WINE CONSUMPTION HABITS AND MOTIVATIONS IN THAILAND: A STUDY OF FOUR GENERATIONS OF WINE CONSUMERS

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Abstract

This study investigated the wine consumption habits and motivations of Baby Boomers, Generation X, Generation Y and Generation C individuals in Thailand. To the best of the author's knowledge, although wine drinking is popular in Thailand, no study has been conducted to analyse and compare the habits and motivations of drinkers. The present study used quantitative and qualitative research methodologies in data collection. The findings showed that Baby Boomers were different from the three other generations in terms of preferences for wine styles, wine-producing countries and price ranges. Furthermore, the four generations showed similarities in their motivations towards wine consumption. They considered wine drinking as a means to relax and enhance friendships. However, the Baby Boomers were more meticulous in describing the characteristics and tastes of wine, and they tended to spend time with friends who enjoy drinking wine. Furthermore, the findings demonstrated differences in the wine consumption habits and motivations amongst the four generations compared with their counterparts in Western countries.

Introduction

Wine is important to the economy of Thailand. The Cost, Insurance and Freight (CIF) value of wine imports was approximately THM1770 million (USD49 million) in 2016 (Thai Customs, 2017), whereas the sales of wine are predicted to reach USD6500 million in 2017 (Posen, 2014). Evidently, 10% of Thais are wine drinkers (Sirikeratikul, 2009). Although wine consumption is popular among Thais, no studies have been conducted to understand their wine consumption habits and motivations. The weather in Thailand is classified as hot and humid. However, red wines comprise 70% of wines sold, the most popular of which are Cabernet Sauvignon, Shiraz, Merlot, and Pinot Noir (Sirikeratikul, 2009). Although the selling price of New World wine is approximately 20%–30% lower than Old World wine, French and Italian wines, together with Australian and Chilean wines, occupy the premium shelves in supermarkets (Sirikeratikul, 2009). For years, the import value of French wine was higher than those of other countries. In 2016, the import value of French wine was approximately THB701 million (USD19million), which was equivalent to over 39% of the total value of imported wine (Thai Customs, 2017).

Age is a common demographic variable that marketers consider in segmenting markets because the needs of consumers vary with age. Schiffman and Kanuk (2000) asserted that people aged 18–34 years who join health clubs aim to make themselves look good and those aged 35–54 years intend to deal with stress. Swarbrooke and Horner (2007) claimed that young tourists want to party, relax and make friends, whereas the elderly gravitate towards sedate activities such as bowling and playing Bingo.

This study analyses wine consumption habits and motivations of Thai Baby Boomers, Generation X, Generation Y (also known as Millennials), and Generation C for drinking wine. Baby Boomers are those born between 1945 and 1964 (Procter, 2004); Generation X, between 1965 and 1977 (Poindexter and Lasorsa, 1999); Generation Y, between 1978 and 1989 (Cochran, 2007); and Generation C, after 1990 (Friedrich, Peterson, Koster, and Blum, 2010).

The aforementioned generation groups were born in particular eras marked by significant events. Fishman (in Procter, 2004) verified that the Vietnam War shapes the Baby Boomers, that AIDS shapes Generation X, and that technology makes Generation Y. Friedrich et al. (2010) described Generation C as the "digital natives" of "iEverything" (i.e., young users of iPods, iTunes, and iPhone, among others).

The four generations also possess specific characteristics. Williams and Page (2011) affirmed that Baby Boomers value individualism, self-expression, as well as health and wellness. In addition, they are considerably self-centred and suspicious of authority. Generation X members are independent and materialistic (Poindexter and Lasorsa 1999) but are concerned with family–life–work balance (Williams and Page, 2011). Those from Generation Y see beyond cultural boundaries (Procter, 2004), but they are also those who need peer acceptance and connection, which urge them to engage in social networking and to fit in. Williams and Page (2001) as well as Barton, Koslow, and Beauchamp (2014) further asserted that individuals

from Generation C are concerned with status, luxury, adventure, and excitement. Generation C refers to those who "always click" (Friedrich et al., 2010). Therefore, these individuals spend most of their time online, comfortably participating in social networks as well as generating and consuming a vast amount of information. However, Generation C members are realists, materialists, and culturally liberal (Friedrich et al, 2010).

