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## Attitude and Consumption Behavior of Craft Beer Consumers in Bangkok, Thailand

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### Abstract

The research investigated attitude and consumption behavior of craft beer consumers in Bangkok, Thailand. The objective was to identify Bangkokians' attitude toward craft beer and their consumption behavior. The researchers used a survey questionnaire, and interview questions to collect data from 454 experienced beer drinkers selected by W.G.Cochra's calculations. The obtained data were analyzed for frequency, mean, standard deviation, t-test, and chi-square test. The result showed Bangkokians' moderately positive attitude toward craft beer at a high level, and their consumption frequency of craft beer at 1-2 times per month at pubs, bars, or restaurants. The consumers under study chose a craft beer brand for its taste, followed by price. Particularly, craft beer stakeholders would like to have the government's support for the current craft beer trend in Thailand to benefit SME entrepreneurs in domestic and international market competition in the craft beer industry.

**Keywords:** *Attitude toward craft beer, craft beer, craft beer consumption and behavior*

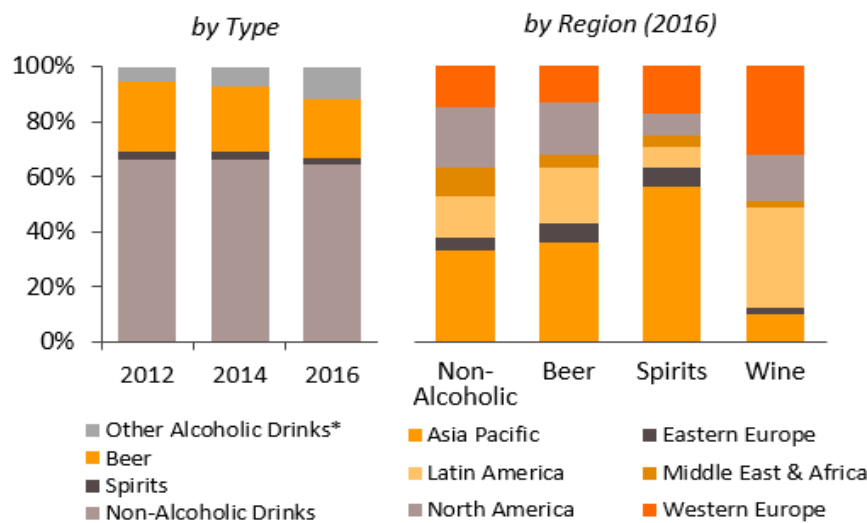
### 1. Introduction

For a century, alcohol has played an important role in social engagement and bonding. Characteristics of drinking spirits are affected by many factors, such as religion, implementation of alcohol policies, and economic growth. Krungsri Bank (2019) reported alcoholic beverage with a market share of about 35% of the world's total beverage consumption each year and the global spirit consumption volume as shown in figure 1 (Krungsri Bank, 2019). The highest global alcoholic beverage sale volume was in Asia-

Pacific and Western Europe Regions with 56% and 17%, respectively (Grand View Research, 2020). If considering the world distribution of alcoholic beverages by type, Latin America and Western Europe are the world's largest wine distribution (36% and 32%, respectively) while Asia-Pacific is the largest beer market, followed by Latin America, North America, and Western Europe with the ratio of 36%, 20%, 19%, and 13%, respectively (Grand View Research, 2020). These data revealed a relationship between economic growth and the global increase in alcohol consumption.

**Figure 1:** Global Beverage Consumption Volume

(Source: Krungsri Bank, 2019)



In Thailand, alcohol consumption is currently increasing every year. Among various types of alcohol, beer is the most consumed in the market (65.8%) (Krungsri Bank, 2019). Despite the Alcoholic Beverage Control Act in 2008, the value of the domestic market of beer is still very high at 180 billion baht (Nation of Business, 2018). In contrast to the high value of the beer industry, Thailand's industrial beer market has been solely controlled by two major producers: (1) Boonrawd Brewery Co., Ltd. (Singha, Leo, U Beer), and (2) Thai Beverage Plc., (Chang, Asha, Federbrau). The two sellers currently account for 93% of the industrial beer market share (Na Pombejra, 2018). In the last few years, there has been a new type of beer namely "craft beer" of which the growth is increasing due to its popularity among new generation consumers. Craft beer is a handmade beer that allows various style selections for consumers compared to other industrial beers. The quality and taste of beer vary from brand to brand (Tarborda, 2022). Craft beer is rather high in price because it is an imported product. At present, there are more than 40-50 brands of craft beer sold in Thailand with a value of 500 million baht--counted as 0.3% of beer market value. The data revealed that craft beer might be one of the niche products expected to reach 5-7% market growth (Bltbangkok, 2018). Hence, craft beer should be a bright future for SMEs that are interested to invest in beer products but are not able to compete with those big companies due to strict regulations in the government's industrial beer policy.

