



Management and Economics

Unraveling Determinants: Investigating the Impact Factors Shaping Customer Purchase Intentions for Traditional Thai Liquor in Bangkok

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Abstract:

This study investigates the factors influencing customer purchase intentions toward Traditional Thai Liquor in Bangkok. The research integrates six key variables—Brand, Taste, Price, Perceived Quality, Social Influence, and Alcohol Identity—to comprehensively explore consumer behavior. Data were collected from 409 participants through an online questionnaire, addressing demographic profiles, consumption patterns, and preferences related to Thai liquor. The findings highlight that Taste, Price, Perceived Quality, and Social Influence significantly impact Traditional Thai liquor purchase intentions. Taste emerged as a predominant factor, with consumers valuing it as a primary determinant in their choice of Thai liquor. Additionally, Price, Perceived Quality, and Social Influence exhibited noteworthy effects, emphasizing the multifaceted nature of consumer decision-making in the context of traditional liquor. Surprisingly, Brand and Alcohol Identity did not exert a statistically significant impact on purchase intentions. This implies that factors such as brand reputation and alcohol identity may not be as influential in motivating consumers to choose Traditional Thai Liquor in the Bangkok market. The study acknowledges limitations, including geographical concentration and potential respondent inattention in the online survey. Recommendations for further research encompass expanding sample size, incorporating additional influential factors, and examining potential mediating variables. Despite these limitations, this study contributes valuable insights into consumer behavior regarding Traditional Thai Liquor, aiding marketers, policymakers, and researchers in understanding and responding to the evolving dynamics of the Thai liquor market in Bangkok.

Keywords – Taste of Thai Liquor; Perceived Quality of Thai Liquor; Price of Thai Liquor; Social Influence in the Context of Thai Liquor; Alcohol Identity of Thai Liquor; Traditional Thai liquor purchase intention

JEL classification code – L10, M10, M31, M37

1. Introduction

1.1 Background of study

Thailand has a huge alcohol market, which is attributed to the country's status as a favored tourist hotspot. According to statistics from the Bank of Ayudhya (2021), an astounding 461 billion baht was expended on alcoholic beverages in 2020. Thailand has many traditional Thai liquor brands, and for a long time, many provinces in Thailand have invested a lot in producing traditional Thai rum to represent the province. In the past, Thailand had a monopolistic liquor market, but nowadays, after the traditional Liquor Act was unlocked, Thai liquor brands have come to play a role in the competition. As a result, consumers have the power to decide on purchasing products according to their satisfaction, so all of the information above about customer behavior when they purchase liquor is important.

1.2 Problem statements

As the traditional liquor market intensifies competition, it becomes imperative for brands to formulate successful marketing strategies. Understanding the factors that impact customer behavior is essential in this context. This research aims to comprehend the variables that influence customer behavior when purchasing traditional liquor. Additionally, it seeks to investigate the role of social and peer pressure in shaping patterns of alcohol consumption.

1.3 Objectives of study

This research project is designed to examine consumer behavior and the factors influencing purchasing decisions concerning traditional liquor in the Bangkok area. The primary objectives of this study are follows:

(1) To explain the brand of Traditional Thai liquor has a significant impact on customer purchase intentions, with heightened brand awareness leading to an increased likelihood of consumers considering and choosing these traditional products.

(2) To describe the taste of Traditional Thai liquor significantly impacts customer purchase intentions. A positive taste perception, characterized by high satisfaction, is expected to correlate with an

increased likelihood of customers considering and repurchasing these traditional products.

(3) To investigate how the price of Traditional Thai liquor significantly impacts customer purchase intentions. The decision-making process is individualized, with customers' thoughts and considerations regarding the price—whether perceived as cheap or expensive—playing a crucial role in shaping their intentions to purchase Thai liquor.

(4) To test whether perceived quality of Traditional Thai liquor significantly impacts customer purchase intentions. As consumers associate premium quality with enhanced experiences, the perceived quality of the product plays a crucial role in shaping intentions to purchase Traditional Thai liquor.

(5) To analyze the social influence of Traditional Thai liquor significantly impacts customer purchase intentions. Whether through social interactions, online endorsements, or group dynamics, the influence exerted by social factors plays a crucial role in shaping consumer decisions to purchase Thai liquor.

(6) To determine the alcohol identity of Traditional Thai Liquor significantly impacts customer purchase intentions. Individual perceptions of alcohol, influenced by cultural nuances, sensory experiences, and personal preferences, are likely to play a crucial role in shaping intentions to purchase these traditional products.

1.4 Research questions

(1) Has the brand of Traditional Thai liquor a significant impact on customer purchase intentions, with heightened brand awareness leading to an increased likelihood of consumers considering and choosing these traditional products?

(2) Has the taste of Traditional Thai liquor significantly impacted customer purchase intentions?

(3) Has the price of Traditional Thai liquor significantly impacted customer purchase intentions?

(4) Has the perceived quality of Traditional Thai liquor significantly impacted customer purchase intentions?

(5) Has the social influence of Traditional Thai liquor significantly impacted customer purchase intentions?

(6) Has the alcohol identity of Traditional Thai Liquor significantly impacted customer purchase intentions?

1.5 Significance of the study

In the contemporary Thai market, traditional Thai liquor assumes a significant role, as evident in the comparison of new drinkers aged 15 and above between 2015 and 2017, reflecting an increase of approximately 1.66 million individuals. Specifically, in Bangkok, 27% of the population aged 15 and above engages in the consumption of traditional Thai liquor. Furthermore, the notable growth and increased profitability of major Thai liquor companies in September 2023, showing a 3.8% difference from the previous year, underscore the market's dynamism.

This study aims to contribute to academic literature focused on customer behavior by identifying factors influencing the purchase of traditional Thai liquor. It also seeks to elucidate customer perspectives within the traditional Thai liquor market. The findings of this research can be applied to developing marketing strategies for traditional Thai liquor companies. By understanding the factors impacting customer behavior, companies can devise more effective strategies to enhance profitability, broaden their customer base, and sustain revenue growth. By closely monitoring changes in customer behavior in response to trends and time, identifying the pivotal factors influencing customers, and analyzing the collected information, companies can adapt their strategies to ensure a lasting presence in the traditional Thai liquor market.

2. Literature Review and Hypotheses development

2.1 Theories related to each variable

2.1.1 Brand of Thai Liquor

A brand is the encapsulation of a company or product's identity, embodying its reputation and

standing in the eyes of the consumers (Setiawan et al., 2020). It serves as the vital link between a company and its customers, mirroring the company's personality and the perception it cultivates (Ramadan, 2019). Furthermore, a brand is not merely a label; it is a distinctive title and symbol that encapsulates the essence and stature of the associated product or company (Bryan et al., 2023).

The transformative power of brand names is exemplified by their evolution into verbs in the consumer lexicon, demonstrating brand synonymity, wherein specific brands become synonymous with everyday consumer actions (Kumar & Jayasimha, 2018). This linguistic shift highlights the deep integration of brands into daily life.