Fountain and Lamb (2011) corroborated that the tastes and values of people change based on different life cycles, experiences and exposure to products and situations. However, adding to the complexity of change is the fact that people's habits and motivations are influenced by their cultural context. This cultural difference, particularly between Westerners and Asians, is prominent in the two highest levels of Maslow's hierarchy of needs. The two highest needs of Westerners are esteem and self-actualisation, whereas Asians are considerably inclined towards admiration and status (Roll, 2006). These findings are used as bases to argue that wine consumption habits and motivations exhibit generational and cultural features.

The objectives of this study are (1) to know the generational similarities and differences amongst the four generations of Thai people and (2) to identify the similarities and differences between the four Thai generations and their counterparts in other countries. Using this information on habits and motivations, wine marketers can design marketing strategies to promote the highest rate of wine consumption for each age group of Thais.

Literature review

Wine consumption habits

Wine style

Wine styles are marked by their distinctive taste, flavour and varietal characteristics (Kolpan, Smith and Weiss, 2010). Several studies illustrate some similarities and differences in the choice of wine styles between males and females and among different age groups. Bruwer, Saliba and Miller (2011) claimed that females prefer white wines and wines that are fruity and oaked with a light to medium body, whereas males prefer aged wines. Hanni and Utermohlen (2010) determined that "sweet" consumers are well represented by females aged between 21 and 40 years and that a significant percentage of males has less affinity for dry and less fruity wines. They also stated that compared with the "sweet" consumers, the "tolerant" consumers are more likely to be male, are mostly aged between 41 and 60 years and tend to drink dry, complex and full-bodied wines. However, Olsen, Thach and Nowak (2007) validated that Millennials in the USA tend to start off with dry red and white wines and then change their preferences to sweet white wines.

Frequency of wine consumption

Similar to the similarities and differences of different age groups in their preferences of wine styles, frequency of wine consumption varies according to ages and countries. Fountain and Lamb (2011) claimed that Generation Y in Christchurch, New Zealand, drinks more wine than Generation X. Jones (2007) validated that Millennials in the USA drink wine more frequently than

Generation X. Contrary to the findings of these scholars, Teagle, Mueller, and Lockshin (2010) stated that, although Millennials in Australia consume wine more often in social on-premise settings, they drink wine less frequently than other generations in general.

In Portugal, of the three age groups of 15–24, 25–34 and 35 and above, Madeira, Duarte and Barreira (2009) determined that 39.1% of the 35 and above age group and that 6.7% and 13% of the 15–24 and 25–34 age groups drink wine every day or almost every day, respectively. Hanni and Utermohlen (2010) claimed that 35% of the "tolerant" consumers and 15% of the "sweet" consumers drink wine almost every day. They further illustrated that the majority of the "sweet" consumers tend to drink wine once every week instead.

Country and region of origin

The wine world is divided into Old and New Worlds. Their differences are marked significantly by the Old World's emphasis on the concept of *terroir* and the wine appellation systems. A research conducted in the USA, China, Portugal and Australia illustrated that consumers respond differently to the influence of wine regions on their choice of wine. Atkin and Johnson (2010) determined that place-of-origin information, such as region, country and state, are essential attributes to Americans in their choice of wine. With regard to Chinese wine consumers, controversies exist in their emphasis on the essentialness of region of origin information. Balestrini and Gamble (2006) stated that region of origin information is a significantly more important cue than price for Chinese consumers in Shanghai. However, Hu, Li, Xie and Zhou (2008) indicated that

Chinese consumers do not show any significant differences between the importance of country of origin and price. Chateau Lafite Rothschild launched a 10-year vineyard project, which will release its first Chinese fine wine in 2018 (Anson, 2017).