To support craft beer entrepreneurs and provide some useful information to the producers, the researchers are interested in investigating the attitude and consumer behavior of the participating group from the craft beer industry in Bangkok. All collected data were statistically analyzed to identify craft beer consumers' attitude and consumption behavior.

## **2. Literature Review and Related Research**

### **2.1.1 Consumer Behavior**

Consumer behavior generally refers to the fraying of a particular person involved in the exchange of goods and services with money and includes the decision-making process that determines the behavior (Jiratornpiat, 2016). Consumer behavior involves their decision to purchase and use goods. Their individual expression is directly related to the use of economic goods and services, and affected by decision-making processes. It is vitally important to analyze consumer behavior to understand buying habits and uses. Such information can help entrepreneurs shape market strategies to respond appropriately to consumers' satisfaction and behavior characteristics.

Kuester (2012) explained consumer behavior as the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants. It is also concerned with the social and economic impacts that purchasing and consumption behavior has on both the consumer and wider society.

The consumer buying process comes out as a model of consumer behavior. The S-R Theory consists of three factors: Stimulus, Buyer's Characteristics, and Buyer's Decision Process. These three factors will result in buyers' feelings. Buyers' characteristics and consciousness will result in buyers' responsibility. There are four factors that influence consumer behavior: Cultural Factors, Social Factors, Personal Factors, and Psychological Factors (Kuester, 2012). These factors are explained as follows:

1. Cultural Factors are related to the values, ideas, and attitudes generated by learning and participation between members of the group. Cultural factors, therefore, play a major role in consumer purchasing decisions. Knowing the nature of consumers' cultural needs in each society helps entrepreneurs to provide suitable marketing stimuli for the target consumer.
2. Social Factors are related to daily life and have a direct and indirect influence over purchasing behavior.
3. Personal Factors deal with the general characteristics of the population, which are classified as primary data characteristics—consumers' interest, gender, age, education, income, status, occupation, and family members. These personal factors influence different consumption habits.
4. Psychological Factors refer to the consumer's consciousness of shopping for goods or services of a person, consisting of incentives, perception, learning, and reliability. Such psychological factors are considered internal in nature (Kotler & Gary, 2001).

### **2.1.2 Attitude**

Attitude refers to the inclination of feelings of liking or disliking. Attitudes occur after the facts or events have been assessed by a person. Attitudes are about the emotions

of people in the market; for example, consumers may have a positive attitude or a negative attitude toward the product/ employee and advertising systems under a brand of a company.

Attitude is formed by a person's consciousness toward something, like what consumers have learned from their past experiences. Using attitude as a link between thought and behavior, marketers prefer to use advertising tools to create a positive attitude toward products and brands. An attitude from consciousness within the consumer's mind toward something with a feeling of liking is called positive attitude, and feelings of dislike will result in a negative attitude often caused by unpleasant experiences, learning or environments. Expressed as behaviors, attitudes determine the trend of expression and the choice of purchasing a product. The elemental theory of Zikmund attitude (Schiffman & Wisenblit, 2019) can clarify consumer attitude as a feeling of favorableness or unfavorableness that an individual has toward an object. An individual with a positive attitude is more likely to buy a product and this results in the possibility of liking or disliking a product. The Tricomponent Attitude Model (Tutorialspoint, 2022) comprises:

*Affective Component* is a part of the attitude that reflects a person's feelings or emotions toward something. This is caused by various causes, such as individuals, gestures, habits and incentives, feelings expressed as good or bad, hate or love, plus or minus, and like or dislike.

*Cognitive Component* represents the knowledge of a person toward something as part of a person's thoughts and reasoning in distinguishing and negative consequences. These are information that has been collected and experienced in the past; the result is a trend in some way as good or bad, like or dislike, and valuable or unvalued.

