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MARKETING STRATEGIES AND FACTORS INFLUENCING YOUNG PEOPLE'S DECISIONS WHEN BUYING ALCOHOL BEVERAGES



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The thesis explores the factors influencing young people's decisions when buying alcohol beverages and the marketing strategies that can utilize these factors. The target population of the research is young people in the 18 – 29 age group. Due to time and resource limitation, the survey was sent to the target who are currently living in Vietnam and Finland.

The research was built around the theory of consumer behaviors, market segmentation and product positioning, and marketing strategy from Peter and Olson (2010) Consumer Behavior and Marketing Strategy. A survey was designed using quantitative method to evaluate the level of the influencing factors to the target group. The research collected 71 answers from a sample group of 112 contacts.

The research finds out that the factors influencing young people when buying alcohol beverages are distributed in four main aspects of the 4P marketing mix, which are product, price, promotion, and distribution. The research also indicates the relevant marketing strategies and models which might be effective in utilizing the influencing factors, such as segmentation bases for different consumer market, the strategic approach to pricing, model of store issues, promotion strategies, etc.

The thesis findings provide information about young people's behaviors for alcohol marketers and companies. Based on the thesis findings, they improve their understanding about the behaviors of this sample group as well as effective marketing strategies that can encourage the consumers to buy more.

KEYWORDS:

Marketing strategies, consumer behaviors, alcohol beverages, young people's buying decisions, marketing for alcohol beverages.

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LIST OF ABBREVIATIONS (OR) SYMBOLS

1 INTRODUCTION

1.1 Back ground

The history of alcohol beverages has proved that alcohol has multiple functions as well as culture and symbolic meanings for the individuals and societies. They can be considered as commodities which are bought and sold in the marketplace. On the other hand, alcohol is a drug that causes toxic effects and harmful intrinsic dangers to human body such as intoxication and dependence. (Babor, et al., 2003).

In the earlier times, alcohol was used as medicine and its nutritional value was considered more important than it is today. Even in the present, the best example of a medical contribution of alcohol is that it is used to protect against heart disease. Nowadays, an alcohol product may be consumed as a beverage to serve with food, as a thirst quencher, as a tool of socialization and entertainment, as an instrument of hospitality, and as an intoxicant. (Babor, et al., 2003).

As a commodity, alcohol production and sale are important activities. They generate profits for the producers, advertisers, and investors, create more jobs, contribute in foreign currency for exported alcohol, and increase tax revenues for the government. Alcohol beverage has become a major part of the travel industry, including airlines, hotels, and restaurants. Therefore, there are many interests and investments that support the continuation and growth of alcohol production and distribution. (Babor, et al., 2003). As a toxic substance, alcohol is reported to cause health and social consequences on the users depend on how it is consumed. According to Rehm et al. (2009) and data from World Health Organization (1992), alcohol consumption is a component cause for over 200 diseases and injuries. In general, there are three main types of harm caused by alcohol consumption, which are toxicity, alcohol intoxication, and alcohol dependence (Babor, et al., 2003).

In term of marketing, alcohol companies have made significant investments. According to the Marin Institute for the Prevention of Alcohol and Other Drug Problems, alcohol firms spend more than 4.5 billion of dollars each year on marketing (Marin Institute, 2010). Alcohol industries also spend heavily in the industries of advertising, sport and entertainment (including films, television and music). Internationalization has changed the way alcohol companies work, leading to greater concentration of ownership and a

greater dependence on marketing (Jernigan, 2009). According to a recent research about multinational survival in the global alcohol industry, it is reported that '... in non-science-based industries such as alcohol beverages, ... brands and marketing knowledge rather than technological innovation are central in explaining the growth and survival of multinational firms' (Lopes, 2003).

There have been many studies, which show that the adolescents, who are targeted by alcohol marketing, tend to start drinking, or if they already drink, to drink more (Anderson, et al., 2009). In a more general view, alcohol marketing may have extraordinary effect on the level of alcohol consumption in developing countries whose young populations, high rates of adult refraining and emerging marketplaces for alcohol (Babor, et al., 2003). Therefore, many regulations and policies have been formed to restrict the impacts of alcohol marketing and to control the alcohol damages, especially on young people. However, despite the fact that there have been many efforts in controlling, restricting and even banning alcohol marketing from the governments and international organization, it is still growing dramatically, especially with the support of the Internet and other marketing tools. Alcohol corporations have enough abilities and resources to access to a huge variety of new interactive methods which can escape the eyes of policy makers, parents, and public health professionals. (Chester, et al., 2010).

1.2 Thesis objective and personal motivation

The objectives of the research are to identify the factors that influence the young people's decisions when buying alcohol beverage and to find out the effective marketing strategies utilizing these factors. These objectives are strongly related to the author's personal motivations.

The author chooses alcohol beverages as the target product for his thesis because he is deeply interested in the nature of this commodity and he had certain experiences with it by working as a waiter, a bartender, and an owner of a pub premise. His background gave him the opportunities to approach the young consumers frequently, therefore, that might support him in analyzing their behaviors more accurately. Additionally, the author wants to continue his previous business after graduation, hence, researching marketing strategies and factors influencing adolescents' behaviors when buying alcohol

beverages is the best preparation and motivation for not only the author's goal, but also for those who want to start an alcohol business.

1.3 Research questions

To reach the proposed objective, the author aims to find the answers for the following questions:

- What are the factors that influence young people's decisions when buying alcohol beverages?
- Which marketing strategies can be practiced effectively based on these factors?

1.4 Structure of the thesis

The thesis consists of five sections. The introduction gives a general view of the topic including the background of alcohol industry and marketing, research objectives and personal motivation, and the research questions.

In the literature review, the author wants to deliver a perspective of consumer behavior, to emphasize the role of market segmentation and product positioning, and, most importantly, to provide theories of marketing strategies concerning the basic elements of 4P marketing mix. More specifically, these elements are product, promotion, price, and distribution (place). By combining theories of marketing strategies and consumer behavior, the author aims to create a consistent theoretical foundation to support the research.

The third section is the research methodology, explaining how the research was implemented. It is supported by the theoretical frameworks in the literature review and data in the survey. The survey was conducted by using quantitative research method to evaluate the influences of the 4P elements from the consumers' viewpoint.

Survey's results are presented and analyzed in the fourth section. The author connects the results with the literature review in order to find the answers for the research questions mentioned in the first section.

Finally, the sixth section concentrates on conclusion of the topic. There is also the author's recommendation for future work regarding data limitation and validity.

2 LITERATURE REVIEW

2.1 A perspective on consumer behavior

Marketing concept has been argued by marketers that it is the appropriate philosophy for operating business. According to marketing concept, businesses should satisfy consumer needs in order to make profits. Therefore, to practice marketing concept, companies have to understand the targeted customers and their behaviors so as to provide products that consumers are likely to purchase and use. (Peter & Olson, 2010).

According to the American Marketing Association, consumer behavior is *'a dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives.'* (Peter, 1995). In the other hand, consumer behavior involves *'the thoughts and feelings people experience and the actions they perform in consumption processes'*, which are influenced by all the factors in the environment (Peter & Olson, 2010). Another definition of consumer behavior explains that consumer behavior may be understood as the decision-making process and the physical activities including *'acquiring, evaluating, using and disposing of goods and services'*. Therefore, marketers are deeply interested in the factors that influence the consumers' decisions when buying products and services. These factors vary internally and externally, from, for example, consumers' social and cultural background, age, attitudes, beliefs, to the marketing influences such as advertisement, sales promotion, product innovation. (Kotler & Keller, 2004).

Peter and Olson (2010) also emphasized that consumer behavior is dynamic because the behaviors of consumers in the targeted individuals, groups and society are constantly changing. This makes the development of marketing strategies *'an exciting yet difficult task'* because the product life cycles are shorter than before. Firms have to develop their product constantly to satisfy their customers and maintain profitability. (Peter & Olson, 2010).