In Portugal, although all three age groups of 15–24, 25–34 and 35 and above consider the essentialness of the region of origin of the wine, the 35 and above group tends to be most concerned with the origin (Madeira et al., 2009). Mccutcheon, Bruwer and Li (2009) reported that, for Australians, the region of origin of the wine is the least important choice driver after quality, price and wine style. Notably, the Wine Development Board (WDB) (2007, in Geraghty and Torres, 2009) validated that Irish wine drinkers tend to shift from drinking Old World wine to New World wine. In Ireland, the market share of New World wine increased from 6% in 1990 to 71% in 2007.

Online wine purchasing

Although online wine purchasing is a new phenomenon and trust and increased risk are still higher for online wine purchasers than for brick-and-mortar wine purchasers (Quinton and Harridge-March, 2008), Bruwer and Wood (2005) validated that 35- to 44-year-old Australians who are well educated and have a high income tend to buy wine online. 49% of Generation Y in Tuscany tends to buy wine from traditional food shops (Marinelli, Fabbrizzi, Sottini, Sacchelli, Bernetti and Menghini, 2014).

Wine consumption motivations

Wine and food pairing

Wine and food, particularly the appeals of unique, regional gastronomy, are inseparable (Getz, 2000). The pairing provides a sensory experience. Food and wine pairing is a component of the Western dining culture. Many pairing principles were introduced to enhance and maximise the sensory experience of consumers. However, many studies have confirmed that current wine drinkers vary in their conception of the significance of sensory experience.

Hall, Binney, and O'Mahony (2004) divided Australians into three age groups (18–25, 26–34, as well as 35 and older) and proved that the first and last groups are the least and most concerned, respectively, with sensory experience. Madeira et al. (2009) validated that the 25–34 as well as the 35-and-above age groups in Portugal are more interested in sensory experience compared with the 15–25 age group. Ritchie (2011, in Lockshin and Corsi, 2012) asserted that the members of Generation Y (18–30 years old) in the UK do not consider wine as a cultural beverage and drink such beverage heavily (Ritchie 2011, in Lockshin and Corsi, 2012).

Health

The health benefits of wine have long been an area of study in the medical field. Medical journals, such as the *Journal of the American Medical Association* (1999, in Getz, 2000), verified that drinking one to two glasses of wine a day can facilitate the reduction of the risk of ischemic stroke by over 50%. *Deutsche Weinakademie* (1997, in Getz, 2000) also proved that red wine contains phenols that reduce bad cholesterols.

However, not all drinkers are concerned with the health benefits of wine. Qenani-Petrela, Wolf, and Zuckerman (2007, in Lockshin and Corsi, 2012) as well as Wolf, Carpenter, and Qenani-Petrela (2005, in Lockshin and Corsi, 2012) affirmed that Generation Y in California considerably focuses on the social outcome of wine consumption. By contrast, Capitello, Agnoli, and Begalli, (2014) determined that Generation Y members in Italy are interested in the health benefits of wine. Madeira et al. (2009) asserted that Portuguese who are 35 years and above are more concerned with the health benefits of drinking wine compared with those 15–24 and 25–34 years of age.

Status and power

Previously, wine in Europe was considered a beverage for the elite because vineyards were owned by kings and lords (Bardet, 2013). In the late 1600s, visits to vineyards were a part of the European "Grand Tour" undertaken by British elites to search of art, culture and the roots of Western civilisations (Gmelch, Gmelch and Gmelch, 2011). Although currently, wine is a common beverage enjoyed by the pubic, it can still stratify societies in a few countries. In Poland, wine is regarded as a drink for the rich and the middle class, whereas native beers and vodkas are meant for the working class (Rationis, in Van Der Loos 2015). Nicholson (1990, in Barber, Almanza, and Donovan, 2006) asserted that knowledge of wines is associated with status and power.

Many studies suggest that, in the minds of a few wine drinkers, wine carries implications of power and status. Mueller, Remaud, and Chabin (2011) confirmed that Generation Y members in

Germany, the UK, France, the US, and Canada are more oriented towards hedonic success and status recognition than towards the social value of wine. Among the three age groups in Portugal, Madeira et al. (2009) determined that the 25–34 age group members are more likely to associate wine drinking with social status compared with those from the 15–24 as well as the 35-and-above age groups.