*Behavior Component* reflects the intention or readiness to track as expected behaviors, as well as reflect an action tendency toward things in an instant, which is associated with feelings, mindfulness, and reason (iEdunote, 2022).

### **2.1.3 Craft beer**

Craft beer is dubbed a handmade beer from the creativity of brewers. The selection of varieties of malts, varieties of hops yeast, and water, which are the main ingredients in brewing as well as a flavoring with locally available ingredients, such as fruits, flowers, coffee, and herbs, which have a positive effect on the quality and taste of beer and vary from brand to brand (Tarborda, 2022). Each brand of craft beer is unique with its style in color, smell and taste. Craft beer has become increasingly popular these days for its craftsmanship in brewing from the imagination and idea of the brewer to add any type of rice, hops, and yeast, together with local ingredients, such as fruit-based., season flowers, coffee beans, and the like (Thaikla & Semmahasak, 2017).

## **2.2 Related Research**

Lerro et al. (2020) wrote a paper on measuring consumers' preferences for craft beer attributes through Best-Worst Scaling, reporting that Italian craft beer consumers are young, well-educated, and employed. They drink craft beer more than once per month, mainly in the pub and with friends and colleagues. Craft beer is perceived with higher quality and different flavors, particularly tastier, more genuine, and natural when compared with a commercial beer. As for the beer attributes, Italians prefer the taste, fermentation

process, and color, while considering promotion, brand, and price rank as the least important.

Apassara (2020) studied factors influencing consumer behavior trend toward purchasing decision of craft beer in Bangkok Metropolitan. The participants were 400 craft beer consumers aged 20 years old and over, living in the Bangkok Metropolitan area. They responded to the survey questionnaire that the product factor was vitally important: Product Identification, Product Expected, Product Potential, Product Augmented. The participants also gave comments on other marketing mixes, such as price, distribution channel, marketing promotion—all of which were rated at a good level

Laplai et al. (2020) analyzed factors affecting beer consumption in Thailand and the government policies concerned. The research results showed that (1) the factors affecting beer consumption in Thailand at the 0.01 level of significance were beer market price, past consumption and quarterly periods, and those at the 0.05 level of significance rested on consumer income and some government measures. The volume of beer consumption increased when the consumer income increased, particularly in the first or fourth quarter of the year. However, it decreased when the beer retail prices increased and beer consumption in the previous quarter increased, when the government used tax measures, and in the third quarter period of the year. In addition, each tax policy obviously affected beer consumption at different levels. An increased specific tax tended to reduce the volume of consumption more than a rise in ad valorem tax. It was noted that just a small rise in the tax rate could not decrease beer consumption—not much disturbing the consumer purchasing power.

Juengprasert et al. (2020) examined factors affecting Thai consumers' decision on purchasing beer Chang Classic in Phan Thong District, Chon Buri Province. The researchers analyzed the consumer characteristics and behavior, and the marketing mix factor for purchasing decision on Beer Chang Classic. The participants were 400 beer consumers who responded to the constructed questionnaire (Cronbach's alpha marketing mix 0.918). The obtained data were analyzed by descriptive statistics and the logit model. It was found that those factors affecting the participants' purchasing decisions statistically significant at the 0.10 level were career, education, frequency of beer drinking, cost per time, and brand loyalty.

Kengkarnchang & Srising (2020) consumer behavior and marketing mix factors influencing on purchasing Craft Beer in Bangkok. The researchers conducted a survey with 454 respondents participating on a voluntary basis. The respondents were 20+ years old, living in Bangkok and consuming craft beer. Frequency, percentage, mean, standard deviation, one-way ANOVA, and multiple regression analysis were used to analyze the obtained data. The majority of the respondents were male, aged 31-40, single status, a bachelor's degree education, and private company employees with a monthly income of 15,000-25,000 baht. The results showed they were most frequent visitors to craft beer places, and they were affected by beer advertising media in purchase intention. As for the marketing mix factors, only three factors of Product, Price, and Promotion affected their purchase intention while Place did not

Williams & Barretta (2018) explored purchase decisions and consumption behavior as shown in the U.S. beer industry sales of flat and craft breweries that increased in number and impact, and their market share by volume moved upward from 5% in 2010 to 11% in 2014. The study focused on the perceptions and behaviors of craft beer consumers compared to consumers of mass-market beer using the industry term “premium” for mass-marketed beer. Such comparison was investigated using three methods: observational research, field experiment, and web-based consumer survey.