In essence, a brand is the holistic impression, reputation, and image linked to a product, company, organization, or individual in the collective consciousness of consumers and the public (Wahid & Omkar, 2021). Crafting and nurturing a compelling brand is not just a marketing endeavor; it is a strategic effort to shape perceptions and create a lasting connection with the target audience.

2.1.2 Taste of Thai Liquor

Taste, in comparison to the intricacies of the sense of smell, is a more direct sensory perception, distilled into five fundamental attributes: saltiness, sweetness, bitterness, sourness, and umami (Kitajima et al., 2023). This sensory experience is translated into signals by taste bud cells, defining our perception of flavor (Ohman et al., 2022). The encompassing nature of taste goes beyond a mere physiological response; it involves the holistic experience of flavor detected by the tongue, constituting one of the five fundamental senses (Von Grundherr et al., 2019). Moreover, taste is a dynamic aspect influenced by personal experiences and familiarity with flavors, leading to alterations in neural spiking responses (Flores et al., 2022). Beyond the physiological aspect, taste is a subjective journey involving the perception and evaluation of the taste or quality of food, beverages, or other substances. This evaluation is often intricately woven with cultural influences and personal preferences, adding layers of complexity to the tasting experience (Jeong & Lee, 2021). The taste of

Thai liquor, therefore, becomes a rich tapestry of sensory attributes, cultural nuances, and personal interpretations, making it a unique and captivating exploration of the palate.

2.1.3 Price of Thai Liquor

Price, within the context of Thai liquor, is conceptualized as a web-based product line generation framework rooted in model-driven engineering and delta-oriented programming principles (Setyautami et al., 2021). This intricate framework aligns with socio-theoretical considerations and operates as a speculative proposition within the dynamic landscape of financial markets (Adkins & Lehtonen, 2018). In essence, the price of a product or service, such as Thai liquor, represents the monetary value assigned to it. This valuation is intricately influenced by a myriad of factors, including the interplay of supply and demand, production expenses, and the competitive dynamics of the market (Yano & Komatsubara, 2017; Soe & Nuangjamnong, 2021). The term "price" encompasses the comprehensive expense associated with a product or service, bridging the realms of both market prices and production costs (Vaona, 2015). This established or agreed-upon cost for Thai liquor is a dynamic entity, subject to fluctuations based on market conditions, competitive forces, supply and demand dynamics, production costs, and other pertinent economic considerations (Wang, 2020). Understanding the multifaceted nature of pricing in the realm of Thai liquor is pivotal for both producers and consumers navigating the intricate interplay of economic forces and market dynamics.

2.1.4 Perceived Quality of Thai Liquor

The concept of perceived quality has undergone extensive scrutiny, yet its definition remains somewhat elusive. This paper introduces a novel perspective, framing perceived quality as the overarching impression of excellence (Solin & Curry, 2022). The significance of perceived quality in product development cannot be overstated, involving the identification of tangible attributes while also minimizing subjective factors (Stylidis et al., 2019). Delving deeper, perceived quality encompasses the subjective evaluation of excellence,

susceptible to factors such as transmission link imperfections and compression standards (Bienik et al., 2016; Huang & Nuangjamnong, 2022). It is the extent to which a product fulfills its function in alignment with the consumer's needs (Khosravi & Akbari Jokar, 2017). Furthermore, perceived quality encapsulates the consumer's judgment regarding the superiority or excellence of a product, extending beyond factual and quantifiable features. This evaluation is shaped by subjective impressions, beliefs, and aspirations rather than relying solely on objective criteria (Wang, 2020). In the realm of Thai liquor, understanding the intricacies of perceived quality becomes pivotal, as it goes beyond tangible characteristics to embrace the nuanced interplay of subjective experiences and consumer expectations. This nuanced exploration of perceived excellence is essential for both producers aiming to enhance product development and consumers navigating the landscape of quality in Thai liquor.

2.1.5 Social Influence in the Context of Thai Liquor

Social influence is a dynamic process wherein individuals adapt their opinions, revise their beliefs, or alter their behavior through interactions with others (Mehdi Moussaïd et al., 2013). In the realm of groups, social influence becomes a multifaceted phenomenon, subject to variations in dimensions such as the size and status of the source and target of influence (Levine & Tindale, 2015). Examining social influence from the perspective of the target reveals an active role in controlling the influence process (Nowak et al., 2019). At the core of social psychology, social influence encompasses a spectrum of phenomena including persuasion, compliance, conformity, and social change (Smith et al., 2011). It is the intricate process through which individuals or groups impact the thoughts, feelings, attitudes, behaviors, or decisions of others. This process involves the exertion of influence, persuasion, or pressure within social interactions and manifests in various forms (Zahid & Dastane, 2014). When applied to the landscape of Thai liquor, understanding these social dynamics becomes paramount. The influence of social interactions on opinions, preferences, and choices in the context of

Thai liquor consumption is a multidimensional exploration, where factors like the size and status of influencers, as well as the active role of consumers, come into play. Unraveling the intricacies of social influence in this domain provides valuable insights for producers, marketers, and consumers navigating the social fabric surrounding Thai liquor.

2.1.6 Alcohol identity of Thai Liquor

The alcoholic identity of Thai liquor holds a positive correlation with alcohol consumption, where a stronger identification with drinking predicts increased engagement in drinking behaviors (Hertel et al., 2021). In essence, alcohol identity refers to the robust associations between self-related concepts and those related to alcohol in memory. This self-concept serves as a predictor of alcohol consumption, cravings, and alcohol-related issues, particularly among college students (Zachary & Bettina, 2019). The depth of alcohol identity extends to the perception of drinking as a defining characteristic of an individual's self-identity (Heather et al., 2011). It encapsulates the extent to which an individual sees alcohol consumption as integral to their sense of self. Additionally, in the context of Thai liquor, alcohol identity delves into what sets the product apart from others (Neringa & Rasa, 2021). It signifies the distinctive features that differentiate the product and, when perceived by the consumer, represent the product's unique strengths (Zahid & Dastane, 2014). Understanding the multifaceted nature of alcohol identity in the context of Thai liquor provides insights into the psychological and perceptual dimensions that shape consumer behavior. Unraveling these facets contributes to a comprehensive understanding of the role of identity in the consumption and perception of Thai liquor.

2.2 Related literature review

2.2.1 Brand of Thai Liquor and Traditional Thai liquor purchase intention

In the consumer behavior and market dynamics, the relationship between brand attributes and purchase intentions is a subject of considerable scholarly attention. Particularly, when investigating into the intricate landscape of Traditional Thai liquor, understanding how branding elements influence consumer decisions becomes imperative.