Lifestyle

Schoell and Guiltinan (1992, in Thach and Olsen, 2004) defined lifestyle as "the consistent patterns that people follow in their lives, including how they spend their time and money, and are identified through people's activities, interests, and opinions of themselves and the world around them (p.45)." Wine and lifestyle are closely related. Bruwer, Saliba, and Miller (2011) asserted that wine is a lifestyle beverage. However, wine drinkers tend to associate wine with lifestyle differently.

Madeira et al. (2009) elucidated that Portuguese from the 35-and-above consider age group wine crucial to their lifestyle. Nowak et al. (2007, in Teagle et al., 2010) affirmed that Millennials perceive wine as something sophisticated. Hall et al. (2004) determined that, among the three age groups in Australia, those 26–34 years of age closely associate wine consumption with relaxation and that those from the 35-and-above age group are least concerned with mood enhancement and excitement. Overall, Hall et al. (2004) concluded that all three age groups consider wine consumption a fun and enjoyable experience.

Social leveller

Wine carries strong social connotations (Barber and Taylor, 2009). Several people tend to gather at wine drinking places to communicate and interact with one another. Agnoli, Begalli, and Capitello (2011) determined that wine is the most preferred drink in social gatherings. Pettigrew (2003, in Teagle et al., 2010) corroborated that Millennials consume wine for social reasons; they believe that wine consumption can facilitate the enhancement of their image. Ritchie (2011, in Lockshin and Corsi, 2012) asserted that Generation Y members in the UK drink wine in groups because a bottle of wine is considerably heavy to consume alone. However, Qenani-Petrela et al. (2007, in Lockshin and Corsi, 2012) and Wolf et al. (2005, in Lockshin and Corsi, 2012) proved that Baby Boomers and Generation X members in California focus more on the health benefits of wine than on its social connotations.

Data collection

Primary and secondary data were collected for this study. The author used combined qualitative–quantitative exploratory research methodologies to collect primary data. Data on relative occurrence and frequency within a sampled population were collected through quantitative research. The methodology could help test the accuracy and detect the importance of the findings. However, given that the findings cannot show rationales, the qualitative research methodology, which focused on collecting data that could provide non-quantifiable insights into behaviour, motivations and attitudes (Creswell and Plano, 2011), was used simultaneously. This methodology emphasised practice

instead of philosophy and was therefore considered pragmatic.

The use of combined methodologies enabled the cross-validation of the collected data to generate outcomes with enhanced validity and reliability (Decrop, 1999). Meanwhile, secondary data on the motivation for wine consumption were collected from books, literature, papers, journals, newspapers, proceedings, and websites.

The author used the quota sampling technique to select individuals who visited wine retail shops in Bangkok on March 28 and 30, 2017 as well as April 20, 2017. The author divided the sample population into four age groups: Baby Boomers (born between 1945 and 1964); Generation X (born between 1965 and 1977); Generation Y (born between 1978 and 1989); and Generation C (born after 1990). The author excluded respondents who were 20 years old and below due to the legal drinking age in Thailand.

In 2015, the total population of Thailand was approximately 67 million (Country Meters, 2016). The author conducted a survey involving 100 respondents for each of the four generation groups on the basis of Posen's report (2014) that wine drinkers comprise 10% of the total Thai population, as well as Yamane's formula (1967) with a precision level of +/–5% and a confidence level of 95%. The author aimed to collect the following information from the respondents:

Demographic data;

a. Habits of wine consumption; and
b. Extents of agreement with motivational factors that influenced their wine consumption. Their responses were based on a 5-point Likert scale from 5 "totally agree" to 1 "totally disagree."

For the qualitative portion of the study, Walker (1985) considered the data of 40 interviewees to be valid. The author used a semi-structured questionnaire to interview 20 Thais from each generation group. The questionnaire was divided into the following sections:

a. Demographic data;
b. Habits of wine consumption; and
c. Elaboration of motivational factors that interviewees considered influential to their wine consumption.