Na Pombejra (2018) studied the psychology of Thai craft beer consumption and the opportunities to increase purchase. There has been a steady increase in beer consumers seeking an alternative drink to mass-produced beer. This has increased opportunities for Thai microbrewers in introducing more Thai craft beer into the market. It should be noted that most brands of Thai craft beer have high quality when compared with foreign craft beer from America, Australia, and Scotland. Some people perceive foreign craft beer as a “premium” product for its rather high price. Thai craft beer with unique taste and aroma should have a good potential in competing with foreign brands. Phakdeephrot (2021) asserted that consumers would certainly prefer uniqueness with a higher level of quality in signature products, particularly in the tourism industry.

National Statistical office (2017) reported the smoking and drinking behavior survey 2017. There were three types of alcohol drinkers: beer (34.3%), local alcohol (29.4%), and brown liquor (27.5%). Local alcohol (34.0%) was the most popular among men, followed by brown liquor and infused liquor/ Chinese liquor (30.5% and 30.2%, respectively), while for women beer (48.3%) followed by brown liquor and local liquor (17.4% and 13.8%), respectively. The first reason for men and women to start drinking was friends/ peer influence (41.6% and 29.6%, respectively). The second reason for men was curiosity (30.5%), while for women socializing and religious customs, e.g., at weddings, and house warming parties (27.8%).

### **3. Research Methodology**

The researchers used a quantitative questionnaire in four parts:

Part 1: Personal factors--gender, age, occupation, education, and income. The data format was in Nominal/ Ordinal scale.

Part 2: Consumers' attitude toward craft beer on a Likert-type scale, ranging from 1= Strongly Disagree, 2 = Somewhat Disagree, 3 = Somewhat Agree, 4 = Agree, and 5 = Strongly Agree.

Part 3: Consumers' behavior toward craft beer consumption.