According to Peter and Olson (2010), there are three groups interested in the knowledge consumer behavior which are: marketing organizations, government and political organizations, and the consumers. Marketing organizations, including businesses, use consumer behavior research to sell products as well as seek exchanges with consumers. Government and political organizations use the study of consumer behavior to monitor

and regulate exchanges between marketing organizations and consumers. Consumers, including organizational buyers, are interested in seeking for exchanges that help them to achieve their goals and in understanding their own behavior. (Peter & Olson, 2010).



Figure 1. Relationship among action-oriented groups interested in consumer behavior (Peter & Olson, 2010).

According to Jackson et al. (2018), alcohol companies are capable of spending a large amount of resources to research consumer preferences in order to develop new products and promote them on a global scale. In recent years, there has been a growing trend that *'youth culture attaches to brand labels and symbols and a move away from the healthy-living ethos'*. The alcohol companies study this trend and design their products to attract the adolescents by using informative and accurately target marketing strategy. As a result, the concern about the implications for public health as well as a demand for stricter alcohol marketing regulation has been raised. (Jackson, et al., 2018). Besides established alcohol regulations, governments and other stakeholders also support and encourage communities to use knowledge of alcohol consumption and cultural expertise to adopt effective methods to prevent and reduce harmful use of alcohol. (Ramstedt, et al., 2013).

In addition to conceptualizing consumer behavior, a model is introduced by Peter and Olson (2010), showing a common behavior sequence for a retail store as below.

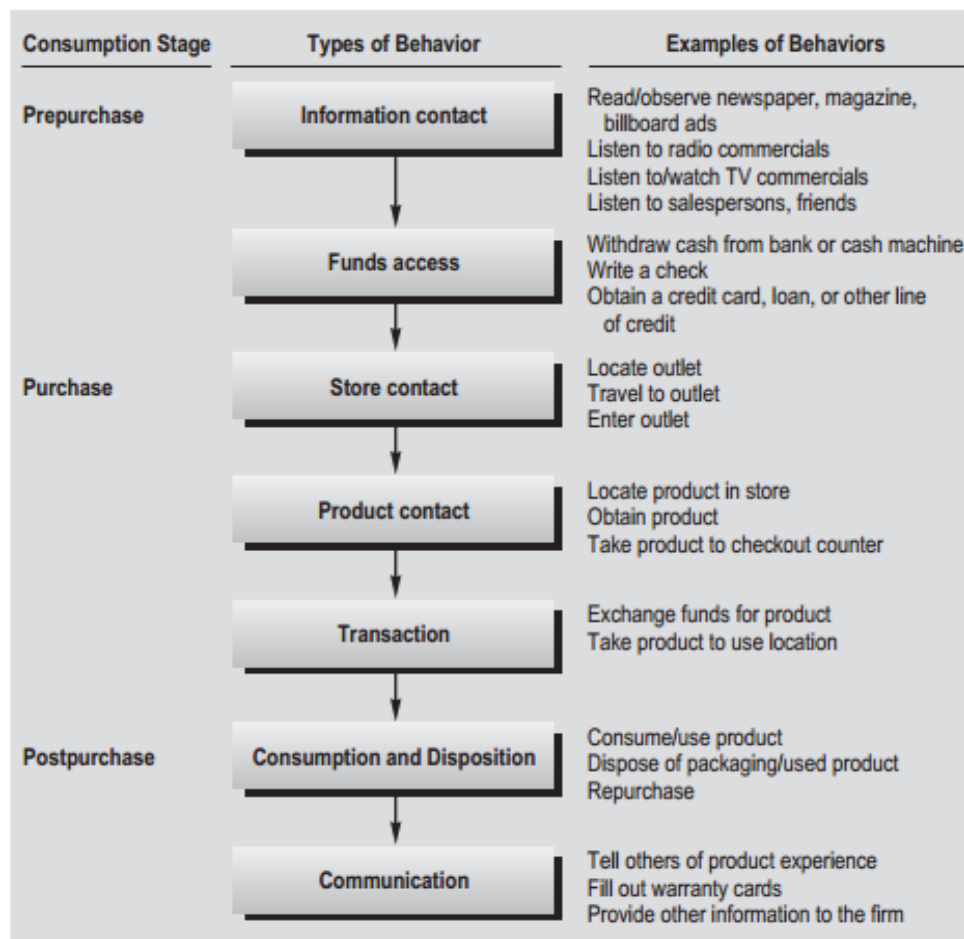


Figure 2. A common behavior sequence for a retail store (Peter & Olson, 2010).

Figure 2 explains a model of a behavior sequence that happens in the purchase of various consumer goods and services. Although not every purchase requires that all of the included behaviors must be performed, the model is helpful for categorizing marketing strategies regarding the behaviors they are designed to influence. The model consists of three consumption stages which are pre-purchase, purchase, and post-purchase. (Peter & Olson, 2010).

In the pre-purchase stage, the consumers come into contact with information regarding the products, stores, or brands. Their behaviors vary from reading newspaper, magazines, to surfing the Internet. After that, the consumers engage fund access, which includes behaviors such as withdrawing cash from the bank or obtaining a credit card. Next, in the purchase stage, the consumers contact the store first, then they approach the products, and exchange funds for the products. In the post-purchase stage, the

consumers engage the consumption and disposition behaviors, and finally, the communication behaviors. (Peter & Olson, 2010).

In order to utilize marketing implications of the model, first, marketers need to consider carefully and analyze the specific behaviors that their marketing strategies influence. In another word, the marketers must understand the targeted consumers and their behaviors. Therefore, from the very beginning, companies must conduct a clear market segmentation and product positioning, based on the consumer behaviors they aim to influence. Secondly, marketers should design their marketing strategies and tactics to alter consumer behavior by changing one or more aspects of the environment. (Peter & Olson, 2010) More specifically, the companies need to combine efficiently their knowledge of targeted consumers with their strategies, which are analyzed in this thesis. The analyzed strategies are product, promotion, price and distribution strategies, which are equivalent to the basic elements in 4P marketing mix.

2.2 Market segmentation and product positioning

Market segmentation is defined as *'the process of dividing a market into groups of similar consumers and selecting the most appropriate groups and individuals for the firm to serve'*. It is difficult either to decide which bases is the best for segmenting the markets or to provide a complete list of bases. However, there are some initial bases to conduct market segmentation based on previous trends of purchase and managerial judgment, which are geographic segmentation, demographic segmentation, sociocultural segmentation and affective and cognitive segmentation. (Peter & Olson, 2010). These bases are shown in table 1 which describes in detail the criteria included in each segmentation base.

Segmentation Bases	Illustrative Categories
Geographic Segmentation	
Continents	Africa, Asia, Europe, North America, South America
Global regions	Southeast Asia, Mediterranean, Caribbean
Countries	China, Canada, France, United States, Brazil
Country regions	Pacific Northwest, Middle Atlantic, Midwest
City, country, or SMSA size	Under 5,000 people; 5,000–19,999; 20,000–49,999; 50,000–99,999; 100,000–249,999; 250,000–499,999; 500,000–999,999; or over a million
Population density	Urban, suburban, rural
Climate	Tropical, temperate, cold
Demographic Segmentation	
Age	Under 6; 6–12; 13–19; 20–29; 30–39; 40–49; 50–59; 60+
Gender	Male; female
Family size	1–2; 3–4; 5+ persons
Family life cycle	Young, single; young, married, no children; young, married, youngest child under 6; young, married, youngest child 6 or over; older, married with children; older, married, no children under 18; older, single; other
Income	Under \$10,000; \$10,000–\$14,999; \$15,000–\$24,999; \$25,000–\$34,999; \$35,000–\$49,999; \$50,000–\$99,999; 60,000–69,999; 70,000+
Occupation	Professional and technical; managers, officials, and proprietors; clerical, sales; craftspeople, foremen; operatives; farmers; retired; students; homemakers; unemployed
Education	Grade school or less; some high school; graduated from high school; some college; graduated from college; some graduate work; graduate degree
Marital status	Single; married; divorced; widowed
Sociocultural Segmentation	
Culture	American, Hispanic, African, Asian, European
Subculture	Jewish; Catholic; Muslim; Mormon; Buddhist
Religion	European American; Asian American; African American; Hispanic American
Race	French; Malaysian; Australian; Canadian; Japanese
Nationality	Upper class; middle class; working class; lower class
Social class	
Affective and Cognitive Segmentation	
Knowledge	Expert; novice
Involvement	High; low
Attitude	Positive; neutral; negative
Benefits sought	Convenience, economy; prestige
Innovativeness	Innovator; early adopter; early majority; late majority; laggard; nonadopter