With brand awareness and recognition, Shahid et al. (2017) highlight the pivotal role of brand awareness in shaping consumer decisions. Elevated brand awareness not only increases the likelihood of consumers recognizing a brand but also simplifies the identification and recall process in specific circumstances. In the context of Traditional Thai liquor, where various options exist, the establishment of brand awareness is likely to impact how consumers perceive and consider these traditional offerings. Meanwhile, impact on purchase intention, Sharma et al. (2021) underscore the substantial influence of brand awareness on consumer purchase decisions. Consumers tend to gravitate towards products and services from well-known companies, driven by a sense of familiarity and comfort. As the brand awareness of Traditional Thai liquor ascends, it is reasonable to hypothesize that consumers will be more inclined to consider and ultimately purchase these traditional products. The elaborate relationship between a consumer's perception of a brand and their intention to acquire it (Kim & Kim, 2016). The consumer's understanding of a brand, especially in terms of its image and associations, significantly influences their decision-making process. For Traditional Thai liquor with brand perception and consumer intentions, the formation and potency of these brand associations are likely to play a crucial role in shaping purchase intentions. Building upon the insights gleaned from the literature, we propose the following hypothesis:

***Hypothesis 1 (H1):** The brand of Traditional Thai liquor has a significant impact on customer purchase intentions, with heightened brand awareness leading to an increased likelihood of consumers considering and choosing these traditional products.*

2.2.2 Taste of Thai Liquor and Traditional Thai liquor purchase intention

Consumer behavior literature has consistently underscored the significance of taste in shaping preferences and purchase intentions. Taste perception is a critical element that allows consumers to evaluate the inherent qualities of a product (Schmit et al., 2013). This perception is intricately linked to the documented sensory attributes that wield

substantial influence over food products, as noted by Melis and Barbarossa (2017). Schmit et al. (2013) emphasize that taste perception serves as a crucial factor in consumers' ability to assess the intrinsic qualities of a product. In the context of Traditional Thai liquor, understanding how consumers perceive and evaluate the taste of these traditional offerings becomes vital in comprehending their purchase intentions based on taste perception and product evaluation. Melis and Barbarossa (2017) delve into the documented sensory attributes that strongly influence food products. Taste, being one of these attributes, plays a pivotal role in shaping consumer responses to a product. In the realm of Traditional Thai liquor, where distinct flavors and sensory experiences are often integral, the taste is likely to be a significant determinant of consumer preferences focusing on the influence of sensory attributes. Drawing from the insights provided by the literature, a hypothesis can be formulated:

Hypothesis 2 (H2): *The taste of Traditional Thai liquor significantly impacts customer purchase intentions. A positive taste perception, characterized by high satisfaction, is expected to correlate with an increased likelihood of customers considering and repurchasing these traditional products.*

2.2.3 Price of Thai Liquor and Traditional Thai liquor purchase intention

The literature on consumer behavior sheds light on the intricate relationship between the price of alcoholic beverages, particularly premium alcohol brands, and consumers' purchase intentions. Understanding how the price of Traditional Thai liquor influences consumer decisions is crucial in decoding the dynamics of the market. Calvo and Levy (2019) assert that consuming premium alcohol brands provides consumers with the opportunity to elevate their image. This is more than a mere transaction; it is a deliberate choice to associate oneself with a brand that goes beyond the generic. In the realm of Traditional Thai liquor, understanding how price influences this image-enhancing aspect is vital based on image enhancement through premium brands. Galati et al. (2017) delve into the associations linked to premium alcohol brands. When consumers opt for premium alcohol, often at a higher price

point, these associations become intertwined with their brand. This choice is not just about the beverage; it's about aligning oneself with a certain lifestyle and social expectations concerning with associations linked to premium alcohol brands. Regarding meeting social expectations, Betancur et al. (2020), and Toe La Won and Nuangjamnong (2022) highlight that consumers choose to spend their money on premium alcohol brands as it aligns with their social groups' expectations. The decision to invest in a premium product is a conscious choice to meet the standards set by one's social circles. In light of the literature, we propose the following hypothesis:

Hypothesis 3 (H3): *The price of Traditional Thai liquor significantly influences customer purchase intentions. The decision-making process is individualized, with customers' thoughts and considerations regarding the price—whether perceived as cheap or expensive—playing a crucial role in shaping their intentions to purchase Thai liquor.*

2.2.4 Perceived Quality of Thai Liquor and Traditional Thai liquor purchase intention

The intricate relationship between perceived quality and consumer purchase intentions, particularly in the context of Traditional Thai liquor, is a subject explored in the literature on consumer behavior and alcohol consumption. Associating Quality with Premium Alcohol, Porral et al. (2018) emphasize that when consumers opt for premium alcohol, they inherently infer enhanced product quality. The demand for premium alcohol is intricately linked to the perceived quality of the beverage. In the realm of Traditional Thai liquor, where premium offerings may exist, understanding how perceived quality influences purchase intentions becomes pivotal. Establishing with expansion of premium alcohol product lines, Smith et al. (2011) note the trend of more alcohol brands introducing premium alcohol product lines. This expansion is reflective of a consumer landscape that values quality and is willing to invest in products that offer an elevated experience. In the context of Traditional Thai liquor, this trend suggests that perceived quality is a critical factor influencing consumer choices.

Lastly, consumer preference for premium alcohol brands, Walls et al. (2020) observe a consumer preference for premium alcohol brands over standard ones. This preference is not merely a matter of branding but is deeply rooted in the perceived quality associated with premium offerings. Drawing from the insights provided by the literature, a hypothesis can be formulated:

Hypothesis 4 (H4): *The perceived quality of Traditional Thai liquor significantly impacts customer purchase intentions. As consumers associate premium quality with enhanced experiences, the perceived quality of the product plays a crucial role in shaping intentions to purchase Traditional Thai liquor.*

2.2.5 Social Influence in the Context of Thai Liquor and Traditional Thai liquor purchase intention

The role of social influence in consumer behavior, especially within the context of Thai Liquor, has been a focal point in consumer research. Understanding how social interactions shape purchase intentions, particularly in the realm of Traditional Thai liquor, is essential for businesses seeking success in a socially driven market. Butcher et al. (2002) highlight the critical role of social interaction between customers and individual employees for business success. Social influence, in this context, is perceived as crucial, encompassing factors such as convenience and value for money. These factors are likely to play a pivotal role in shaping consumer perceptions and purchase intentions for Traditional Thai liquor based on the critical role of social interaction. In the age of social media, social influences extend to online shopping, where individuals can be swayed by the opinions and actions of other users. The endorsement or recommendation by a social media user can significantly impact an individual's decision to make a purchase. This influence is likely to extend to the realm of Thai liquor, affecting how consumers perceive and consider these traditional products concerning social influence in online shopping.

