

CHAPTER FIVE

CONCLUSION, DISCUSSION, AND RECOMMENDATION

This chapter presents (1) a summary of the study, (2) a summary of the findings, (3) discussion of the finding, (4) conclusion, and (5) recommendations for further research.

5.1 SUMMARY OF THE STUDY

This study surveys the attitude of adolescents towards imported alcoholic beverages.

5.1.1 Objectives of the Study

This study consisted of three main objectives; which were (1) to investigate the attitudes of adolescents in Bangkok toward the consumption of imported alcoholic beverages, (2) to find out the factors in choosing imported alcohol beverage by adolescent drinkers and (3) to discover what influences the drinking behavior of adolescents.

5.1.2 Subjects, Materials, and Procedures

This study was conducted in the Huay-Kwang area. Respondents were 200 adolescents who drink or used to drink imported alcoholic beverages. The questionnaire contains four main parts: the demographic characteristics, the consumption behavior regarding imported alcoholic beverages and the attitude and factors toward imported alcoholic beverages. The purposive sampling method was used to select the adolescents in the study until the total number of 200 respondents was reached. This research study is a cross-sectional design to examine adolescent attitudes towards consuming imported alcoholic beverages. The data was analyzed through a SPSS program.

5.2 SUMMARY OF THE FINDINGS

The results of the study can be summarized as follows:

5.2.1 General Information of the Respondents

From the analysis of 200 questionnaires, it was found that most of the respondents were female (55%). The majority of the respondents aged were 25 or at

29.5%, 48% earned a bachelor's degree and followed by high school (29%), had a monthly income ranging of less or equal to 8,000 baht (45.5%) and most of them are students.

5.2.2 The Consumption Behavior regarding Imported Alcoholic Beverages

The study revealed that the majority of the respondents consume whisky (36%) and it was friends who first introduced them to drink alcoholic beverages (62%). The most important reason that respondents started drinking alcoholic beverages at the first time was partying with friends (52.5%) but for the next occasion that the respondents would normally drink alcohol, they would drink with friends (42.9%). These behaviors reflect social needs and a sense of belonging, the desire to be accepted by members of the family, other individuals, and groups. 40.5% seldom drank alcoholic beverages, followed by 21% of respondents who consumed alcoholic drinks 1-2 times per week. The most popular amount was more than 5 glasses per occasion (22.5%). Most respondents usually drank with friends (78.5%), and 50.2% of them drank at entertainment outlets. More than half of respondents (56.9%) bought alcoholic beverage when they wanted to drink and they bought those beverage at supermarkets (32.5%). Of the respondents, 25% spent 701-1,000 baht per month on alcoholic beverage and the source of money to spend on alcoholic beverages was from their own purse (61%) and 17% was from special income.

5.2.3 Attitude and Factors toward Imported Alcoholic Beverage

It was found that respondents chose imported alcoholic beverages due to the quality (mean = 3.76) which was the highest rate. Besides, the respondents believed that imported alcoholic beverages were the standard drinks in society (mean = 3.58), the respondents also agreed that the imported alcoholic beverage's price was commensurate with its quality (mean = 3.51), and agreed that drinking imported alcoholic beverages is a good way to fit into society more easily (mean= 3.50).

From the results of the study, it was found that price was the most influential factor regarding purchasing (mean = 3.68), followed by other sales strategies like place (mean = 3.65) and sales promotion (mean = 3.61). In addition, to purchase imported alcoholic beverage, the respondents considered advertising, company reputation, and the brand of imported alcohol as influential factors, the mean values were 3.58, 3.57, and 3.51 respectively. Lastly, sales person and the alcohol

control law were the least influential factors towards the purchase of imported alcoholic beverages (mean = 3.41 and 3.32).

5.3 DISCUSSION

This section concerns interesting issues drawn from the summary of the findings in this study.

5.3.1 General Information of the Respondents

Based on the demographic profile of the respondents, they ranged between 18 and 25 years old; the majority of them were 25 years of age. The majority of the respondents were female showing that a lot of female adolescents learn to appreciate drinking alcohol. This finding was in line with the results of Atika Charansarn (อาติกะ จรัสสาส์น, 2547) that women now play a roles mostly equal to men.

Women have many activities similar to men and they also have more qualifications for being as good a leader as men. It is also found that the female leaders have different ages, work, experience, economic means, or financial status, family status and religion. Due to changes in our economy, society, and politics, a lot of women are now involved in developing our society, economy and politics. Women are a part of small units like the family to larger units like some organizations in our society. Besides, according to statistics of population for the year 2004-2006 it was found that the numbers of women made up he majority. Now many world class organizations give importance to women; for example, the International Women's Year has been established. In Thailand, we also have a national plan to developing women both in physical and intellectual competence and develop the equality between gender, developing protection for and supporting women's rights. As a result, adolescents also acknowledge and are interested in this topic because they can see from the media and even examples from their own families where mothers perform their roles both by earning income to support the family and being leaders for family's member. The above not only presents the extensive role or women but also influences adolescent attitudes. At present, female teenagers find ways to present an equal status to male, drinking alcoholic beverages is one of the tools in presenting this equality. Drinking alcoholic beverages is one of an adult identity which adolescents use to present their

maturity.(สุชา จันทร์โฮม, 2521). However, for females, they use to represent gender equality regarding the belief that alcoholic beverages represent men's activities. As a result, there are many female adolescent drinkers in Bangkok which was beneficial to select the respondent for this study.