Table 1. Useful Segmentation bases for consumer markets. (Peter & Olson, 2010)

For example, the traditional targeted consumer of Jack Daniel's consists of 80% males due to the historical iconic symbol of masculinity which is expressed in this brand. When the company released the black liquor, Black Jack, it realized the possibility of targeting women as consumers. Black Jack aims to the target subculture which is Gen Y professional women between the ages of 21 – 29 with disposable income. The reason is because Gen Y constitutes 21% of annual buying and is very interested in recreational activities. (Bell, et al., 2015). The company built its target segmentation based on some criteria such as population size, city, country, education, culture, income, etc. of the initial bases shown in table 1. As Gen Y women was chosen to be the target consumers for the product Black Jack, Jack Daniel's segmentation focused on the geographic,

demographic and sociocultural information about this consumer. For example, the starting salary of a female business graduate is over \$38,000; or on geographic side, Gen Y women tend to live mainly in top metropolitan cities including Chicago, Boston, New York City. (Bell, et al., 2015).

After market segmentation, companies should involve the next step which is product positioning: *'positioning the product relative to competing products in the minds of consumers.'* (Schumann, et al., 1991). Building a specific brand image is the key objective of positioning strategy, conducted by developing a comprehensive strategy that includes all of the marketing mix elements (Peter & Olson, 2010). According to Aaker and Shansby (1982), there are five methods to apply in positioning strategy, which are: positioning by attribute, by use or application, by product user, by product class, and by competitors.

The players of global spirits market may apply these five methods when positioning their products. For example, Jack Daniel's has stressed that their Jack Daniel's Old No.7's attribute, which is the balance of sweet and oaky flavor, lies in their "charcoal mellowed" production method (Jack Daniel's, 2018). Positioning by competitors, Jim Beam has stated that, by being expertly aged then matured in a second oak barrel, their Jim Beam Double Oak has a woodier and richer taste than other whiskies (Beam, 2018). Smirnoff Vodka position their product by application, emphasizing that Smirnoff vodka is best for making cocktails and enhancing nightlife activities (Smirnoff Vodka, 2018). The Dalmore position their The Dalmore King Alexander product by the user, claiming that the product is made for people who seek for "the embodiment of brave creativity and a lifetime's experience" (The Dalmore, 2018). Lastly, an example of product positioning by class is Hennessy. They position their Hennessy V.S.O.P Privilege by emphasizing that the product is the world's first and finest cognac (Hennessy, 2018).

2.3 Product strategy

Equivalent to the first and the basic P in 4P marketing mix, product refers to a physical product or service for a consumer who is willing to pay (Singh, 2012). Product strategy is made to affect consumers in both the short and long term. In the short term, product strategy's objective is to influence consumers to try the product while in the long term, it

aims to enhance brand loyalty and gain large market shares. (Peter & Olson, 2010). To understand the relationship between the consumer behavior and product strategy, marketers must perceive the characteristics of both consumers and products.

To analyze the relationship of consumers and products, it is essential to understand that consumers '*vary in their willingness to try new products*' (Peter & Olson, 2010). Peter and Olson (2010) divide the characteristics of consumers into five groups: Innovators are adventurous and risk-taking; Early adopters are respectable and often affect the early majority; Early majority purchase consciously and avoid risks; the late majority are skeptical and cautious when approaching new ideas; laggards are traditional and conservative.

In term of product characteristics, there are a number of characteristics which affect the success of products, especially new ones (Rogers, 1983). The characteristics, defined by Peter and Olson (2010), are shown below:

Compatibility: How well does this product suit consumers' current affect, behaviors and cognitions?

Trialability: Can consumers try the product on a limited basis with little risk?

Observability: Do consumers frequently see or sense this product?

Speed: How soon do consumers experience the benefits of the product?

Simplicity: How easy is it for consumers to understand and use the product?

Competitive advantage: What makes this product better than competitive offerings?

Product symbolism: What does this product mean to consumers?

Marketing strategy: What is the role of other marketing mix elements in creating a functional or image-related relative advantage?

Numerous studies have shown how alcohol beverages have been designed to meet the needs of various segments of the youth market (Hastings, et al., 2005). Introduced in Australia and United Kingdom in 1994 and 1995, alcoholic lemonades, or 'alcopops', appeared in the United States and were followed by malt-based products with spirits brand names and wine coolers. (Nielsen, 2002). These products share common product characteristics: combining soft drinks, sweet and easy-to-drink flavors, and colorful single-service sized packaging. Their sweet and soft drinks taste-liked flavors, which are equivalent to the *compatibility* and the *simplicity* characteristics influencing the success of new products, are said to encourage nondrinkers to drink. Additionally, their bright

colors, cartoon spoke-characters, and confusing labels, which also meet the *compatibility* characteristic of new products, are said to appeal the consumers and young people specifically. (Jernigan & O'Hara, 2004).

2.4 Promotion strategy

Promotion is one of the most powerful elements in marketing mix (Culliton, 1948). The objective of promotion strategy is to *'communicate information about the products and to persuade the consumers to buy them'*. There are four main types of promotions: advertising, sales promotions, personal selling, and publicity. The most popular type of promotion is advertising. (Peter & Olson, 2010).

According to Peter and Olson (2010), advertising is defined as *'paid, nonpersonal presentation of information about a product, brand, company, or store'*. The purpose of advertising is to influence consumers' evaluations, feelings, knowledge, meanings, beliefs, attitudes, and images towards the products and brands (Peter & Olson, 2010). In other hand, advertising has been perceived as image management: "creating and maintaining images and meanings in consumers' minds (Park, et al., 1985). Advertisement can be transmitted via many media – the Internet (social media, website, blog, etc.), print, billboards, TV, signs, radio, and miscellaneous media such as hot-air balloons or T-shirt imprints (Peter & Olson, 2010).

Sales promotion can be understood as direct inducements to the consumer to buy (Cross, et al., 1985). However, defining sales promotion is difficult due to various types of this strategy. According to Parker Lindberg, past president of the Promotion Marketing Association of America, the key aspect of sales promotions is to *'move the product today, not tomorrow'*. Generally, sales promotions are designed to change consumers' immediate purchase behaviors.

Personal selling involves *'direct personal interactions between a potential buyer and a salesperson'*. The link between personal selling and consumer behaviors makes it a powerful promotion strategy. First, the personal communication with the salesperson contributes strongly in increasing consumers' involvement with the product. Therefore, consumers are more likely to pay attention to the information of the products provided by the salesperson. Second, the salespeople can adjust their sales presentation to meet

the targeted buyers' need of information. This also enhance the effectiveness of promotion as well as consumers' satisfaction. (Peter & Olson, 2010).

Publicity is '*any unpaid form of communication about the marketer's company, products, or brands*'. Publicity is difficult to manage, however in some cases, it can be more effective than advertising because the consumers may not 'screen out' the messages so readily. Plus, publicity is considered more credible because they are not proposed by the companies. (Peter & Olson, 2010).

In general, companies and marketers should develop their promotion strategy based on the four types of promotions into an effective promotion mix, which delivers the right information to the right consumers by the right communication. Promotion can influence consumers' affect, cognition, and behaviors (Gardner & Strang, 1984). Therefore, promotion strategies can be set to meet one or more of the following objectives that fit the company's goals and available budget. If the companies aim to influence behaviors, they need to change or maintain consumers' specific behaviors concerning the product or brand. In order to inform the consumers, the companies must create new knowledge, meanings, or belief about the product or brand in consumers' mind. To transform affective responses, the companies must develop the images, feelings, and emotions that are activated when consumers consider the product or brand. To remind the consumers, companies have to increase the activation potential of the brand name or some other product meaning in consumers' memories. (Peter & Olson, 2010).