The motivational factors were based on the literature review of Lockshin and Corsi (2012); Marinelli et al. (2014); Capitello et al. (2014); as well as Madeira et al. (2009).

In this study, chi-square test (significance level of 0.05), ANOVA and multivariate test were used to analyse the quantitative data and synthesise the descriptive statistics with qualitative research data.

Findings

Overall, the author collected 400 valid quantitative questionnaires with 100 respondents in each generation group and interviewed 80 interviewees with 20 respondents in each generation group.

Demographic data

Table 1 lists the demographic data of gender, education level, and occupation of the 400 respondents.

Table 1 Demographic data of the 400 respondents.

General background	Frequency	Percentage
Gender		
Female	243	60.8
Male	157	39.2
Total	400	100
Highest education level attained		
Bachelor's degree	282	70.5
Postgraduate degree	90	22.5
High school	17	4.3
Vocational/technical college	9	2.3
Below high school	2	0.5
Total	400	100
Occupation		
Employee	208	52.0
Civil servant	92	23.0
Self-employed	47	11.8
Business owner	31	7.8
Student	14	3.5
Retired/Pensioner	8	2.0
Others (Please specify.)	0	0
Total	400	100

Of the respondents, 60.8% were female, and 39.2% were male; 70.5% had a bachelor's degree, 22.5% had a postgraduate degree, 4.3 % had a high school degree, and 2.3% had a vocational or technical degree. With regard to their occupation, 52% were employees, 23% were civil servants, 11.8% were self-employed, 7.8% were business owners, 3.5% were students, and 2% were retirees.

Table 2 presents the demographic data of the 100 respondents of each group according to gender, education level, and occupation.

Table 2 Demographic data of the respondents from four generations.

	Range of years of birth			
	Baby Boomers Frequency (%)	Generation X Frequency (%)	Generation Y Frequency (%)	Generation C Frequency (%)
Gender				
Female	35 (35.0)	41 (41.0)	44 (44.0)	63 (63.0)
Male	65 (65.0)	59 (59.0)	56 (56.0)	37 (37.0)
Total	100 (100.0)	100 (100.0)	100 (100.0)	100 (100.0)
Highest education level attained				
Bachelor's degree	71 (71.0)	72 (72.0)	68 (68.0)	71 (71.0)
Postgraduate degree	21 (21.0)	23 (23.0)	29 (29.0)	17 (17.0)
High school	3 (3.0)	2 (2.0)	0	12 (12.0)
Vocational/technical college	3 (3.0)	3 (3.0)	3 (3.0)	0
Below high school	2 (2.0)	0	0	0
Others	0	0	0	0
Total	100 (100.0)	100 (100.0)	100 (100.0)	100 (100.0)
Occupation				
Employee of private sectors	25 (25.0)	63 (63.0)	63 (63.0)	57 (57.0)
Civil servant	39 (39.0)	21 (21.0)	11 (11.0)	21 (21.0)
Self-employed	18 (18.0)	3 (3.0)	15 (15.0)	11 (11.0)
Business owner	11 (11.0)	12 (12.0)	8 (8.0)	0
Student	0	0	3 (3.0)	11 (11.0)
Retired/pensioner	7 (7.0)	1 (1.0)	0	0
Others	0	0	0	0
Total	100 (100.0)	100 (100.0)	100 (100.0)	100 (100.0)

The findings confirmed that the younger the generation, the higher the number of female wine consumers. The percentage of female respondents were 35% for the Baby Boomers; however, the percentage gradually increased to 63% for Generation C. The tables also illustrated that the education level of wine-consuming generations was high. The percentage of those who had a Bachelor's degree was nearly 70% for Generation Y and over 70% for the other three generations. The percentage of those who had a postgraduate degree was 17% for Generation C, over 20% for Baby Boomers as well as Generation X, and nearly 30% for Generation Y.

The majority of Baby Boomers (39%) were civil servants. The majority of Generations X, Y, and C were employees of private sectors at 63%, 63%, and 57%, respectively.