Normative social influence and group buying, Bearden and Michael (1982) discuss normative social influence, where social pressure drives people

to use a product or service to avoid feeling outdated or left behind in their communities. This form of influence is particularly relevant in the adoption of new products, including Traditional Thai liquor. Additionally, group buying, as noted by Matsuo (2009), acts as a mechanism where consumers cooperate to purchase goods at a discounted price. This cooperative aspect suggests that social influence within groups is a significant factor in purchase decisions. Building upon the insights gleaned from the literature, we propose the following hypothesis:

Hypothesis 5 (H5): *The social influence of Traditional Thai liquor significantly impacts customer purchase intentions. Whether through social interactions, online endorsements, or group dynamics, the influence exerted by social factors plays a crucial role in shaping consumer decisions to purchase Thai liquor.*

2.2.6 Alcohol identity of Thai Liquor and Traditional Thai liquor purchase intention

The exploration of alcohol identity and its implications on consumer behavior, particularly in the realm of Traditional Thai Liquor, has been an area of interest in contemporary consumer studies. Understanding how alcohol identity shapes purchase intentions is essential for businesses navigating the complexities of the market. Wang (2020) highlights that alcohol identity has a positive influence on purchase intention. This implies that the way individuals identify with alcohol, particularly in the context of Traditional Thai Liquor, plays a pivotal role in shaping their intentions to purchase regarding positive influence on purchase intention. With the controversial nature of alcohol, Fam et al. (2002) refer to alcohol as a controversial product, and in other studies, it is termed a "socially sensitive" product. This characterization emphasizes the nuanced nature of alcohol consumption, especially considering cultural, social, and individual variations. By perception of bitterness and alcohol preferences, Duffy et al. (2004) bring a sensory perspective, stating that individuals who perceive the bitterness of PROP (a bitter compound) intensely also perceive alcohol as more bitter and irritating. This perception is significant, as it influences

preferences and consumption patterns. PROP non-tasters, on the other hand, perceive less intensity in bitterness and oral burn from alcohol, leading to a greater preference and consumption of alcohol. In the context of Traditional Thai Liquor, these sensory perceptions may significantly influence how consumers approach and engage with these products. Drawing from the insights provided by the literature, we propose the following hypothesis:

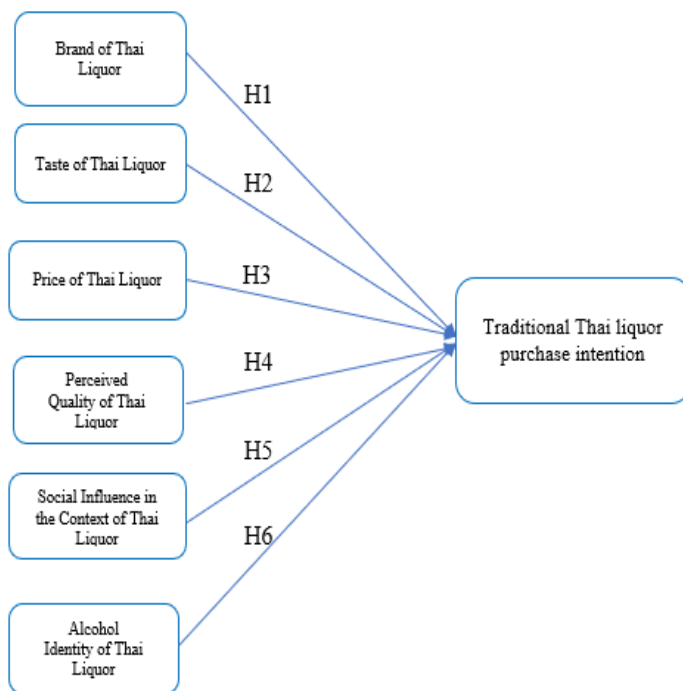
Hypothesis 6 (H6): *The alcohol identity of Traditional Thai Liquor significantly impacts customer purchase intentions. Individual perceptions of alcohol, influenced by cultural nuances, sensory experiences, and personal preferences, are likely to play a crucial role in shaping intentions to purchase these traditional products.*

2.3 Conceptual Framework

This conceptual framework has been crafted by integrating insights from three pertinent theoretical frameworks identified in the literature review. The foundational framework, elucidated by Okamoto (2016), places prominence on the pivotal factors influencing customer decisions when purchasing alcohol. Extracted from this framework are key determinants: Brand, Taste, Price, Socialize, and Beer Purchase Intention, all derived from an examination of consumer behavior and purchasing decisions related to beer in Bangkok. The second framework, as presented by Zahid and Dastane (2016), focuses on the Factors Affecting the Purchase Intention of Southeast Asian (SEA) Young Adults. Within this framework, the influential elements selected are Social Influence and Purchase Intention. This framework contends that four characteristics—Brand Awareness, Perceived Quality, Perceived Price, and Social Influence—jointly shape purchase intentions. The third theoretical framework, explored by Wang (2020), delves into the Reasons behind Beer Consumer’s Willingness to Purchase Beer. In this context, the researcher highlights the relationship between Alcohol Identity and Purchase Intention. The study furnishes crucial insights into the factors impacting alcohol identity and, subsequently, purchase

intentions. The independent variables encompass Brand, Taste, Price, Perceived Quality, Social Influence, and Alcohol Identity. These variables collectively contribute to the single dependent variable: Traditional Thai Liquor Purchase Intention. The refined conceptual framework encapsulating these determinants influencing customer purchase intentions toward Traditional Thai Liquor is graphically represented in Figure 1.

Figure 1. Conceptual framework of Unraveling Determinants: Investigating the Impact Factors Shaping Customer Purchase Intentions for Traditional Thai Liquor in Bangkok



3. Research Methodology

3.1 Research design

In this research, the primary objective is to comprehensively understand and analyze key marketing factors, namely brand, taste, price, perceived quality, social influence, and alcohol identity, that significantly impact consumer purchase intentions in Bangkok. Additionally, the study seeks to investigate the intricate relationship between demographic factors and alcohol consumption patterns within a diverse sample of individuals.

Quantitative Approach and Analytical Methods - Given the nature of this study, a quantitative research design is employed. Various analytical methods, including Cronbach's alpha, multiple linear

regression, and descriptive statistics, are utilized to delve into the complex interplay of factors influencing purchase intentions.

Structured Questionnaire - The research instrument, a structured questionnaire, is meticulously designed and divided into three sections. The questionnaire comprises a total of 35 questions, encompassing seven variables from the research model. Three items are dedicated to screening questions, seven items gather demographic information, and the remaining 26 items are tailored to measure the key variables.

Ensuring Questionnaire Reliability - Cronbach's alpha is employed to assess the reliability of the questionnaire, ensuring clarity and eliminating any potential confusion in the measuring items. A pilot test is conducted with a small sample of 35 individuals to validate the questionnaire's reliability and identify and address any uncertainties related to the measuring items.

Statistical Analysis - Multiple Linear Regression (MLR) – In order to unravel the factors influencing purchase intentions—brand, price, taste, perceived quality, social impact, and alcohol identity image—multiple linear regression (MLR) is employed. This analytical approach allows for a comprehensive examination of the relationships among these variables, providing valuable insights into the dynamics of consumer decision-making in the context of Traditional Thai Liquor in Bangkok.