Within the alcohol market, the consumers are more likely to choose a product based on its quality and brand name. Therefore, the ability to effectively differentiate a spirit brand from other similar products is a crucial factor that enhances brand awareness and ensures companies' success. Alcohol companies have spent million dollars in promotion and advertising to build their brand. (Higbie, 2013). Targeted advertising that link to a specific imagery is used to create a 'personality' for a brand. This 'personality' is designed to appeal to certain market segments. (Saffer, 2002). For example, to attract young people, Smirnoff conducted '*a cross-digital and offline treasure hunt*' in Australia as a part of 'The Smirnoff Secret Experience Party 2008' campaign. To gain access to 'the biggest free party' in the country, the attendants have to find the tickets hidden in 'the real world across Australia' with clues on mobile sites, YouTube, Facebook and other online locations. (Smirnoff Secret Party, 2009). The campaign was made to appeal the adolescents who like partying as well as to build a young and energetic brand image. Similarly, in order to target young people, Coors beer builds their personalized image

through advertising with an unspoiled wilderness, while Budweiser is connected with athletic success. The common purpose of these products and brands is to link the adolescents' fantasies to their fantasy images. Alcohol companies try to create the advertisement which has the impression that, for a relatively small expenditure, the adolescents can psychologically imagine or connect to the positive fantasy places, lifestyle and characteristics that it portrays. (Saffer, 2002).

Not only sales promotions and advertisements, alcohol industries also utilize sponsorship, which is equivalent to publicity promotion strategy mentioned above, as *'its primary vehicle for promoting alcohol sales'*, spending approximately 60% of its marketing budget on sport-related advertising and sponsorship (Center on Alcohol Marketing and Youth Alcohol Advertising on Sports Television, 2004). For instance, in the first 6 months of 2009, Anheuser – Busch spent 80% of its marketing budget in US sporting events (approximately US\$157,000,000) (Lefton, 2009). Such expenditure is expected to increase alcohol sales. O'Brien and Kypri (2008) stated that the alcohol industry, including pubs, taverns, hotels, breweries and distilleries, has been gaining benefits from sport sponsorship in several ways: first, sponsors place alcohol advertisement on sportspeople's clothing, clubrooms, website, etc. Second, sponsors can negotiate or require sole brand rights for a sports club. Third, sportspeople may frequent their association to the sponsor with friends and supports after the sport event and drink the sponsors' products. (O'Brien & Kypri, 2008).

2.5 Pricing strategy

Price is one of the basic and important P in the 4 P's marketing mix. From the viewpoint of a consumer, price is what the consumer has to give to purchase a product or service. Pricing strategy involves in three general situations: (1) when a price is being set for a new product, (2) when a long-term change is at consideration for established product, (3) when a short-term price change is at consideration. (Peter & Olson, 2010).

There are many models which marketers can apply in building pricing strategy (Monroe, 2003). Peter and Olson (2010) has developed a six-stage strategic approach which differs from traditional approaches. The approach emphasizes on consumer analysis and focus more on the four types of consumer costs, which are money, time, cognitive

costs and behavioral costs, in developing pricing and marketing strategy. (Peter & Olson, 2010).

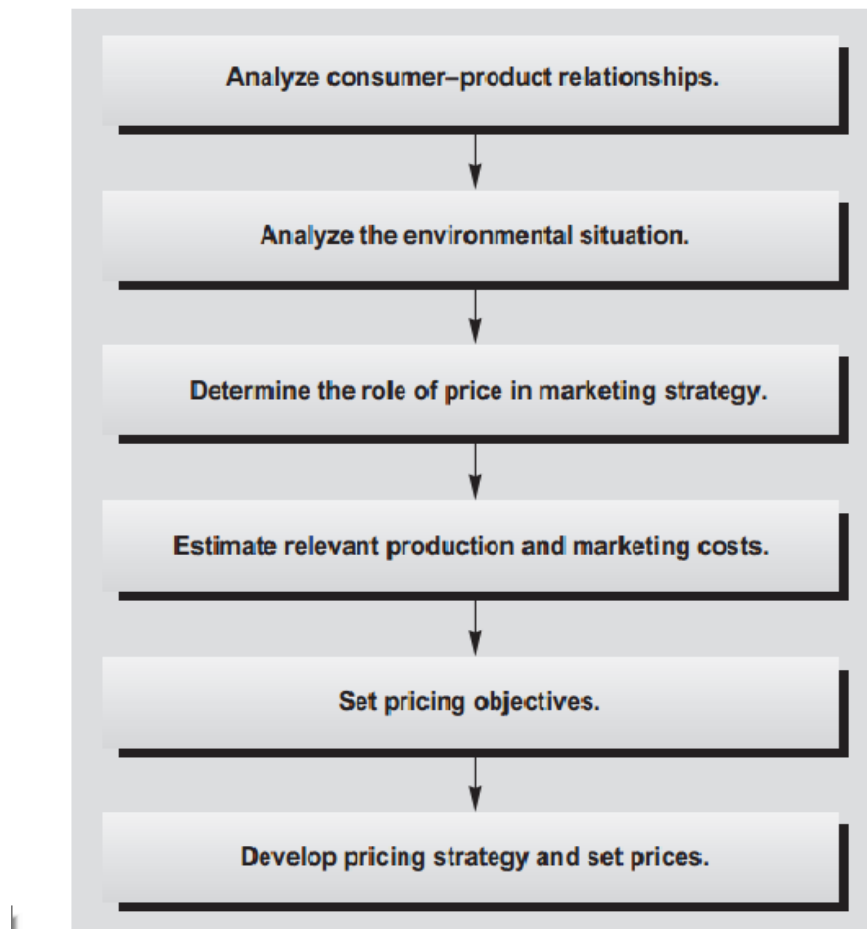


Figure 3. Strategic approach to pricing (Peter & Olson, 2010).

Before developing pricing strategy and setting the prices for the products, companies need to clarify their pricing objectives, which may be simply just to reach a specific target return on investment. In order to do so, companies must estimate the costs of production and overall marketing as the costs provide a useful benchmark for making pricing decisions. Before this step, companies need to determine the role of price in their marketing strategy, such as if the dollar price is an important aspect of positioning the product or if it plays a different role. In case a company wants to position a brand as a bargain product, establishing a lower dollar price is obviously a key part of its strategy. (Peter & Olson, 2010).

To assign a relevant role of price to marketing strategy, companies and marketers must conduct the very basic but essential step, which is to analyze the environmental situation

and consumer-product relationships. In term of environment, there are some elements that need to be considered, such as economic trends, political views, social changes, and legal constraints. Additionally, considering factors that relate to competition, such as number of competitors, their market share and location, conditions of the entry into the industry, etc. are necessary when analyzing the environment as competition affects directly to the effectiveness of marketing strategy. Also, whether the company develops its pricing strategy for a new or existing product, the first step in the process is to analyze the consumer-product relationships. Companies must find the answers for questions such as: What values that the product gives the consumers? What does it mean to them? When do they need the product? The answers to theses questions depend on which target market that the company aims to approach. (Peter & Olson, 2010).

Like other commodities, alcohol consumption is actively responsive to changes in price (Babor, et al., 2003). According Edwards et al. (1994), the responsiveness of alcohol to a change in price varies from place to place, however, the most common interaction is that price increases lead to decreases in consumption and decreases in price lead to increases in consumption. Generally, it has been found that spirits are responsive to price changes the most while wine and beer are less so. (Edwards, et al., 1994).

2.6 Distribution strategy

According to Assael (1998), distribution system is defined as a group of independent business composed of manufacturers, wholesalers, and retailers which are to bring the right product to right consumers at the right time and place. Needham et al. (1999) stated that distribution is the process of making goods and services available to consumers who want to buy them. Similarly, Dibb and Simkim (2001), defined distribution as the process of managing the product from the producer to the consumers. However, the definition of distribution which is introduced by Peter and Olson (2010) is more suitable for this thesis since it supports analyzing the relationship between distribution and consumer behavior. From a view of Peter and Olson (2010), distribution is defined as providing form, time, place, and possession utilities for consumers. Form utility is the channels which convert raw materials into completed goods that consumers seek to buy. Time utility means channels make goods become available when the consumers want to buy. Similarly, place utility means goods are made available where the consumers want to buy.