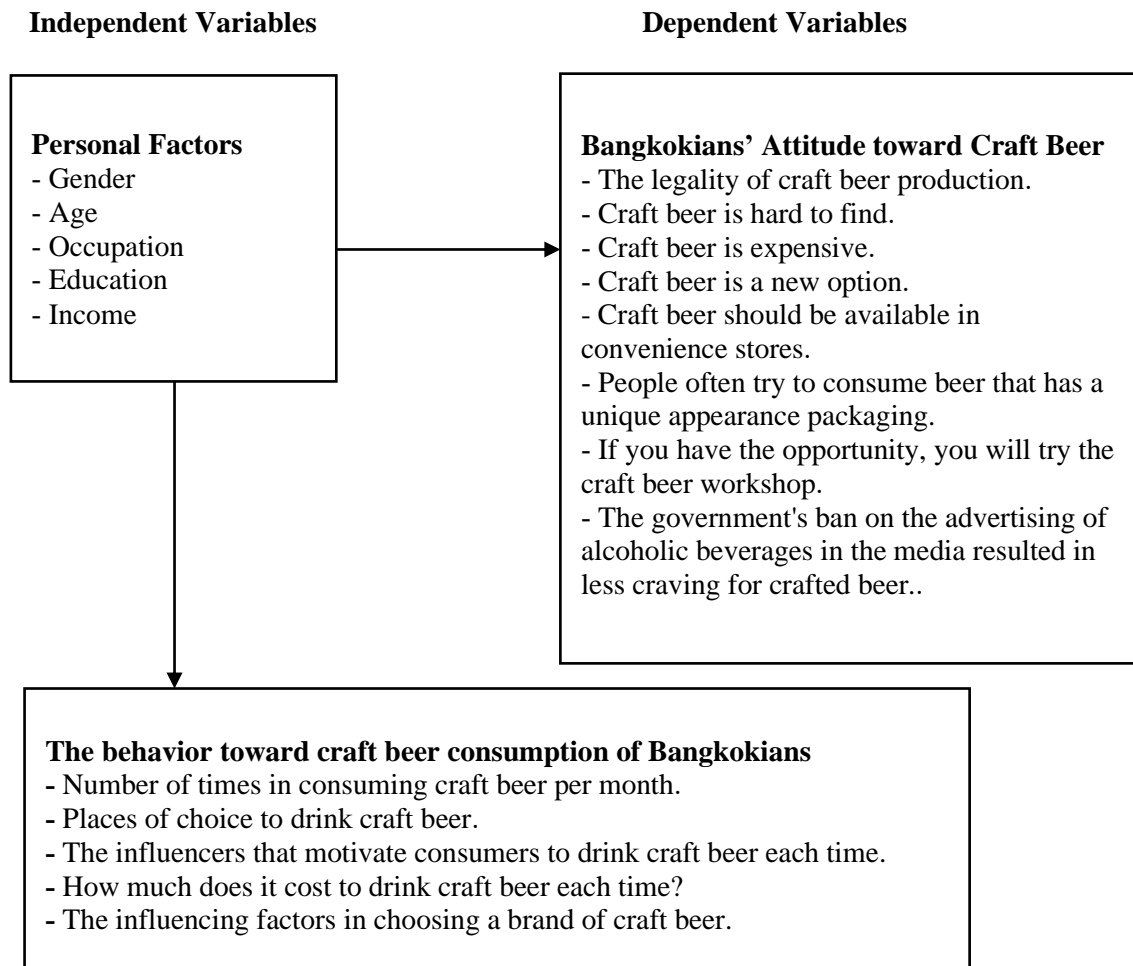
#### **3.1 The Respondents**

The respondents in the study were a sample of no specific population size living in Bangkok with alcohol consumption experience. W.G.Cochra's calculations were chosen to reach a sample of 398 persons. Later on, the researchers determined the sample size at 454 persons.

### 3.2 Data Analysis

The researchers analyzed the obtained data by frequency, percentage, mean and standard deviation, chi-square, and t-test analysis.

**Figure 2:** Dependent and Independent Variables



## 4. Result and Discussion

### 4.1 Demographic Variable

More than half of the respondents were female (231/50.9%), between 21-30 years old (269/ 59.3 %), followed by 31-40 years old (116/ 25.6%); 41-50 years old (11/ 2.4%); older than 50 (2/0.4%), respectively. As shown in Table 1, quite a good number of the respondents have university education (273/ 60.2%), have their own business or work for private companies (218/ 48%), and earn monthly income of 15,001-30,000 baht (199/ 43.8%). It should be noted that craft beer appears popular among students (131/ 28.9%). The demographic details are presented in Table 1.

**Table 1:** Demographic Variables

| Variable                 | Details                       | Frequency | Percent |
|--------------------------|-------------------------------|-----------|---------|
| Gender                   | Male                          | 223       | 49.1    |
|                          | Female                        | 231       | 50.9    |
| Age Group                | Less than 20                  | 56        | 12.3    |
|                          | 21-30                         | 269       | 59.3    |
|                          | 31-40                         | 116       | 25.6    |
|                          | 41-50                         | 11        | 2.4     |
|                          | Older than 50                 | 2         | 0.4     |
| Level of education       | Lower than Bachelor's Degree  | 181       | 39.9    |
|                          | Bachelor Degree               | 230       | 50.7    |
|                          | Higher than Bachelor's Degree | 43        | 9.5     |
| Occupation               | Officer                       | 73        | 16.1    |
|                          | Private company employee      | 129       | 28.4    |
|                          | Personal business             | 89        | 19.6    |
|                          | Freelance                     | 31        | 6.8     |
|                          | Student                       | 131       | 28.9    |
|                          | State enterprise employee     | 1         | 0.2     |
| Monthly Income<br>(Baht) | Less than 15,000              | 147       | 32.4    |
|                          | 15,001-30,000                 | 199       | 43.8    |
|                          | 30,001-45,000                 | 63        | 13.9    |
|                          | More than 45,001              | 45        | 9.9     |

#### 4.2 The Attitude toward Craft Beer Consumption

The result on overall attitude toward craft beer was at a high level (Mean=3.47, S.D.=0.58). There were top four individual items: (1) craft beer should be available in convenience stores (Mean=3.98, S.D.=0.99); (2) craft beer is a new option (Mean=3.87, S.D.=0.90); (3) People often try to consume beer that has a unique appearance packaging (Mean=3.82, S.D.=1.07); and (4) If you have the opportunity, you will try the craft beer workshop (Mean=3.77, S.D.=1.20). To the researchers, the consumers' view on craft beer available in convenience stores is very interesting and could be taken as a good point for easy access to the local craft beer products.

It should be noted that the lowest item was the government's ban on the advertising of alcoholic beverages in the media resulted in less craving for crafted beer (Mean=2.63, S.D.=0.58). This point could be taken for a moderate measure on alcoholic drinks to be considered by the government. The details on attitude toward craft beer consumption are given in Table 2.