3.2 Sampling Plan

Target Population - The target population for this research comprises individuals residing in Bangkok who have made at least one purchase of traditional Thai liquor. As per data obtained from the standard website, the estimated population stands at 5,494,932 million people.

Sample Size Estimation - Leveraging the Sample Size Table developed by Krejcie and Morgan (1970), the study aimed to estimate an appropriate sample size for a relatively small population. With a city population of 5.4 million, a sample size of 390 Thai citizens residing in Thailand, who have experience in the consumption of Thai Liquor brands. The Sample Size Table suggests an ideal sample size of 384 for a

million people, with the quantity of samples gradually decreasing. The final determination indicated approximately 400 samples would be adequate for a city population of 5.4 million people.

Sampling Procedures - To gather information efficiently, a non-probability sampling method, specifically convenience sampling, was employed. This approach was chosen as it aligns with the research objective of pre-screening respondents based on their purchase behavior of traditional Thai liquor. The non-probability sampling method was also selected due to time constraints, allowing the researcher to efficiently collect data based on convenience, making it the most suitable approach for this investigation.

3.3 Validity and Reliability Test

Content Validity Assessment (IOC): Ensuring Precision in Questionnaire Design - To ensure the accuracy and relevance of the questionnaire items, the researchers employed the Item-Objective Congruence (IOC) index for content validity assessment. Consulting with three experts, each of the 35 questions garnered IOC weight scores exceeding 0.5. The results, meticulously detailed in Table 1, affirm the applicability of all items in the survey to the study's objectives. This rigorous validation process underscores the precision of the questionnaire, instilling confidence in the reliability and relevance of the collected data for the study.

Cronbach's Alpha Reliability Assessment through Pilot Testing: Ensuring Questionnaire Consistency - To ascertain the reliability and consistency of the questionnaire variables, a pilot test involving 35 participants was conducted by the researchers. Cronbach's alpha, a widely recognized method for quantifying consistency, served as the chosen approach to assess the reliability of individual measurement variables. Cronbach's Alpha values for both the independent variables (brand, taste, price, perceived quality, alcohol identity, and social influence) and the dependent variable (traditional Thai liquor purchase intention) were extracted from the pilot test results. The analysis encompassed six items, collectively representing the variables influencing consumer behavior in the purchase of traditional Thai liquor. The findings revealed the

following Cronbach's alpha values: .819 for Brand of Thai Liquor (5 items), .766 for Taste of Thai Liquor (4 items), .799 for Price of Thai Liquor (3 items), .744 for Perceived Quality of Thai Liquor (3 items), .846 for Social Influence in the Context of Thai Liquor (5 items), .880 for Alcohol Identity of Thai Liquor (3 items), and .799 for Traditional Thai liquor

purchase intention (3 items), as detailed in Table 1. These results underscored the internal consistency of the constructs, aligning with the rule of thumb that values must be 0.60 or above to be deemed acceptable. This affirmation supports the reliability of the questionnaire, validating its suitability for subsequent utilization in the study.

Table 1. The items objective Congruence (IOC) Index with three experts and pilot test (n=35)

Variables	Before Number of items	After Number of items	IOC weight scores	Cronbach's Alpha
Brand of Thai Liquor	5	5	1.00	0.819
Taste of Thai Liquor	5	4	0.66 – 1.00	0.776
Price of Thai Liquor	5	3	0.66 – 1.00	0.799
Perceived Quality of Thai Liquor	5	3	0.66 – 1.00	0.744
Social Influence in the Context of Thai Liquor	5	5	1.00	0.846
Alcohol Identity of Thai Liquor	5	3	0.66 – 1.00	0.880
Traditional Thai liquor purchase intention	5	3	0.66 – 1.00	0.799

4 Findings

4.1 Descriptive analysis of demographic data

Following data collection, the researcher proceeded to analyze the data involving 409 participants, aligning with the predefined sample size. Descriptive statistics, including frequency and percentage, were utilized to unveil the demographic profile of the participants. **Gender** - female (214, 52.3%), male (171, 41.8%), and prefer not say (24, 5.9%). **Age group** - 30-39 years old (215, 52.6%), 40-49 years old (91, 22.2%), 20-29 years old (80, 19.6%), and 50 years old or above (23, 5.6%). **Monthly income** - 20,000-39,999 Bath (215, 52.6%), 40,000-59,000 Bath (107, 26.2%), 19,999 Bath or below (48, 11.7%), and 60,000 Bath or above (39, 9.5%). **Frequency of liquor consumption in the last**

six months - Daily (3, 0.73%), Once a week (173, 42.3%), 2-3 times a week (77, 18.8%), 4-6 times a week (42, 10.3%), Once a month (64, 15.6%), Less than once a month (48, 11.7%) and I do not consume liquor (2, 0.49%). **Kind of advertisements that are encountered regularly** – TV (115, 28.1%), Social media (195, 47.7%), POP (132, 32.3%), Event (186, 45.5%), Magazine or newspaper (107, 26.2%), and Other (62, 15.2%). **Concerned factors when purchasing liquor** - Liquor brand (38, 9.3%), Price (92, 22.5%), Liquor taste (115, 28.1%) Quality of liquor (96, 23.5%), Alcohol identity (56, 13.7%), and Other (12, 2.93%). Lastly, **Reason to purchase liquor** - To alleviate stress (55, 13.4%), To add to my collection (148, 36.2%), To hang out with friends (192, 46.9%), and Other (14, 3.42%).

4.2 Descriptive analysis with mean and standard deviation

Brand of Thai Liquor in Table 2, the highest mean for brand perception was observed in the statement "I am willing to pay a premium for Traditional Thai liquor from a brand I trust," scoring 4.02. Conversely, the lowest mean was found in "I consider the brand's history and heritage when deciding to purchase traditional Thai liquor," scoring 3.43. Notably, the highest standard deviation was associated with the latter statement (1.287), indicating diverse opinions. In contrast, the lowest standard deviation was linked to "I am willing to pay a premium for Traditional Thai liquor from a brand I trust" (0.732).

Taste of Thai Liquor in Table 2 - Turning to the taste category, the statement with the highest mean was "The taste of Traditional Thai liquor is one of the primary reasons I choose it over other alcoholic beverages," scoring 4.46. On the other hand, the lowest mean pertained to "The aroma of Thai liquor brands adds to the overall sensory experience and enjoyment of my drink," scoring 3.99. Regarding standard deviations, the highest was associated with the aroma statement (1.053), while the lowest was linked to the taste statement (0.882).

Price of Thai Liquor in Table 2 - For the price aspect, the statement "Price influences your choice between different brands of similar products" held the highest mean at 3.9, while the lowest mean was observed in "The price of Traditional Thai liquor is a significant factor in my decision to purchase it," scoring 3.82. Furthermore, the highest standard deviation was tied to the latter statement (1.163), contrasting with the lowest standard deviation found in "Price influences your choice between different brands of similar products" (1.029).