Possession utility means the channels handle the transfer of ownership of goods to the consumers. (Peter & Olson, 2010).

Channel of distribution has a crucial relationship with consumer behavior. The locations of stores, malls, and shopping centers as well as other stimuli in these places have a strong influence on consumers' thoughts, feelings, and therefore, their behaviors as well. Equivalently, consumer behaviors at the retail level determine the success, or failure, of marketing strategies and have an important foundation of the future strategies. (Peter & Olson, 2010). In this section, the author focuses on the relationship among consumer behavior and then environments at the retail store level.



Figure 4. Model of Store issues. (Peter & Olson, 2010)

Peter and Olson (2010) has developed a model of store issues which shows the relationships between store affect and cognition; store environment; and store behavior. Store affect and cognition includes two major variables of managerial concern which are

store image and store atmosphere. A consistent store image and a bright consumer-friendly atmosphere are important factors to increase positive consumer in-store behavior, which involves store contact and store loyalty. Store environment, consisting of location, layout, and in-store stimuli, must be considered as essential elements to build consumer-appealing store image and atmosphere as well as to gain consumers' loyalty and to encourage more contact. (Peter & Olson, 2010).

Besides traditional distribution, online channel can also be taken into consideration when building distribution strategy. Online sales have increased by 20 to 25 percent recently and is expected to account for 12 percent of total retail sales in a few years (Fortune, 2009). These facts show that there are more and more consumers who recognize the convenience and broad selection that online shopping offers.

Generally, marketers have to consider various decisions and options when building effective channels to satisfy the consumers. For instance, marketers should decide whether to use store retailing, non-store retailing, or both. Additionally, marketers must understand the role of consumer behavior within channel strategy when marketing their products to enhance effectiveness.

3 RESEARCH METHODOLOGY

3.1 Research approach

To serve the purpose of this thesis, the chosen research approach is deduction. According to Robson (2002), a deductive research goes through a five-sequential-stage progress which consists of deducing a hypothesis from the theory; expressing the hypothesis in operational terms; testing this operational hypothesis; examining the specific outcome of the inquiry; and if necessary, modifying the theory in the light of the findings.

Within the theoretical framework, which is mainly based on theory of Peter and Olson (2010), extracted from their book *Consumer Behavior and Marketing Strategy*, there were two hypotheses deduced to be tested in order to find the answer for the research questions mentioned above. These hypotheses are:

- The factors, which influence young people's decisions when buying alcohol beverages, are distributed in four main categories: product, price, promotion, and distribution.
- To influence young people's decisions when buying alcohol beverages, companies must build their marketing strategies based on the four main factors mentioned above as well as combining them with market segmentation and product positioning.

Among three types of research methods, which are quantitative, qualitative, and mixed research, quantitative method was applied in conducting the research as it is most advisable for deductive approach. To test the proposed hypotheses, the author analyzes the numerical data and relevant statistics which are generated by quantitative research. (Saunders , et al., 2009). Vice versa, qualitative method is used to provide non-numerical data through research strategies such as interview and observation to build a theory (Saunders , et al., 2009).

3.2 Survey design

A structured survey was conducted to serve this research's objective as it allows the author to collect descriptive data about which factors are young consumers' decisions influenced by when buying an alcohol beverage. More specifically, through the survey, the author wants to study deeper the smaller elements included in the four main categories, which are equivalent to 4P marketing mix.

Demographic questions about gender, age group, and employment status are made in the first section of the survey. Additionally, there is one question how often the respondents drink alcohol beverages, ranging from *Every day* to *I don't drink alcohol*. This question is made to test the young people's frequency of drinking alcohol and to observe if there is any unusual connection between the drinking pattern and decision-influencing factors.

The second part of the survey is about respondents' preferences when buying alcohol beverages. The respondents are asked to indicate how strongly they agree or disagree with the presented statements. There are four questions concerning the four categories mentioned above, namely product, price, promotion, and distribution. A 5-point Likert scale is applied in designing these questions, whose evaluations range from *Strongly Disagree* to *Strongly Agree*. Similar to the research objective, these questions are made to test the factors that influence young people decisions when buying alcohol, but from their own points of view. The percentage of each answer and the mean (M) were then calculated and analyzed.

3.3 Data collection

As mentioned above, the research approach of this study is deduction. Therefore, collecting data through a survey and a case study is a relevant research strategy as it is compatible with deductive approach. The survey strategy allows the author to collect a large amount of quantitative data, such as descriptive and inferential statistics, at a low cost (Saunders , et al., 2009). The survey was created by Survey Monkey platform and distributed through the Internet, therefore it was fast to conduct and deliver to target population.

The author sent the survey via emails and uploaded it on social media (Facebook and LinkedIn) to a group of authors' friends and acquaintances, consisting of 112 contacts. Nevertheless, there were only 71 respondents answered. The sample group was carefully selected and all of them are from the 18 – 29 age group and currently living in Vietnam and Finland. This was to ensure that the survey had been sent to right targets who represent young people, which is relevant to the objective of the study. Because of the time limit, the respondents were given 7 days to answer the survey. All participants are voluntary and kept anonymous.

3.4 Survey limitation, data reliability and validity

To ensure the quality of the survey, the author simplified the questions. The targeted respondents were selected within a relevant community and the survey was put through quality check before analyzing data.

All the questions stated in the survey were made close-ended in order to maintain the simplicity as well as the relevance to the study. However, the disadvantage of close-ended questions is that the respondents may give bias answers as they do not have the option to present their personal opinions. In addition, due to time and resource limit, the author could not conduct the survey on a larger scale, therefore, the research's reliability only stays at certain level. Out of 112 contacts receiving the survey, there were only 71 respondents, which is quite small population and therefore, they might not represent the target group accurately. Due to the limited number of respondents, any dishonest answer from the respondents would be likely to increase the limitation to the research.

4 DATA ANALYSIS

4.1 Research findings

The collected data from the survey are presented and analyzed in the following order of the questions stating in the survey.

Question 1: Which age group do you belong to?

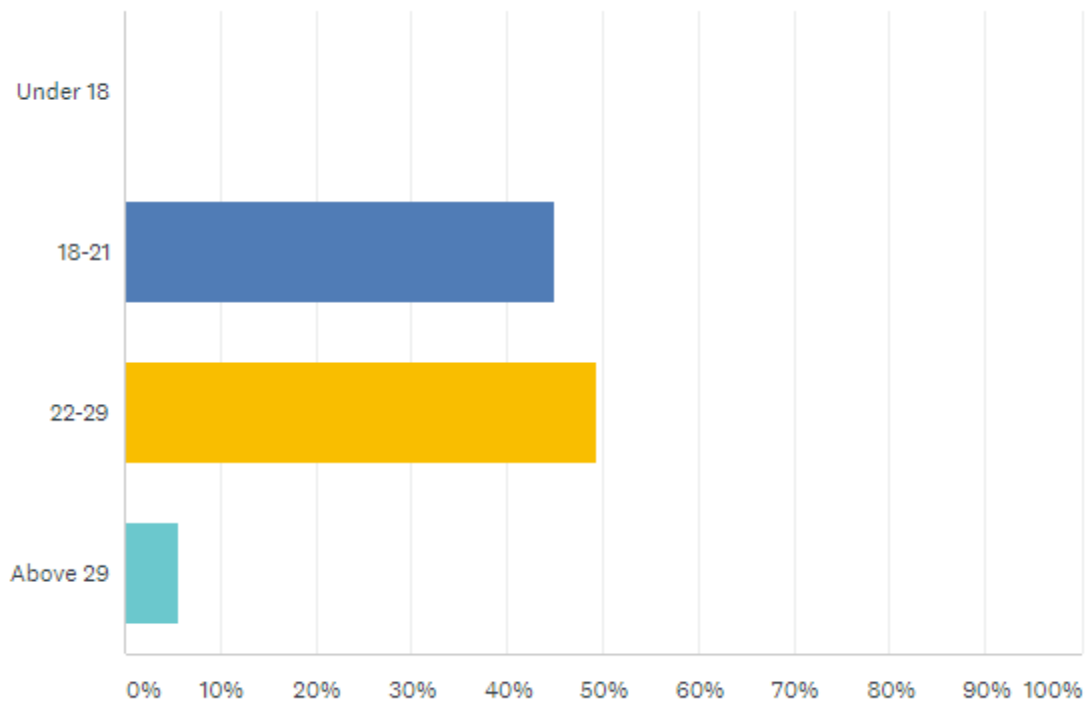


Figure 5. Question 1: Age

There were 49.30% respondents who are in the 22 – 29 age group (35 out of 71 respondents), 45.07% respondents in the 18 – 21 age group (32 out of 71 respondents), 5.63% respondents in the above 29 age group (5 out of 71 respondents), and no respondents who are under 18.