The findings from the qualitative method were similar to the findings from the quantitative method. In terms of gender, 87% of the Baby Boomers were male, and 17% were female. However, the number of female respondents was high in younger generations: Generation X, 40%; Generation Y, 47%; and Generation C, 50%.

In terms of educational background, all the interviewees held either a Bachelor's or postgraduate degree: Baby Boomers, 60% and 40%; Generation Y, 40% and 53%; Generation X, 35% and 65%; as well as Generation C, 90% and 10%, respectively. Among those from Generation C who have attained a bachelor's degree, 94% were completing their postgraduate degrees.

Most Baby Boomers and Generation X groups were civil servants; they shared approximately 35% of the sample population for each of the two generations. A total of 70% of Generation Y respondents were employees of private sectors, whereas 70% of Generation C respondents were students.

Habits of wine consumption

Tables 3 and 4 exhibit the general frequency of wine drinking of the 400 respondents and the frequency of wine drinking of each generation, respectively.

Table 3 Frequency of wine drinking of respondents in general.

How often do you drink wine?		
	Frequency	Percentage
Once or twice a month	133	33.3
Once or twice a week	102	25.5
Rarely or occasionally	88	22.0
Almost every day	77	19.3
Total	400	100

Table 4 Frequency of wine drinking of each generation

How often do you drink wine?	Range of years of birth				Value	Sig.
	Baby Boomers Frequency (Percentage)	Generation X Frequency (Percentage)	Generation Y Frequency (Percentage)	Generation C Frequency (Percentage)		
Almost every day	12 (12.0)	14 (14.0)	22 (22.0)	29 (29.0)	54.988	0.000
Once or twice a week	20 (20.0)	25 (25.0)	28 (28.0)	29 (29.0)	2.117	0.000
Once or twice a month	40 (40.0)	39 (39.0)	29 (29.0)	25 (25.0)	1.412	0.000
Rarely or occasionally	28 (28.0)	22 (22.0)	21 (21.0)	17 (17.0)	1.082	0.000
Total	100 (100.0)	100 (100.0)	100 (100.0)	100 (100.0)	-	-
Mean ($\overline{X}$)	2.16	2.31	2.51	2.70	-	-
Standard Deviation (S.D.)	0.972	0.971	1.059	1.068	-	-

Table 3 illustrates that 33.3% of the respondents had a habit of drinking wine once or twice a month, 22% occasionally or rarely drank wine, and that 19.3% drank wine almost every day.

Table 4 illustrates the correlations between age and frequency of wine drinking. The two younger classifications, Generations Y and C, tended to consume wine more frequently than the two older generations on a daily and weekly basis.

The qualitative data confirmed that, on average, 54% of Baby Boomers drank wine once or twice a month. By contrast, 43% of those from Generation Y, and 60% of those from Generation C drank wine once or twice a week.

Table 5 presents places from where the 400 respondents bought wines. Restaurants and wine specialty shops were popular places to purchase wine. Although 17.5% and 16.5% bought wines from supermarkets and hypermarkets, 17% purchased wine through the Internet.

Table 5 Places where respondents bought wines.

From which of the following outlets do you buy wine? Please choose one.		
	Percentage	Frequency
Restaurant (In Thailand, some restaurants have wine retail corners that sell wines.)	100	25.0
Wine specialty shop	79	19.8
Supermarket	70	17.5
Internet	68	17.0
Hyper market	66	16.5
Wine wholesaler	17	4.3
Others	0	0
Total	400	100

Table 6 shows places where the respondents of each generation tended to buy wines. The findings supported the correlation between age and wine buying from restaurants and Internet-based shops. Baby Boomers and Generation C tended preferred wines from restaurants, whereas Generations X and Y tended to buy wines through the Internet.

Table 6 Places where respondents of each generation tended to buy wine.