Perceived Quality of Thai Liquor in Table 2 - In the perceived quality domain, the statement "The quality of Thai liquor brands is outstanding, and I consistently expect a premium experience from them" achieved the highest mean at 4.37. Conversely, the lowest mean was attributed to "I would recommend this traditional Thai liquor to others based on its quality," scoring 4.26. The highest

standard deviation was linked to the recommendation statement (0.762), while the lowest standard deviation was associated with "I believe that Thai liquor brands are crafted with meticulous attention to detail, resulting in a superior product" (0.655).

Social Influence in the Context of Thai Liquor in Table 2 - Concerning social influence, the statement with the highest mean was "Recommendations from friends and family have a significant impact on my decision to purchase Traditional Thai liquor," scoring 4.59. In contrast, the lowest mean was observed in "The opinions of experts in the field of traditional Thai liquor influence my purchasing decisions," scoring 4.24. The highest standard deviation was linked to "Social gatherings and events have a significant impact on my choice of traditional Thai liquor" (0.722), while the lowest standard deviation was associated with the expert opinion statement (0.652).

Alcohol Identity of Thai Liquor in Table 2 - Regarding alcohol identity, the statement "The alcohol identity of this product matches your expectations" achieved the highest mean at 4.42. Conversely, the lowest mean was found in "The alcohol identity of the product influences your purchasing decisions," scoring 3.97. The highest standard deviation was associated with the latter statement (1.016), while the lowest standard deviation was linked to "The alcohol identity of this product matches your expectations" (0.879).

Traditional Thai Liquor Purchase Intention in Table 2 - Finally, in terms of purchase intention, the statement "I will probably explore different brands and types of traditional Thai liquor in my future purchases" had the highest mean at 3.58. Conversely, the lowest mean was associated with "I am inclined to invest in traditional Thai liquor as a gift for friends or family," scoring 3.14. Notably, the highest standard deviation was linked to the gift intention statement (1.271), while the lowest standard deviation was associated with "It is very probable that I will explore different brands and types of traditional Thai liquor in my future purchases" (1.001).

Table 2. Mean and Standard Deviation

Brand of Thai Liquor	Mean	S.D.
B1: The reputation of the brand significantly influences my intention to purchase Traditional Thai liquor.	3.92	0.823
B2: I am more likely to buy Traditional Thai liquor if it is produced by a well-known brand.	3.70	1.167
B3: I am willing to pay a premium for Traditional Thai liquor from a brand I trust.	4.02	0.732
B4: The brand image of Traditional Thai liquor plays a crucial role in my purchase decisions.	3.89	1.016
B5: I consider the brand's history and heritage when deciding to purchase traditional Thai liquor	3.43	1.287
Taste of Thai Liquor	Mean	S.D.
T1: The taste of Traditional Thai liquor is a significant factor in my decision to purchase it.	4.34	0.961
T2: The aroma of Thai liquor brands adds to the overall sensory experience and enjoyment of my drink	3.99	1.053
T3: The taste of Traditional Thai liquor is one of the primary reasons I choose it over other alcoholic beverages.	4.46	0.882
T4: The unique flavor profile of Thai liquor brands is a key factor that influenced my decision to purchase it	4.33	0.901
Price of Thai Liquor	Mean	S.D.
P1: The price of Traditional Thai liquor is a significant factor in my decision to purchase it.	3.82	1.163
P2: Price considerations, such as discounts or promotions, influence my decision to purchase Thai liquor brands	3.88	1.075
P3: Price influences your choice between different brands of similar products	3.90	1.029
Perceived Quality of Thai Liquor	Mean	S.D.
PQ1: The quality of Thai liquor brands is outstanding, and I consistently expect a premium experience from them	4.37	0.759
PQ2: I believe that Thai liquor brands are crafted with meticulous attention to detail, resulting in a superior product	4.36	0.655
PQ3: I would recommend this traditional Thai liquor to others based on its quality.	4.26	0.762
Social Influence in the Context of Thai Liquor	Mean	S.D.
SI1: Recommendations from friends and family have a significant impact on my decision to purchase Traditional Thai liquor.	4.59	0.664
SI2: I am more likely to try a Thai liquor brand if it is endorsed or recommended by people I trust.	4.55	0.654
SI3: Social gatherings and events have a significant impact on my choice of traditional Thai liquor.	4.55	0.722
SI4: When I see traditional Thai liquor featured in movies or television shows, I am more likely to try it.	4.46	0.674
SI5: The opinions of experts in the field of traditional Thai liquor influence my purchasing decisions.	4.24	0.652
Alcohol Identity of Thai Liquor	Mean	S.D.
AI1: My personal preferences and choices are significantly influenced by my association with the traditional Thai liquor brand	4.24	0.992
AI2: The alcohol identity of the product influences your purchasing decisions	3.97	1.016
AI3: The alcohol identity of this product matches your expectations	4.42	0.879
Traditional Thai liquor purchase intention	Mean	S.D.
TPI1: I am likely to purchase traditional Thai liquor in the near future	3.36	1.122
TPI2: It is very probable that I will explore different brands and types of traditional Thai liquor in my future purchases	3.58	1.001
TPI3: I am inclined to invest in traditional Thai liquor as a gift for friends or family.	3.14	1.271

4.3 Hypothesis testing results

Results of Multiple linear regression of H1, H2, H3, H4, H5, and H6

Null Hypothesis (Ho):

Brand of Thai Liquor (H1), Taste of Thai Liquor (H2), Price of Thai Liquor (H3), Perceived Quality of Thai Liquor (H4), Social Influence in the Context of Thai Liquor (H5), and Alcohol Identity of Thai Liquor (H6) have no significant impact on Traditional Thai liquor purchase intention in Bangkok.

Alternative Hypothesis (Ha):

Brand of Thai Liquor (H1), Taste of Thai Liquor (H2), Price of Thai Liquor (H3), Perceived Quality of Thai Liquor (H4), Social Influence in the Context of Thai Liquor (H5), and Alcohol Identity of Thai Liquor (H6) have a significant impact on Traditional Thai liquor purchase intention in Bangkok.

In Table 3, the results of a multiple linear regression analysis elucidate the influence of Taste of Thai Liquor (H2), Price of Thai Liquor (H3), Perceived Quality of Thai Liquor (H4), and Social Influence in the Context of Thai Liquor (H5) on

Traditional Thai liquor purchase intention among consumers in Bangkok. The analysis indicates that Taste of Thai Liquor (H2), Price of Thai Liquor (H3), Perceived Quality of Thai Liquor (H4), and Social Influence in the Context of Thai Liquor (H5) significantly impact Traditional Thai liquor purchase intention in Bangkok, rejecting the null hypotheses (H2, H3, H4, H5; $p < 0.05$).

However, the Brand of Thai Liquor (H1) and Alcohol Identity of Thai Liquor (H6) do not exert a statistically significant impact on Traditional Thai liquor purchase intention in Bangkok. The p-values for these variables exceed 0.05, leading to a failure to reject the null hypotheses (H1, H6).