The respondents from the 22 – 29 age group take the largest part of the sample and those from the 18 – 21 group come second. These respondents are the targeted population of the research, which are young people. There are only 5 respondents who are in above 29 age group and no one is under 18.

Question 2: What is your gender?

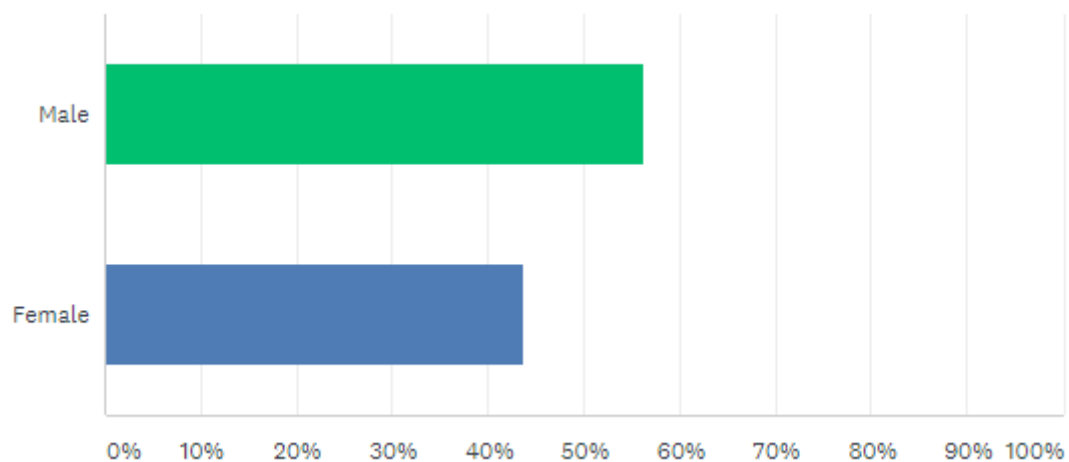


Figure 6. Question 2: Gender

There were 56.34% male respondents (40 out of 71 respondents) and 43.66% female respondents (31 out of 71 respondents) in the sample.

Question 3: What is your employment status?

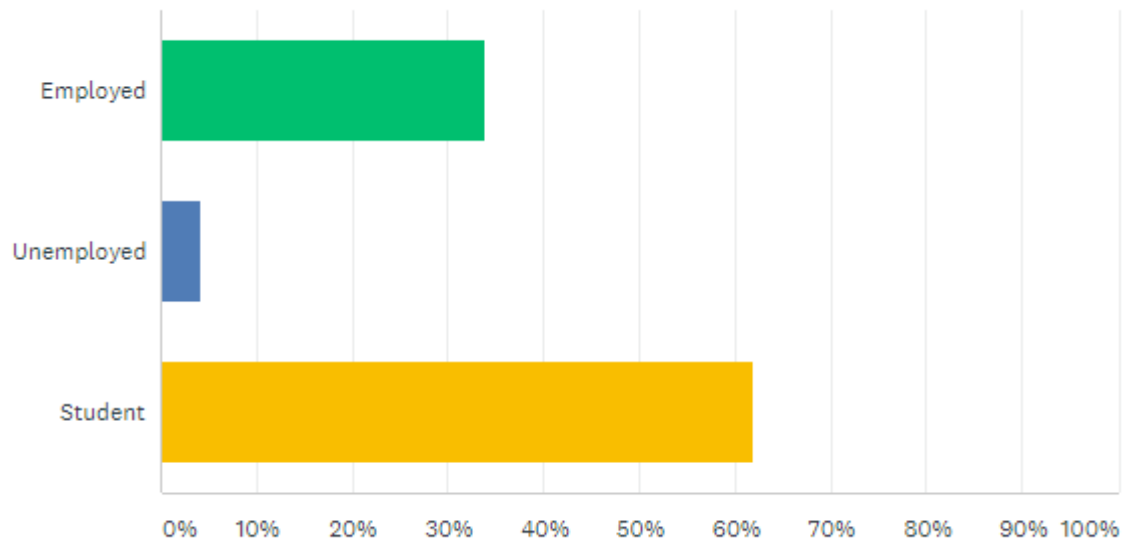


Figure 7. Question 3: Employment status

Most (61.97%) of the respondents are students (44 out of 71 respondents) while 33.80% are employed (24 out of 71 respondents). Unemployed respondents take a small part in the sample, which is 4.23% (3 out of 71 respondents).

According to the results, students take the largest part in the sample. Employed respondents come after and there are only three unemployed respondents.

Question 4: How often do you drink alcohol beverages?

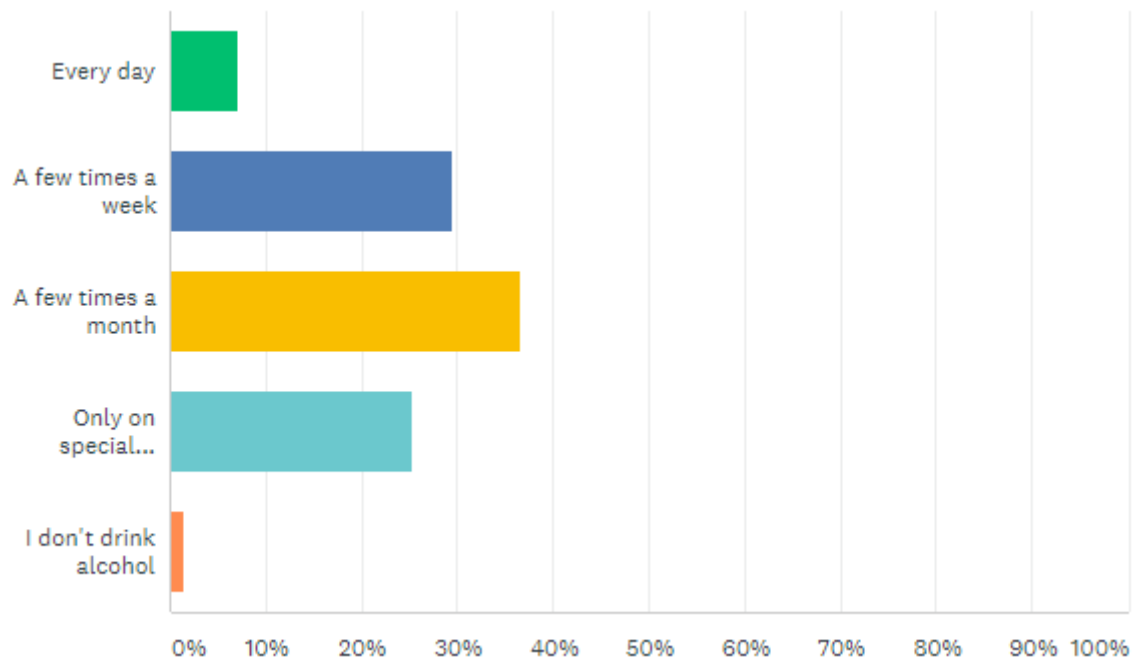


Figure 8. Question 4: Frequency of drinking alcohol beverages

36.62% respondents (26 out of 71 respondents) said that they drink alcohol beverages a few times a month. 29.58% (21 out of 71 respondents) answered that they drink a few times a week. 25.35% (18 out of 71 respondents) drink only on special occasions and 1.41% (1 respondents) drink every day.