From which of the following outlets do you buy wine? Please choose one.	Range of years of birth				Value	Sig.
	Baby Boomers Frequency (Percentage)	Generation X Frequency (Percentage)	Generation Y Frequency (Percentage)	Generation C Frequency (Percentage)		
Restaurant	30 (30.0)	17 (17.0)	21 (21.0)	32 (32.0)	21.227	0.000
Wine specialty shop	27 (27.0)	9 (9.0)	15 (15.0)	28 (28.0)	7.114	0.068
Supermarket	15 (15.0)	22 (22.0)	17 (17.0)	16 (16.0)	10.043	0.018
Internet	12 (12.0)	27 (27.0)	20 (20.0)	9 (9.0)	15.025	0.002
Hyper market	12 (12.0)	20 (20.0)	20 (20.0)	14 (14.0)	6.460	0.091
Wine wholesaler	4 (4.0)	5 (5.0)	7 (7.0)	1 (1.0)	0.676	0.870
Others	0	0	0	0	-	-
Total	100 (100.0)	100 (100.0)	100 (100.0)	100 (100.0)	-	-
Mean ($\overline{X}$)	3.24	3.22	3.28	3.07	-	-
Standard Deviation (S.D.)	1.349	1.661	1.570	1.249	-	-

The qualitative data corroborated that restaurants were the most popular place for Baby Boomers and Generation C to buy wines. More than 25% of the respondents from these two generations bought wine from restaurants, whereas only approximately 10% of Generation X respondents did the same. Instead, Generations X and Y tended to buy wine online. Approximately 33% of the former and 30% of the latter bought wine through the Internet. "I like buying wines from restaurants. Some of the staff have good knowledge. We can share information and experiences about wines," said interviewee 4 (Baby Boomer). "It is difficult for me to decide which wine to buy. Staff of restaurants can recommend good and inexpensive wine," said interviewee 19 (Generation C). "Buying wines from the Internet is convenient and time saving. People buy things online today. They (wine dealers online) should have a good security system to protect the data of customers," said interviewee 8 (Generation X).

Table 7 exhibits the budget for wine purchases of respondents. The Australian Trade and Investment Commission (2017) categorised wines that were sold in Thailand between A\$30 and A\$50 (approximately between THB780 and THB1300) were of medium price, and those above A\$50 (approximately THB1300) were high/premium and super premium. The findings confirmed that the most popular price range of the 400 respondents was price range one, which was a low price range. Less than 1% of the respondents were prepared to buy wines that were over THB1300.

Table 7 Budget of the respondents for purchasing wine.

What is the regular price range of wine that you have bought? Please choose one.		
	Percentage	Frequency
Price range 1		
Below THB400	85	21.3
THB401 and THB600	128	32.0
Between THB601 and THB779	55	13.7
Subtotal	268	67
Price range 2		
Between THB780 and THB1000	61	15.3
Between THB1001 and THB1300	42	10.5
Subtotal	103	25.8
Price range 3		
Between THB1301 and THB1500	7	1.8
Between THB1501 and THB2000	8	2.0
Between THB2001 and THB2500	11	2.8
Above THB2501	3	0.6
Subtotal	29	7.2
Total	400	100

Table 8 gives us a good idea of the price range of wine each generation was willing to pay. Correlations were observed between age group and low price range of wines. The findings showed that younger generations tended to buy wines that cost below THB600 and Baby Boomers had the highest tendency to buy wines of medium and high/premium price range. Specifically, 11% of Baby Boomers were ready to buy wines in the high/premium price range.

Table 8 Price range of wine each generation was willing to pay.