Moreover, the coefficient of determination (R-square) for this analysis is 0.490, indicating that approximately 49% of the variance in the dependent variable (Traditional Thai liquor purchase intention) can be explained by the independent variables integrated into the regression model. This suggests a moderate level of explanatory power in understanding the factors influencing purchase intentions for Traditional Thai liquor in the Bangkok market.

Table 3. The analysis of Multiple linear regression for H1, H2, H3, H4, H5, and H6

Hypothesis	Variables	B	SE B	β	t	p	VIF	Decision
H1	B → TPI	0.047	0.076	0.046	0.614	0.540	4.425	Fail to reject Ho
H2	T → TPI	0.393	0.110	0.356	3.564	0.000*	3.872	Rejected Ho
H3	P → TPI	0.199	0.062	0.225	3.194	0.000*	3.901	Rejected Ho
H4	PQ → TPI	0.024	0.072	0.227	2.328	0.001*	2.526	Rejected Ho
H5	SI → TPI	0.066	0.085	0.070	3.779	0.043*	4.346	Rejected Ho
H6	AI → TPI	0.146	0.063	0.160	0.319	0.437	3.733	Fail to reject Ho

Noted. $R^2 = 0.490$, $Adjusted R^2 = 0.482$, $*p < 0.05$. *Dependent Variable* = Traditional Thai liquor purchase intention (TPI)

B = Unstandardized coefficients B; SE B = The standard error for the under standardized beta; β = The standardized beta; t = T-value; p = p-value; VIF = Variance Inflation Factor

5. Conclusion and Recommendations

5.1 Summary the findings

The survey, conducted with 409 respondents, provided valuable insights into the consumer behavior and purchase intentions regarding Traditional Thai liquor in the vibrant market of Bangkok.

Demographic Overview: The majority of survey participants were female (52.3%), aged between 30-39 years old (52.6%), with a monthly income ranging from 20,000-39,999 bath (52.6%). The most common frequency of liquor consumption in the last six months was once a week (42.3%), and social media emerged as the primary advertising channel, being seen by 47.7% of respondents.

Consumer Behavior Metrics: Analysis of the survey instruments revealed key variables influencing consumer behavior and purchase intentions. Notably, social influence received the highest mean ($\bar{x} = 4.47$, $SD = 0.673$), followed by perceived quality ($\bar{x} = 4.33$, $SD = 0.725$), taste ($\bar{x} = 4.28$, $SD = 0.949$), alcohol identity ($\bar{x} = 4.21$, $SD = 0.962$), price ($\bar{x} = 3.86$, $SD = 1.089$), and brand ($\bar{x} = 3.792$, $SD = 1.005$). The lowest mean was associated with traditional purchase intention ($\bar{x} = 3.36$, $SD = 1.113$).

Multiple Linear Regression Analysis: The application of multiple linear regression sought to unveil the impact of specific factors on Traditional Thai liquor purchase intention. Noteworthy findings included:

Significant Impact: Taste of Thai Liquor (H2), Price of Thai Liquor (H3), Perceived Quality of Thai Liquor (H4), and Social Influence in the Context of Thai Liquor (H5) were identified as significant influencers on Traditional Thai liquor purchase intention. These factors suggest that taste, price, quality, and social influence play pivotal roles in shaping consumer decisions.

Non-Significant Impact: Brand of Thai Liquor (H1) and Alcohol Identity of Thai Liquor (H6) did not yield statistically significant impacts on Traditional Thai liquor purchase intention,

suggesting that brand and alcohol identity may not be as decisive in driving consumer intentions.

In conclusion, this comprehensive study illuminates the nuanced landscape of consumer behavior toward Traditional Thai liquor in Bangkok. The insights garnered provide marketers and stakeholders with a deeper understanding of the factors influencing purchase decisions, enabling them to tailor strategies that resonate with the preferences and perceptions of the target consumer demographic.

5.2 Discussion

The primary influencing factor is the taste of Thai liquor, evidenced by a standardized coefficient of 0.356. Following closely, the second impactful factor is the perceived quality of Thai liquor, with a standardized coefficient of 0.227. The price of Thai liquor emerges as the third influential factor, boasting a standardized coefficient of 0.225. Lastly, in the context of Thai liquor, the standardized coefficient is 0.070, as elaborated in detail in Table 4.

Table 4. Summary strengths of influence factors of each dependent variable

Dependent Variable	Rank	Independent Variable	Standardized Coefficient
Traditional Thai liquor purchase intention	1 st	Taste of Thai Liquor	0.356
	2 nd	Perceived Quality of Thai Liquor	0.227
	3 rd	Price of Thai Liquor	0.225
	4 th	Social Influence in the Context of Thai Liquor	0.070

The results of the multiple linear regression analysis shed light on the factors influencing Traditional Thai liquor purchase intention among consumers in Bangkok. The discussion revolves

around the impact of individual factors, as indicated by their respective standardized coefficients.

Taste of Thai Liquor (H2): The substantial and positive standardized coefficient (0.356) associated with taste highlights its significant impact on Traditional Thai liquor purchase intention. Consumers' preferences for the taste of Thai liquor emerge as a strong driver, indicating that the sensory experience plays a crucial role in influencing their decision-making process.

Perceived Quality of Thai Liquor (H4): Perceived quality, with a standardized coefficient of 0.227, also emerges as a notable influencer of purchase intention. This suggests that consumers in Bangkok place importance on their perception of the overall quality of Traditional Thai liquor. Premium quality perceptions likely contribute to heightened purchase intentions.

Price of Thai Liquor (H3): The standardized coefficient of 0.225 for the price of Thai liquor indicates a moderate impact on purchase intention. While not as influential as taste or perceived quality, the price remains a significant factor. Consumers consider the pricing when making decisions, and a balanced pricing strategy can positively impact their intention to purchase.

Social Influence in the Context of Thai Liquor (H5): The social influence, as reflected by the standardized coefficient of 0.070, exhibits a comparatively lower impact on Traditional Thai liquor purchase intention. While social factors still contribute, they may not carry as much weight as individual preferences, taste, or perceived quality in the decision-making process.

However, the analysis reveals that Brand of Thai Liquor (H1) and Alcohol Identity of Thai Liquor (H6) do not exert a statistically significant impact on Traditional Thai liquor purchase intention among consumers in Bangkok. This lack of significance prompts an in-depth examination of these factors and their potential implications.

Brand of Thai Liquor (H1): The non-significant impact of the brand on Traditional Thai liquor purchase intention suggests that, in the context of this market, brand-related considerations may not

be a primary driver of consumer decisions. Several factors could contribute to this result.

Market Saturation and Homogeneity: It's possible that the Traditional Thai liquor market in Bangkok is saturated with numerous brands, and consumers perceive a degree of homogeneity among them. In such a scenario, differentiation based solely on brand may be challenging.

Lack of Brand Loyalty: Consumers might not exhibit strong brand loyalty in the Traditional Thai liquor category. The absence of a significant impact suggests that consumers may prioritize other factors, such as taste and quality, over brand recognition when making purchase decisions.

