.0
Beer	52	26.0
Rum	4	2.0
Total	200	100.0

Table 3 shows the favourite imported alcoholic beverage of adolescents. Whisky is the favourite imported alcoholic beverage with the majority of respondents or 36% followed by beer (26%), vodka (17%), wine/champagne (14%), brandy (5%), and rum (2%).

Table 4. The People Influencing Respondents to Take Their First Drink of an Alcoholic Beverage

	<u>Frequency</u>	<u>Percent</u>
Friends	124	62.0
Yourself	45	22.5
Family members	15	7.5
Colleagues	15	7.5
Other	1	0.5
Total	200	100.0

Table 4 shows that friends are the most influential person in introducing respondents to alcoholic drink ,which is 62% and followed by 22.5% ,which are the respondents themselves. 7.5% are family members and colleagues who introduced respondents to drink alcohol. Only 0.5% or I was influenced by other factors which were to join a party.

Table 5. The Reason for Starting to Drink Alcoholic Beverages the First Time

	<u>Frequency</u>	<u>Percent</u>
Party with friends	105	52.5
Tried (by yourself)	49	24.5
Family member urged to try	14	7.0
Social occasion	32	16.0
Other	0	0.00
Total	200	100.0

Table 5 shows the reason for starting to drink alcoholic beverages the first time by respondents. 52.5% of them started drinking because they had a party with friends, 24.5% tried by themselves, 16% drank for social occasion and 7% drank because family members urged them to try.

Table 6. The Occasions on which Respondents Drink Alcohol

	<u>Frequency</u>	<u>Percent</u>
Celebration on a special occasion	72	23.2
Drinking with girlfriend/boyfriend	5	1.6
Party with friends	133	42.9
Social activities	53	17.1
Present by yourself	6	1.9
Like the taste	33	10.6
Release stress	8	2.6
Other	0	0.00
Total	310	100.0

Table 6 shows that the reason for drinking imported alcoholic beverages is as per the following to party with friends (42.9%), followed by to celebrate on a special occasion (23.2%). 17.1% of respondents drink for social activities, 10.6 % like the taste, 1.9% present by yourself and 1.6% to drink with a girlfriend/boyfriend.

Table 7. The Frequency of Drinking Alcohol

	<u>Frequency</u>	<u>Percent</u>
everyday	2	1.0
1-2 time/week	42	21.0
3-4 time/week	17	8.5
1-2 time/month	33	16.5
Seldom	81	40.5
Occasionally	25	12.5
Total	200	100

Table 7 shows that 40.5% of the respondents seldom drink alcohol, followed by drinking 1-2 times per week at 21.0%, drinking 1-2 times per month at 16.5%, occasionally drinking at 12.5%, drinking 3-4 times per week at 8.5%, and drinking everyday at 1.0%

Table 8. The Number of Glasses of Alcoholic Drinks per Occasion

	<u>Frequency</u>	<u>Percent</u>
1-2 glasses	36	18.0
3-5 glasses	43	21.5
More than 5 glasses	45	22.5
Half of the bottle	13	6.5
1 bottle	33	16.5
More than 1 bottle	30	15.0
Total	200	100

Table 8 shows that the majority of respondents (22.5%) drink more than 5 glasses per occasion, followed by 21.5% drink 3-5 glasses per occasion, 18.0% drink 1-2 glasses, 16.5% drink 1 bottle per occasion, 15.0% drink more than 1 bottle and 6.5% drink half a bottle.

Table 9. The Person with whom They Drink

	<u>Frequency</u>	<u>Percent</u>
Alone	5	2.5
Friends	157	78.5
Family members	15	7.5
Social activity members	23	11.5
Other	0	0
Total	200	100

Table 9 shows that 78.5% of respondents usually drink with friends, followed by 11.5% with social activity members, 7.5% with family members, and 2.5% alone.

Table 10. The Place for Drinking

	<u>Frequency</u>	<u>Percent</u>
At home	41	14.8
Entertainment outlets	139	50.2
Restaurant	34	12.3
Friends/ relatives' house	36	13.0
Hotel	8	2.9
Tourist attraction	19	6.9
Total	277	100

Table 10 shows that most of respondents usually drink alcoholic drinks at entertainment outlets, followed by at home (14.8%), at friends/relatives' house (13.0%), at restaurants (12.3%), at tourist attractions (6.9%), and at the hotel (2.9%)

Table 11. The Occasion for Buying Imported Alcoholic Beverages

	<u>Frequency</u>	<u>Percent</u>
Want to drink	136	56.9
To try brand new product	33	13.8
To collect	13	5.4
Sales promotion is interesting	39	16.3
Other	18	7.5
Total	239	100

Table 11 shows that most of them will buy imported alcoholic beverage when they want to drink (56.9%), followed by 16.3 % when the sales promotion is interesting

Table 12. The Premises where Imported Alcoholic Beverages is Bought

	<u>Frequency</u>	<u>Percent</u>
Supermarket/ department store	107	32.5
Convenient store	71	21.3
Restaurant	27	8.2
Entertainment outlets	105	31.9
Shops in gas station	9	2.7
Get from other people	9	2.7
Other	1	0.3
Total	329	100

Table 12 shows that 32.5% of them buy imported alcoholic beverage from supermarkets or department store, followed by 31.9 % from entertainment outlets, 21.3 % from convenience stores, 8.2% from restaurant, 2.7% from shops in gas stations and get from other people and only 0.3% is from other sources.