**Table 2:** Attitude toward Craft Beer Consumption

| Attitude Variables   | Analysis Results |      |
|--|------------------|------|
|  | Mean             | S.D. |
| The legality of craft beer production  | 3.33             | 1.07 |
| Craft beer is hard to find.  | 3.01             | 0.90 |
| Craft beer is expensive.   | 3.36             | 0.96 |
| Craft beer is a new option.  | 3.87             | 0.90 |
| Craft beer should be available in convenience stores.  | 3.98             | 0.99 |
| People often try to consume beer that has a unique appearance packaging.   | 3.82             | 1.07 |
| If you have the opportunity, you will try the craft beer workshop.   | 3.77             | 1.20 |
| The government's ban on the advertising of alcoholic beverages in the media resulted in less craving for crafted beer. | 2.63             | 1.14 |
| <b>Total</b>   | 3.47             | 0.58 |

### 4.3 Bangkokians' Craft Beer Consumption Behavior

As shown in Table 3, more than half of the respondents consumed crafted beer about 1-2 times per month (55.9%). Each drinking cost was more than 1,000 baht (41.2%). The cost was related to the majority of respondents with monthly income in the range of 15,001-30,000 reported in Table 1. It should be noted that Kengkarnchang & Srising (2020) also reported similar research results on the relationship between Bangkokians' monthly income of 15,000-25,000 baht and their beer drinking.

The obtained data show that nearly half of the respondents prefer to drink craft beer in pubs and bars (45.4%) and choose a brand of craft beer by taste (49.1%). This finding was similar to the research by Lerro et al. (2020) on young and well-educated Italian consumers preferring craft beer more than once per month when socializing with friends and colleagues mainly pubs.

The restaurant came second (41.2%) as a drinking place with friends (59.0%). To the respondents, men and women tend to start drinking for socializing with friends and colleagues (59.0% and 28.6%, respectively). The result on the drinking cost of around 1,000 baht attracted alcohol drinkers to craft beer (31.3%). These findings were similar to the report by the National Statistical Office (2017) in that men started drinking out of curiosity, while women in socializing at events like wedding receptions and house warming parties. The details of Bangkokians' craft beer consumption behavior are shown in Table 3 below.

**Table 3:** Craft Beer Consumption Behavior of Bangkokians

| Variable  | Details           | Response Frequency | Percent |
|---|-------------------|--------------------|---------|
| Number of times to consume craft beer per month.                      | 1-2 times         | 254                | 55.9    |
|   | 3-4 times         | 112                | 24.7    |
|   | More than 5 times | 88                 | 19.4    |
| Places of choice to drink craft beer.                                 | Hotel             | 36                 | 7.9     |
|   | Restaurant        | 187                | 41.2    |
|   | Pub and bar       | 206                | 45.4    |
|   | Other             | 25                 | 5.5     |
| The influencers that motivate consumers to drink craft beer each time | Relative          | 44                 | 9.7     |
|   | Friend            | 268                | 59.0    |
|   | Colleague         | 130                | 28.6    |
|   | Other             | 12                 | 2.6     |

| Variable  | Details              | Response Frequency | Percent |
|---|----------------------|--------------------|---------|
| How much does it cost to drink craft beer each time?              | 100-500 baht         | 125                | 27.5    |
|   | 501-1,000 baht       | 142                | 31.3    |
|   | More than 1,000 baht | 187                | 41.2    |
| The influencing factors to choose a brand of craft beer to drink. | Price                | 101                | 22.2    |
|   | Product              | 12                 | 2.6     |
|   | Type of beer         | 69                 | 15.2    |
|   | Taste                | 223                | 49.1    |
|   | Other                | 49                 | 10.8    |

#### 4.4 Relationship between Occupation and Frequency of Craft Beer Consumption

Table 4 shows that craft beer drinking frequency per month is dependent on the occupation at the significant level of .05. Officers (35 of 73 =47.9%) consumed craft beer per month 3-4 times; private company employees (96 of 129 =74.4%) consumed craft beer 1-2 times per month. Those business owners (42 of 89 =47.2%) consumed craft beer more than 5 times per month. Freelancers (15 of 31 =48.4%), students (88 of 131= 67.1%) and one state enterprise employee (1 of 1=100%) consumed craft beer 1-2 times per month. From the obtained data, it would be interesting for marketers to see that consumers who are with private companies or self-employed tend to select craft beer for their time with friends and colleagues.