Question 5: Purchasing methods for alcohol beverages. N=71

The respondents were required to indicate how strongly they agree or disagree with each of the statements regarding the methods of buying alcohol beverages, using a Likert scale ranging from 1 (Strongly disagree) to 5 (Strongly agree). The percentage for each answer and the weighted average (M) were calculated.

	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
▼ I prefer buying alcohol in a store	1.41% 1	0.00% 0	8.45% 6	33.80% 24	56.34% 40	71	4.44
▼ I prefer buying alcohol online	15.49% 11	26.76% 19	32.39% 23	18.31% 13	7.04% 5	71	2.75
▼ I like to buy and drink alcohol in the bar, pub, restaurant, etc.	0.00% 0	0.00% 0	8.45% 6	52.11% 37	39.44% 28	71	4.31

Table 2. Question 5: Purchasing methods for alcohol beverages

According to the results presented in table 2, the majority of the respondents stated that they agree and strongly agree with most statements which are related to the methods of buying alcohol beverages:

- I prefer buying alcohol in a store. M=4.44, 90.14% of the respondents agreed and strongly agreed.
- I prefer buying alcohol online. M=2.75, only 25.35% respondents agreed and strongly agreed, 32.39% respondents stayed neutral, and 42.25% respondents disagreed and strongly disagreed.
- I like to buy and drink alcohol in the bar, pub, restaurant, etc. M=4.31, 91.55% respondents agreed and strongly agreed.

Based on the result, the respondents prefer buying alcohol in a store the most. The number of respondents who prefer buying alcohol in multi-channel such as bar, pub, restaurant, etc. is also considerable large. Buying alcohol online seems to be less interested in.

Question 6: Which factors that make you choose an alcohol product over others regarding the product characteristics? N=71

The respondents were required to indicate how strongly they agree or disagree with each of the statements regarding the reasons for choosing an alcohol beverage based on product aspects, applying a Likert scale ranging from 1 (Strongly disagree) to 5 (Strongly

agree). The percentage for each answer and the weighted average (M) were calculated. The same question format and calculation were used for the rest of the questions.

	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
▼ A wide range of products	1.41% 1	19.72% 14	38.03% 27	32.39% 23	8.45% 6	71	3.27
▼ The quality of product (for example, the smell, taste, etc)	0.00% 0	1.41% 1	26.76% 19	42.25% 30	29.58% 21	71	4.00
▼ The product is unique or rare	2.82% 2	25.35% 18	40.85% 29	19.72% 14	11.27% 8	71	3.11
▼ The product suits my needs	0.00% 0	0.00% 0	5.71% 4	57.14% 40	37.14% 26	70	4.31
▼ The product just appears randomly and it attracts my attention	2.82% 2	9.86% 7	28.17% 20	46.48% 33	12.68% 9	71	3.56

Table 3. Question 6: Which factors that make you choose an alcohol product over others regarding the product?

According the collected answers to question 6, the result is presented as follow:

- A wide range of products. M=3.27, 40.84% of respondents agreed and strongly agreed, 38.03% stayed neutral, and 21.13% disagreed and strongly disagreed.
- The quality of the product. M=4.00, 71.83% of respondents agreed and strongly agreed, 26.76% stayed neutral, and only 1.41% disagreed.
- The product is unique or rare. M=3.11, 30.99% of respondents agreed and strongly agreed, 40.58% stayed neutral, and 28.17% disagreed and strongly disagreed.
- The product suits my needs. M=4.31, 94.28% of respondents agreed and strongly agreed, 5.71% stayed neutral, and no respondents disagreed or strongly disagreed.
- The product just appears random and it attracts my attention. M=3.56, 59.16% of respondents agreed and strongly agreed, 28.17% stayed neutral, and 12.68% disagreed and strongly disagreed.

The result shows that, in term of product, the respondents are more likely to choose an alcohol product that suits their needs. The second factor that make an alcohol product

chosen is the quality. Product placement comes third as less respondents agreed with the statement *'the product just appears random and it attracts my attention'*. The two last factors, which are cared least, are the product variety and rareness.

Question 7: Which factors that make you choose an alcohol product over others regarding the price? N=71

	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
▼ The price is equivalent to the value of the product	0.00% 0	0.00% 0	14.08% 10	59.15% 42	26.76% 19	71	4.13
▼ The price is cheaper than other store	0.00% 0	1.41% 1	12.68% 9	35.21% 25	50.70% 36	71	4.35
▼ The price suits my income	0.00% 0	1.43% 1	4.29% 3	48.57% 34	45.71% 32	70	4.39
▼ The price includes the products and other benefits	5.63% 4	19.72% 14	50.70% 36	22.54% 16	1.41% 1	71	2.94

Table 4. Question 7: Which factors that make you choose an alcohol product over others regarding the price?

According to the respondents' answers, the result is calculated and presented as follow:

- The price is equivalent to the value of the product. M=4.13, 85.91% of respondents agreed and strongly agreed to the statement, 14.08% stayed neutral, and no respondents disagreed or strongly disagreed.
- The price is cheaper than in other stores. M=4.35, 85.91% of respondents agreed and strongly agreed, 12.68% stayed neutral, and 1.41% disagreed.
- The price suits my income. M=4.39, 94.28% of respondents agreed and strongly agreed, 4.29% stayed neutral, and 1.43% disagreed.
- The price includes the products and other benefits. M=2.94, 23.95% of respondents agreed and strongly agreed, 50.70% stayed neutral, and 25.35% disagreed and strongly disagreed.

Regarding the price aspect of an alcohol product, the respondents are most likely to buy the product which suits their income. The factor that comes second is the price difference

of the same product in different store. Respondents also agreed with the statement '*the price is equivalent to the value of the product*', which scored the third place. The statement '*the price includes the products and other benefits*', which is agreed least with, comes in fourth place.

Question 8: Which factors that make you choose an alcohol product over others regarding the brand? N=71.

	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
▼ I like the brand because it's popular	1.41% 1	4.23% 3	11.27% 8	50.70% 36	32.39% 23	71	4.08
▼ I'm interested in the story/personality/image of the brand	0.00% 0	4.23% 3	23.94% 17	43.66% 31	28.17% 20	71	3.96
▼ I choose the brand because it is trusted and introduced by my friends, family, etc.	0.00% 0	2.82% 2	12.68% 9	53.52% 38	30.99% 22	71	4.13
▼ I choose the brand because it is responsible for its business	5.63% 4	28.17% 20	40.85% 29	14.08% 10	11.27% 8	71	2.97

Table 5. Question 8: Which factors that make you choose an alcohol over others regarding the brand?

The result of question 8 is presented as follow:

- I like the brand because it's popular. M=4.08, 83.09% of respondents agreed and strongly agreed, 11.27% stayed neutral, and 5.64% disagreed and strongly disagreed.
- I'm interested in the story/personality/image of the brand. M=3.96, 71.83% of respondents agreed and strongly agreed, 23.94% stayed neutral, and 4.23% disagreed.
- I choose the brand because it is trusted and introduced by my friends, family, etc. M=4.13, 84.51% of respondents agreed and strongly agreed, 12.68% stayed neutral, and 2.82% disagreed.
- I choose the brand because it is responsible for its business. M=2.97, 25.35% of respondents agreed and strongly agreed, 40.85% stayed neutral, and 33.8% disagreed and strongly disagreed.

In term of the brand, the respondents are most likely to choose an alcohol brand because it is trusted and introduced by their friends, family, etc. The respondents also consider the brand popularity as a factor which might make them buy an alcohol product. Less

respondents agreed that they are interested in the story, personality, or image of the brand as well as its responsibility.