5.3.2 The Consumption Behavior regarding Imported Alcoholic Beverage.

The findings showed that whisky was the most preferred alcoholic drink among adolescents. This study indicated that adolescents usually drank whisky when they went to entertainment outlets which were the most frequent places respondents went to when drinking alcoholic beverage. According to the imported values for the year 2007-2008 of the Ministry of finance, imported alcoholic beverages are being imported increasingly (http://dwfoc.mof.go.th/foc_thai2007/start_luxury_im.htm). Especially, according to Diageo Moet Hennessy Ltd., which is the largest distributor of whisky in the Thailand market. They reported an increasing sales value of whisky products compared to three years previously(<http://www.businesssthai.co.th/content.php?data=412838>).

This finding supported Duonghatai Numnuan (ดวงหทัย นุ่มนวล, 2546) that adolescents need social respect so friends were the most influential persons for respondents in imitating the same behavior. The need for social respect is the most important need for adolescents. Adolescent need to be paid attention to, need to be accepted by friends, and need to be an important person in the gang. Adolescents in this period will try to be adult so that many times they try to drink or smoke. Therefore, to be accepted among friends; most of the respondents who drank alcohol were introduced to be by friends. This finding was in line with the results of Jaree Sisawas (จริย์ ศรีสวัสดิ์, 2550) who found that persuasion by friend or experimentation were the two major reasons for initial alcohol consumption. It was shown that government and related sectors such as the Thai Health Organization should pay more attention on the relationship among adolescents themselves when issuing any policy. They can educate adolescents to be messengers or advisors to their friends to transfer accurate and appropriate knowledge about drinking alcohol among adolescents which will be better than limiting the time and place of purchasing alcoholic beverage.

According to Sucha Janaem (สุชา จันทน์เอน, 2529) who said that adolescents need the freedom, they don't like to be limited by any rules and they will try to find ways round them when faced with a lot of pressure.

The degree to which respondents consume alcoholic beverages per occasion of more than 5 glasses but not more than half of the bottle showed that since the majority of respondents were female, the amount of their drinking per occasion was not too high. Besides, from the findings of other factors like launching new products or sales promotion were not quite influential toward the respondents' purchase of alcoholic drinks because more than half of them bought alcoholic beverages when they wanted to drink and they usually bought them from supermarkets.

5.3.3 Attitude towards Imported Alcoholic Beverage

The overall picture of the level of attitude that the respondents paid to imported alcoholic beverages was that respondents had positive opinions toward imported alcoholic beverages. They believed in its quality and its standards which are accepted worldwide. However, the reason for purchasing imported alcoholic beverages was not only from the good attitudes towards imported alcoholic beverages but other factors also influenced their purchases. For example, price, place and sales promotion whose mean scores are 3.68, 3.65, and 3.61 respectively. This finding is in line with Prakrit Poads (ประกิจ โพธิ์อาสน์, 2541) who studied the drinking behavior of adolescent at Ayuttha that the marketing factors influence respondents' purchasing followed by product itself in terms of taste. At present, alcohol companies have developed their product's taste by emphasizing the softness of its taste and provide various choices in terms of flavor and sizes for consumers. These findings are also in line with the theory of Kotler (1996) who belongs to the consumer behaviors model that stimuli contribute needs and then contribute to the response. These stimuli can come from either inside or outside stimuli. This finding supports the significance of outside stimuli in that marketing stimuli can influence buying motives. Price is influential on purchasing, the respondents will buy alcoholic products when they consider that its price and quality are matched because the prices of imported alcoholic beverages for different brands in Thailand are not much different. Besides,

they preferred to buy the lower one when compared to other products of the same standard. This is followed by place that the convenience of the point of purchase is also one of the greatest influences. They usually bought alcoholic drinks from nearby stores. The last influence is sales promotion where decreased prices are the most influential on the purchase. Since the prices for imported alcoholic beverages is very high compared to soft drinks. However, alcoholic beverages are still being preferred by consumer in terms of being a useful communication tool for them to fit into the society.

5.4 CONCLUSIONS

The following conclusions can be drawn from the discussion above.

5.4.1 Most of the respondents are female. It is assumed that women learn to appreciate drinking alcohol. More than half of the respondents are 25 years old and almost half the respondents received a bachelor degree.

5.4.2 Friends are the most important factors toward the consumption behavior of respondents who are adolescents. Moreover, the places where the respondents usually went in order to drink alcoholic beverages were entertainment outlets when partying with friends. However, when they wanted to drinks alcoholic drink, they usually bought ithem from supermarkets and the expense was about 701 to 1000 baht per month and that money was their own and the persons they usually drank with were friends.

5.4.3 The respondents usually bought imported alcoholic beverage due to its quality and standard which is accepted worldwide. This attitude influenced the choice of imported alcoholic beverages by respondents but marketing stimuli influenced the purchase of imported alcoholic beverages in terms of sales promotions, prices and place respectively. However, the respondents had no different opinion toward imported alcoholic beverages in terms of supporting the appearance of image and being appreciated by peers when consuming imported alcoholic beverages.

5.5 RECOMMENDATIONS FOR FURTHER RESEARCH

Based on the findings and conclusions of its study, the following recommendations are made for future research.

5.5.1 The sample size in this research was small and focused only on the Huay-kwang area. Further research, should be done on a larger sample scale in order to better represent the overall adolescent attitude. For example, nearby Bangkok, Chiangmai Phuket, Pattaya and Khon-kaen etc. because these areas share some characteristics with Bangkok.

5.5.2 The questionnaire consisted of four parts and 36 questions which might be too lengthy for adolescents to concentrate on in answering. Moreover, it is recommended to study adolescent attitudes and their behavior in specific places like schools or universities, they will give more cooperation than at shopping malls or restaurants.

5.5.3 It is advisable that the next researcher should study the attitude toward imported alcoholic beverages when compared to local alcoholic beverages and the factors influencing the decision to purchase imported alcoholic beverages and local alcoholic beverages.