**Table 4:** Relationship between Occupation and Frequency in Consuming Craft Beer per Month

| Occupation                | Frequency in Consuming Craft Beer per Month |      |           |      |                   |      |       |     |
|---------------------------|---|------|-----------|------|-------------------|------|-------|-----|
|                           | 1-2 times                                   |      | 3-4 times |      | More than 5 times |      | Total | %   |
|                           | Frequency                                   | %    | Frequency | %    | Frequency         | %    |       |     |
| Officer                   | 25  | 34.2 | 35        | 47.9 | 13                | 17.8 | 73    | 100 |
| Private company employee  | 96  | 74.4 | 16        | 12.4 | 17                | 13.1 | 129   | 100 |
| Own business              | 29  | 32.6 | 18        | 20.2 | 42                | 47.2 | 89    | 100 |
| Freelance                 | 15  | 48.4 | 9         | 29.0 | 7                 | 22.6 | 31    | 100 |
| Student                   | 88  | 67.1 | 34        | 26.0 | 9                 | 6.9  | 131   | 100 |
| State enterprise employee | 1   | 100  | 0         | 0.0  | 0                 | 0.0  | 1     | 100 |

Pearson  
Chi-square  
P = .000

\*Significantly at the .05 level

Statistical assumptions

H0: p = 0 Number of times in consuming craft beer per month is not dependent on occupation

H1: p = 0 Number of times in consuming craft beer per month is dependent on occupation

P (probability) = 0.000,  $\alpha$  (significance level) = .05

Therefore, the P-value is less than the value  $\alpha$ , so rejected H0 and accepted H1.

In conclusion, the number of times in consuming craft beer per month is dependent on the occupation at the significance level of .05.

Table 5 shows the cost of one-time craft beer drinking dependent on monthly income at the significance level of .05. Consumers' income less than 15,000 bath (72 of 147 =49.0%) appeared to match with the cost of one-time craft beer drinking at 100-500 baht. The income

range of 15,000-30,000 baht (100 of 199 = 50.2%), 30,001-45,000 baht (41 of 63 = 65.1%), and over (23 of 45 = 51%), were able to afford the cost of one-time craft beer drinking more than 1,000 bath. Undoubtedly, consumers' income tends to determine their choice of product consumption as part of socio-economic impact (Kuester, 2012).

**Table 5:** Chi-square of the Relationship between Monthly Income and Cost of One-time Craft Beer Drinking

| Monthly<br>Income (baht) | Cost of One-time Craft Beer Drinking (baht) |      |           |      |                 |          |           |     | Pearson<br>Chi-square<br>P = .000 |
|--------------------------|---|------|-----------|------|-----------------|----------|-----------|-----|-----------------------------------|
|                          | 100-500                                     |      | 500-1,000 |      | More than 1,000 |          | Total     |     |                                   |
|                          | Frequency                                   | %    | Frequency | %    | Frequency       | %        | Frequency | %   |                                   |
| Less than<br>15,000      | 72  | 49.0 | 52        | 35.4 | 23              | 15<br>.6 | 147       | 100 |                                   |
| 15,001-30,000            | 33  | 16.6 | 66        | 33.2 | 100             | 50<br>.2 | 199       | 100 |                                   |
| 30,001-45,000            | 11  | 17.5 | 11        | 17.5 | 41              | 65<br>.1 | 63        | 100 |                                   |
| More than<br>45,001      | 9   | 20.0 | 13        | 28.9 | 23              | 51<br>.1 | 45        | 100 |                                   |

\*Significantly at the .05 level

Statistical assumptions

H0:  $p = 0$  Cost of one-time craft beer drinking is not dependent on monthly income

H1:  $p = 0$  Cost of one-time craft beer drinking is dependent on monthly income

P (probability) = 0.000,  $\alpha$  (significance level) = .05

Therefore, the P-value is less than the value  $\alpha$ , so rejected H0 and accepted H1.

In conclusion, the cost of one-time craft beer drinking is dependent on monthly income at the significance level of .05.