4.2 Data analysis

The data collection has gained a certain understanding about the behaviors of young people in Vietnam and Finland when buying alcohol product. Obviously, marketing and consumer behavior are all wide fields of research and there are many factors influencing consumers' buying decisions. However, within this research area, these factors can be grouped into four general categories of alcohol buying motivation based on the basic elements of 4P marketing mix:

Product: According to the research findings, the statement 'the product suits my needs' takes the most 'agree and strongly agree' answers. This statement relates to the simplicity regarding product characteristics – how easy it is for consumers to understand and use the product. Therefore, in order to influence the young people buying decision, an alcohol product must be designed to meet the consumer needs, which might be, for example, to enhance recreational activities, to entertain, to socialize, etc. Another important factor is the product quality. According to Drucker (1985), quality in a product or service is what the customer gets out and is willing to pay for. Hence, the higher the quality a product offers, the more a customer is willing to pay for it. After the statement 'the product suits my needs', 'product quality' is the second-most factor that makes the young people buy an alcohol beverage. Product quality can be concerned as the competitive advantage, which makes the product better than competitive offerings. In addition to factors regarding the products, the statement 'the product appears random and it attracts my attention', which is accounted for product observability, is also considerable as it is the third-most agreed statement. Alcohol companies might develop their product packaging creatively to attract young people's attention, appealing them to buy. Lastly, the product variety and rareness are the factors whose least influences on young people's decision when buying alcohol.

Price: From the responses to the question 7 in the survey, the statement 'the price suits my income' gets the most agreement from respondents. This has shown the crucial role of customer-product relationship, which must be considered and analyzed when building

pricing strategy for alcohol product. A young student with dependable or minimum income might not choose a high-price premium alcohol product just for party or entertainment. Thus, to influence the decision of young people when buying alcohol product regarding its price, marketers must have a clear understanding of its market segments and its targeted consumers' background to deliver the relevant price to the ones who can afford it. Additionally, the second-most agreed statement 'the price is cheaper than in other store' reveals the fact that young consumers are very smart as they make comparison of price before deciding to buy. Thus, the price of an alcohol product should be adjusted to be a competitive advantage as it encourages young consumers to buy. Last, the price must reasonably fit its value and might be included other benefits, although the consumers care about them less than the first two factors.

Promotion: The statement '*I choose the brand because it is trusted and introduced by my friends, family, etc.*' scores the most in question 8. This is an unexpected finding of the research, showing the essential role of brand credibility as well as the necessary involvement of 'word of mouth' marketing. In order to influence the young consumers' buying decision, alcohol companies must aim to gain consumers' trust and attention through promotion. Personal selling is the most suitable promotion strategy as it involves the personal interaction between the consumers and the salesperson. Assuming a salesperson is qualified and skillful enough to build trust and connection with a consumer, the positive brand image and credibility can be created in not only that consumer's mind, but also spread to other consumers through '*word of mouth*', therefore, influence the consumer behaviors. Concerning the promotion, brand popularity is also a factor that needs to be considered and developed through multiple promotion methods such as advertising, sales promotion, publicity, and personal selling. Lastly, to enhance the influences on buying decision and the effectiveness of other promotion methods, alcohol companies can create a brand personality or a responsible image to inspire the consumers and to gain their trust.

Distribution (Product placement): According to the data collected from question 5, most young consumers like to buy alcohol in a store and in multiple channels such as bar, pubs, restaurants, etc. more than buying alcohol online. Therefore, alcohol companies can build and adjust their distribution strategies to focus on these preferred channels. To influence the consumers' buying decision regarding distribution, establishing a consistent store image as well as a bright in-store atmosphere is a must because these factors strongly affect the consumers' thoughts, feelings, and behaviors. Additionally,

although the consumers care less about buying alcohol online, alcohol companies can still prepare and establish online distribution because the amounts of consumers recognizing the convenience of online shopping as well as the online sales is increasing in recent years (Fortune, 2009).

In the end, market segmentation is also essential to be considered as it relates strongly to consumers' background, therefore, to their behaviors also. Different consumer types with different background have different behaviors. As the targeted population of this research is the adolescents and the survey had been sent to those who live in Vietnam and in Finland, the collected data might show the factors that are suitable only to these consumers. For instance, as most of the respondents are students and young employees who might have low demand for a premium alcohol beverage or a low frequency of drinking alcohol, they are not influenced by the product variety, rareness or care much about brand responsibility. Nevertheless, these factors can be the key influences on another market segment or consumers' background. Hence, market segmentation and product positioning must be taken into great consideration by alcohol companies in order to fully understand their potential consumers behaviors.

5 CONCLUSION

5.1 Answer the research questions

The aim of the study is to answer the research questions proposed in the introduction section:

- What are the factors that influence young people's decisions when buying alcohol beverages?
- Which marketing strategies can be practiced effectively based on these factors?

The objective is to explore the elements of alcohol marketing which influence the buying behaviors of young people aged between 18 and 29. The survey was sent to these people who live in Vietnam and Finland.

According to the findings of the research, the study suggests that the factors influencing young people when buying alcohol beverages are distributed in four main aspects of the 4P marketing mix, which are product, price, promotion, and distribution. Within the product aspect, the product simplicity is the factor that influences the target population the most. Within the price aspect, what influences young people the most is the price which suits their income. Within the promotion aspect, brand credibility is the factor that influences the most. Within the distribution aspect, store affect, cognition, and environment influence the young consumers the most. The survey shows more detailed information regarding these elements, including the preference of buying alcohol in a physical store over online store, other considerable influencing factors such as product quality, brand popularity, price competitiveness, and multi-channel distribution.

The research also indicates the relevant marketing strategies and models which might be effective in utilizing the influencing factors, such as segmentation bases for different consumer market, the strategic approach to pricing, model of store issues, promotion strategies, etc. Additionally, the research points out the importance of market segmentation and customer-product relationship and their roles in practicing marketing strategies.

5.2 Research limitation and suggestions for future works

Because of the design and structure of the survey used in the research, the responses collected might be bias, therefore, not express the respondents' actual intention and opinions of the presented matters. The target age group of the research, which is from 18 to 29, is quite a large age gap and the respondents might not present the whole age group. The chosen population of the research is young people in general, however, due to limitation of access and network, the survey was only sent to young people who live in Vietnam and Finland. The author suggests that future works may use different research methods to explore a different aspect or a comprehensive extent of the target age group and focus more on analyzing their behaviors. Geography location (countries) of the respondents was not taken into consideration, therefore, it may be included in future works to give a more detailed and in-depth result.

However, the research provides a better understanding about the adolescent's behaviors when buying alcohol beverage and utilization for practicing marketing strategies. The findings might help alcohol companies get an insight of their target consumers, enhance the effectiveness of their marketing, and hopefully, attract more consumers' buying decisions.

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Survey

1. Which age group do you belong to?

- ☐ Under 18
- ☐ 18 – 21
- ☐ 22 – 29
- ☐ Above 29

2. What is your gender?

- ☐ Male
- ☐ Female

3. What is your employment status?

- ☐ Employed
- ☐ Unemployed
- ☐ Student

4. How often do you drink alcohol beverages?

- ☐ Every day
- ☐ A few times a week
- ☐ A few times a month
- ☐ Only on special occasions
- ☐ I don't drink alcohol

5. Please indicate how strongly you agree or disagree with each of the following statements using the scale below:

Methods of buying alcohol beverages	1 – Strongly disagree 5 – Strongly agree
I prefer buying alcohol in a store	
I prefer buying alcohol online	
I like to buy and drink alcohol in the bar, pub, restaurant, etc.	

6. Which factors that make you choose an alcohol product over others regarding the product?

Reasons for choosing an alcohol product over others regarding the product	1 – Strongly disagree 5 – Strongly agree
A wide range of products	
The quality of product (for example, the smell, taste, etc.)	
The product is unique or rare	
The product suits my needs	
The product just appears random and it attracts my attention	

7. Which factors that make you choose an alcohol product over others regarding the price?

Reasons for choosing an alcohol product over others regarding the price	1 – Strongly disagree 5 – Strongly agree
The price is equivalent to the value of the product	
The price is cheaper than other stores	
The price suits my income	
The price includes the products and other benefits	

8. Which factors that make you choose an alcohol product over others regarding the brand?

Reasons for choosing an alcohol product over others regarding the brand	1 – Strongly disagree 5 – Strongly agree
I like the brand because it's popular	
I'm interested in the story/personality/image of the brand	
I choose the brand because it is trusted and introduced by my friends, family, etc.	
I choose the brand because it is responsible for its business	