Table 13. The Expense of Alcoholic Beverages

	<u>Frequency</u>	<u>Percent</u>
100 – 300 baht	15	7.5
301 – 500 baht	32	16.0
501 – 700 baht	44	22.0
701 – 1000 baht	50	25.0
1001 – 1500 baht	33	16.5
More than 1500 baht	10	5.0
None	16	8.0
Total	200	100

Table 13 shows that 25% of them spend 701 – 1000 baht per month on buying alcoholic beverages, followed by 501-700 baht at 22.0%, 1001-1500 baht at 16.5% 301-500 baht at 16.0%, and the least is more than 1500 baht at 5%.

Table 14. The Source of Income to Spend on Alcoholic Beverages

	<u>Frequency</u>	<u>Percent</u>
My own	122	61.0
Parents	20	10.0
Friends	16	8.0
Special income	34	17.0
Other	8	4.0
Total	200	100

Table 14 shows that more than half of respondents use their own money to buy alcoholic beverages, followed by special income at 17% and from parents at 10%.

4.3 THE TEST RESULTS OF THE ATTITUDE TOWARDS CONSUMING IMPORTED ALCOHOLIC BEVERAGES.

Table 15 below presents the level of agreement that the respondents show towards consuming alcoholic beverages. There are ten questions for testing the attitudes of respondents and ten factors for testing the influences on respondents in drinking imported alcoholic beverage. To explain the attitude and influence results, descriptive statistics were employed to find out the average mean based on five scales ranging from “1” means the least influential to “5” meaning the most influential as below.

Remarks:

The agreement Level of Attitudes of adolescents towards Imported Alcoholic beverage.

Point	Meaning
1.00 – 1.80	Strongly disagree
1.81 – 2.60	Disagree
2.61 – 3.40	Uncertain
3.41 – 4.20	Agree
4.21 – 5.00	Strongly agree

Table 15. Attitude of Adolescents towards Imported Alcoholic Beverages

Attitude towards imported alcohol beverage	Mean	SD	Meaning
1. I drink imported alcoholic beverages because they are the standard drink in society	3.58	.887	Agree
2. I drink imported alcoholic beverages because they make me look smart and elegant	3.20	1.097	Uncertain
3. I drink imported alcoholic beverages because they don't cause a headache or hangover when I wake up after drinking	3.36	1.102	Uncertain
4. I drink imported alcoholic beverages because their quality are standard	3.76	.865	Agree
5. I drink imported alcoholic beverages because they are less harmful than local spirits	2.78	.990	Uncertain
6. Drinking imported alcoholic beverages is appreciated among my friends	3.11	1.097	Uncertain
7. Imported alcoholic beverages have a better quality than local alcoholic beverages	3.38	.882	Uncertain
8. I drink imported alcoholic beverages because its price is commensurate to its quality	3.51	.897	Agree
9. Drinking imported alcoholic beverages is a good way to fit into society more easily	3.50	.913	Agree
10. Drinking imported alcoholic beverages a better choice for the new generation	3.15	1.074	Uncertain

Table 15 shows that the respondents choose to drink imported alcoholic beverages due to the standard or product quality and the highest rate is 3.76, followed by 3.58 that the respondents agree that imported alcoholic beverages are well-known and widely accepted in many societies. Moreover, the respondents agree that the price of imported alcoholic beverages are commensurate with the quality; the mean is 3.51 and followed by 3.50 where respondents agree that imported alcoholic beverages are one of tools to help them to fit into society easily. However, from the study, it was found that the respondents were uncertain that imported alcoholic beverages had a better quality than local alcoholic beverages or that imported alcoholic beverages didn't cause a headache or hangover, that imported alcoholic beverages make drinkers look smart or elegant, that imported alcoholic beverages were a better choice for he new generation, that they are appreciated by peers and that they are less harmful than local spirits.

Table 16. The Measurement of Factors Influencing Adolescent Attitudes towards Imported Alcoholic Beverages

Factors			
11.The increasing price of alcoholic product influences the frequency of purchase.	3.68	.955	Agree
12. Brand of alcoholic product influences the purchasing behavior	3.51	.962	Agree
13. The place influences the consumption behavior regarding imported alcoholic beverages	3.65	.879	Agree
14. Sales promotion influences the consumption behavior regarding imported alcoholic beverages	3.61	.912	Agree
15. Company reputation influences the consumption behavior regarding imported alcoholic beverage	3.57	.889	Agree
16. Advertising influences the choice of imported alcoholic beverages	3.58	.937	Agree
17. The sale person influences the choice of imported alcoholic beverages	3.41	1.052	Agree
18. Alcohol control policy influences the consumption behavior regarding imported alcoholic beverages	3.32	.966	Uncertain
Total	3.42	.566	Agree

Table 16 presents the factors influencing the consumption behavior regarding imported alcoholic beverages. The increasing price was the most influential factors (mean = 3.68) followed by place which was the second highest factor chosen at the rate of 3.65. Sales promotion was the third highest factor at 3.61. Next were the advertising, company reputation, and brand chosen by a rate of 3.58, 3.57, and 3.51 respectively. The lowest factors were sales persons and alcohol control policy at a rate of 3.41 and 3.32 respectively.

In summary, this chapter has shown the results of the findings on consumer behavior toward consuming imported alcoholic beverages, illustrated in 15 tables. In the next chapter, a summary, conclusions, discussions and recommendations for further research will be presented.