Emerging Brands and Niche Preferences: The market may be witnessing the emergence of new brands or a preference for niche and artisanal offerings. In such cases, consumers might be more inclined to explore and try different brands, diminishing the influence of established brand names.

Alcohol Identity of Thai Liquor (H6): Similarly, the non-significant impact of Alcohol Identity on purchase intention indicates that consumers in Bangkok may not heavily consider the perceived identity of the alcohol when making Traditional Thai liquor purchase decisions. Several factors may contribute to this finding.

Cultural Sensitivity: Traditional Thai liquor may be deeply embedded in cultural practices and rituals, rendering the perceived identity of the alcohol less critical in influencing purchase decisions. Consumers might prioritize other aspects, such as taste and quality, over the symbolic or cultural identity of the product.

Changing Consumer Preferences: Modern consumers may be more focused on contemporary aspects, flavors, and experiences rather than the historical or cultural identity associated with alcohol. The evolving preferences of consumers might downplay the significance of alcohol identity in their decision-making process.

Marketing Strategies: Brands might not be effectively communicating or leveraging the alcohol

identity in their marketing strategies. If consumers are not sufficiently aware or informed about the unique identity associated with Traditional Thai liquor brands, this could reduce its impact on purchase intentions.

In conclusion, the non-significant impact of Brand and Alcohol Identity on purchase intention underscores the need for businesses in the Traditional Thai liquor market to understand evolving consumer preferences, market dynamics, and the role of cultural identity in shaping purchasing decisions. It also highlights the importance of a nuanced marketing approach that considers the specific context and drivers of consumer behavior in the Bangkok market.

5.3 Recommendations Based on Findings

Enhance Marketing Strategies Focused on Taste and Quality - Given that Taste and Perceived Quality emerged as significant factors influencing Traditional Thai liquor purchase intention, it is recommended that brands invest in marketing strategies that highlight the unique tastes and superior quality of their products. Also, conduct sensory experiences, tastings, and promotions that allow consumers to directly experience the distinct flavors and quality attributes of Traditional Thai liquor.

Differentiate Through Price Strategies - As the Price of Thai Liquor was found to have a significant impact on purchase intention, brands should carefully consider their pricing strategies. Offering competitive pricing, discounts, or value-added bundles could positively influence consumer decisions. Including conduct market research to understand the price sensitivity of the target audience and adjust pricing strategies accordingly.

Strengthen Social Influence Strategies - The significant impact of Social Influence on Traditional Thai liquor purchase intention suggests the importance of leveraging social networks, endorsements, and events. Collaborate with influencers, engage in social media marketing, and organize events to enhance brand visibility and influence. Encourage satisfied consumers to share

their experiences on social platforms, creating a positive social influence loop.

Reevaluate Brand Messaging and Identity (H1) - While Brand of Thai Liquor did not show a significant impact, brands should reevaluate their messaging and positioning strategies. Consider conducting market research to understand consumer perceptions of brand identity and identify areas for improvement. Develop brand stories, heritage narratives, or unique selling propositions that resonate with the target audience and differentiate the brand in a crowded market.

Explore Cultural Significance (H6) - Although Alcohol Identity did not exhibit a significant impact, brands can explore emphasizing the cultural significance of Traditional Thai liquor. Incorporate storytelling, cultural events, or collaborations that highlight the rich heritage and traditions associated with the product. Ensure that marketing materials effectively communicate the cultural identity, fostering a deeper connection with consumers.

Continuous Monitoring and Adaptation - Consumer preferences and market dynamics evolve, necessitating continuous monitoring of trends and shifts in consumer behavior. Regularly update marketing strategies based on consumer feedback, market research, and emerging trends. Be agile in adapting to changes in consumer preferences, ensuring that marketing efforts remain relevant and impactful.

Collaborate with Retailers and Distributors - Strengthen relationships with retailers and distributors to enhance product visibility and accessibility. Strategic placement and promotions within retail outlets can positively influence consumer purchasing decisions. Collaborate with retailers to create in-store experiences that educate and engage consumers about Traditional Thai liquor brands.

Educational Campaigns - Implement educational campaigns to inform consumers about the unique characteristics, production processes, and cultural significance of Traditional Thai liquor. Increased awareness and understanding can contribute to consumer appreciation and loyalty.

By incorporating these recommendations, Traditional Thai liquor brands can better position themselves in the market, appeal to consumer preferences, and ultimately enhance purchase intentions among the target audience in Bangkok.

5.4 Limitations and Further Study

Limitations - This study encountered several limitations that should be acknowledged. Firstly, the time constraints during the questionnaire organization posed challenges. However, the researcher addressed this limitation by seeking input from three experts to refine and improve the research questions, enhancing the overall quality of the questionnaire. Despite this mitigation, the compressed timeframe influenced the scope of respondent coverage, as the data collection primarily focused on a specific area in Bangkok, potentially limiting the generalizability of the results. Secondly, the short timeframe for questionnaire collection, while expedited through interaction with a diverse population in a specific location, may have introduced a bias by not encompassing respondents from all areas of Bangkok. The geographical concentration of respondents could affect the representativeness of the findings, emphasizing the need for caution when generalizing the results to the broader population. Thirdly, the reliance on an online questionnaire introduces the possibility of respondent inattention or insufficient effort in carefully reading and responding to the survey. This potential lack of engagement might impact the accuracy and reliability of the obtained results, emphasizing the importance of considering alternative data collection methods for future studies. Lastly, the scarcity of available information on traditional Thai liquor in existing references or research papers presented a significant limitation. This lack of foundational knowledge restricted the depth of exploration and analysis, underscoring the need for more comprehensive literature on the subject.

Suggestions for Further Study - For future research endeavors, several recommendations are proposed. To address the limitations mentioned, a more extensive sample size is recommended, ensuring a broader representation of respondents

across various areas in Bangkok. This approach would enhance the generalizability and credibility of the research findings, providing a more comprehensive understanding of consumer behavior. Additionally, future studies should explore the inclusion of other relevant factors that may influence customer behavior. Expanding the variables considered could offer a more holistic view of the factors impacting traditional Thai liquor purchase intention. This may involve examining additional elements such as cultural perceptions, advertising effectiveness, or retailer influence. Moreover, launching the questionnaire to cover a wider geographical area within Bangkok is essential for improving the research's external validity. This broader scope would contribute to a more diverse and representative sample, allowing for more robust generalizations. Furthermore, future research could explore potential mediating factors in the relationship between variables. Investigating indirect influences and the interplay between different factors may provide a more nuanced understanding of the dynamics affecting consumer behavior towards traditional Thai liquor.

In conclusion, while this study provides valuable insights, acknowledging and addressing its limitations is crucial. Recommendations for future research aim to enhance the methodological rigor, expand the scope of variables, and foster a more comprehensive understanding of the factors influencing consumer behavior in the context of traditional Thai liquor purchase intentions.

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