#### 4.5 Attitude toward Craft Beer by Gender

Table 6 presents consumers' different levels of attitude toward crafted beer as classified by gender. As shown in overall, male and female consumers did not differ in attitude toward craft beer. However, it should be noted that there were three items significant at the 0.05 level, indicating difference in attitudes between male and female consumers: (1) The legality of craft beer production ( $t=5.125$ ,  $\text{sig}=.000$ ); (2) Craft beer should be available in convenience stores ( $t=4.611$ ,  $\text{sig}=.000$ ); (3) The government's ban on the advertising of alcoholic beverages in the media resulted in less craving for craft beer ( $t= -2.475$ ,  $\text{sig}=.014$ ). To the researchers, these statistically different aspects by gender could be taken for consideration in craft beer business and media management. It should be noted that both male and female consumers wanting to try the craft beer workshop (Mean=3.91, S.D=.086, and Mean=3.91, S.D=.072, respectively); this could be a good opportunity to promote uniqueness of the local craft beer (PhakdeePhirot (2021).

**Table 6:** Attitude toward Craft Beer by Gender

| Attitude toward Craft Beer   | Male |      | Female |      | t      | P    |
|--|------|------|--------|------|--------|------|
|  | Mean | S.D. | Mean   | S.D. |        |      |
| The legality of craft beer production. *   | 3.58 | .069 | 3.08   | .069 | 5.124  | .000 |
| Craft beer is hard to find.  | 2.93 | .063 | 3.09   | .056 | -1.882 | .060 |
| Craft beer is expensive.   | 3.30 | .069 | 3.42   | .058 | -1.279 | .201 |
| Craft beer is a new option.  | 3.90 | .062 | 3.84   | .057 | .677   | .499 |
| Craft beer should be available in convenience stores. *  | 4.19 | .063 | 3.77   | .065 | 4.611  | .000 |
| People often try to consume beer that has a unique appearance packaging.   | 3.76 | .077 | 3.87   | .066 | -1.112 | .267 |
| If you have the opportunity, you will try the craft beer workshop.   | 3.91 | .086 | 3.91   | .072 | 2.514  | .012 |
| The government's ban on the advertising of alcoholic beverages in the media resulted in less craving for craft beer. * | 2.50 | .084 | 2.76   | .066 | -2.475 | .014 |
| Total  | 3.50 | .071 | 3.47   | .063 | .772   | .130 |

\*Significant at the .05 level

#### 4.6 Suggestions

The researchers also asked five beer experts for their opinions on craft beer business and found eight suggestions as shown in Table 7.

**Table 7:** Suggestions from Craft Beer Experts

| Number | Suggestions   |
|--------|---|
| 1      | Craft beer should be supported by the government.   |
| 2      | Greater variety of beers in the market.   |
| 3      | Production control should be monitored.   |
| 4      | If craft beer is not restricted, it may generate more income for the country.                                       |
| 5      | Craft beer is an edible art, unlike industrial beer.  |
| 6      | We wish we could have Thai craft beer sold in convenience stores.   |
| 7      | Craft beer can indicate that local raw materials can produce world-class beer.                                      |
| 8      | Unfortunately, Thai craft beer won an international award, but Thai people do not know about Thai craft beer brand. |

#### 5. Conclusion

The research showed that the consumers' attitude toward crafted beer consumers was moderately positive (Mean=3.47, S.D.=0.58). The consumers would prefer craft beer available in convenience stores. They were attracted by a unique appearance in packaging regarding purchasing decision upon craft beer as a new generation product. The overall results also revealed that stakeholders would like the government to support the craft beer

business seriously so that entrepreneurs can make use of local raw materials to produce world-class beer.

As known in the beer industry circle, Thai crafted beer has won international awards, but local people do not such information about Thai craft beer brands. It seems obvious that the government's present alcoholic drink policy tends to be too strict to accommodate local beer production. The measures from such a policy include (1) the registered capital of a liquor company must be at least 10 million baht; (2) The company owns paid-up share or investment of not less than 10 million baht; and (3) The company's production volume must be at least 10 million litres per year. These measures tremendously deter small beer factories from entering the local beer market and leave them with sale at the production site and bottling in limited number for small-scale consumption. These policy measures have definitely imposed severe limitations on SME businesses in creating new developments in the liquor industry. The trend in craft beer consumption among young employees should deserve a good attention from the government authorities concerned. Those craft beer SMEs still have a long way to strive to survive and move forward with their products to serve the main marketing segment for betterment of the beer industry.

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