What is the regular price range of wines that you bought. Please choose one.	Range of years of birth				Value	Sig.
	Baby Boomers Frequency (Percentage)	Generation X Frequency (Percentage)	Generation Y Frequency (Percentage)	Generation C Frequency (Percentage)		
Low price range						
Below THB400	15 (15.0)	21 (21.0)	24 (24.0)	25 (25.0)	13.550	0.004
Between THB401 and THB600	24 (24.0)	33 (33.0)	33 (33.0)	38 (38.0)	9.467	0.024
Between THB601 and THB779	17 (17.0)	12 (12.0)	11 (11.0)	15 15.0)	11.025	0.012
Sub-total	56 (56%)	66 (66%)	68 (68%)	78 (78%)	-	-
Medium price range						
Between THB780 and THB1000	22 (2.0)	16 (16.0)	13 (13.0)	10 (10.0)	5.010	0.171
Between THB1001 and THB1300	11 (11.0)	10 (10.0)	12 (12.0)	9 (9.0)	4.000	0.677
Sub-total	33 (33%)	26 (26%)	25 (25%)	19 (19%)		
High/premium price range					-	-
Between THB1301 and THB1500	3 (3.0)	2 (2.0)	2 (2.0)	0	0.436	0.933
Between THB1501 and THB2000	4 (4.0)	2 (2.0)	2 (2.0)	0	3.061	0.382
Between THB2001 and THB2500	2 (2.0)	4 (4.0)	3 (3.0)	2 (2.0)	2.524	0.471
Above THB2501	2 (2.0)	0	0	1 (1.0)	3.694	0.296
Sub-total	11 (11%)	8 (8%)	7 (7%)	3 (3%)	-	-
Total	100 (100.0)	100 (100.0)	100 (100.0)	100 (100.0)	-	-
Mean ($\overline{X}$)	3.37	2.95	2.85	2.56	-	-
Standard Deviation (S.D.)	1.878	1.806	1.777	1.591	-	-

The qualitative data corroborated that the wine budget of Baby Boomers was the highest among the four generations. On average, this age group spent approximately THB1500 for wine. By contrast, Generation X, Y, and C reported that their wine budgets were THB860, THB1000, and THB890, respectively.

Table 9 presents the ranking of wine-producing regions according to the 400 respondents. The findings asserted that the respondents favoured Old World Wine-producing countries, among which France was most popular. Those who favoured Old World Wine comprised 55.65%, and, specifically, 21.2% favoured wine from France. Australia was the most popular New World country producing wine, and 16.4% of the respondents favoured Australian wine.

Table 9 Ranking of the most popular wine-producing countries according to the 400 respondents.

Which wine from the following wine-producing countries do you prefer most? You can choose more than one country.		
	Percentage	Frequency
Old world wine-producing countries		
France	146	21.2
Germany	97	14.1
Italy	86	12.5
Spain	47	6.8
Portugal	8	1.2
Subtotal	384	55.65
New world wine-producing countries		
Australia	113	16.4
New Zealand	85	12.3
Chile	66	9.6
South Africa	20	2.9
Argentina	16	2.3
Subtotal	300	43.47
Others	6	0.88
Total	690	100

Table 10 gives us a clear picture of the preferred wine-producing countries of each generation. The findings illustrated the correlations between consumers' age and wine-producing regions. The older generations preferred wine from France, Germany, Italy and Australia.

Table 10 Most popular wine-producing countries for each generation.

Which wine from the following wine producing regions do you prefer most? You can choose more than one region.	Range of years of birth				Value	Sig.
	Baby Boomers Frequency (Percentage)	Generation X Frequency (Percentage)	Generation Y Frequency (Percentage)	Generation C Frequency (Percentage)		
Old World Wine Producing Regions						
France	66 (27.2)	41 (19.0)	23 (18.3)	16 (15.2)	64.416	0.000
Germany	43 (17.7)	31 (14.4)	16 (12.7)	7 (6.7)	41.523	0.000
Italy	21 (8.6)	33 (15.3)	20 (15.9)	12 (11.4)	13.331	0.004
Spain	19 (7.8)	11 (5.1)	8 (6.3)	9 (8.6)	7.209	0.066
Portugal	2 (0.8)	3 (1.4)	2 (1.6)	1 (1.0)	1.020	0.796
Sub-total	**151 (62.2)**	**119 (55)**	**69 (54.8)**	**45 (42.8)**	**-**	**-**
New World Wine Producing Regions						
Australia	43 (17.7)	42 (19.4)	9 (7.1)	19 (18.1)	42.564	0.000
New Zealand	15 (6.2)	18 (8.3)	28 (22.2)	24 (22.9)	6.140	0.105
Chile	19 (7.8)	24 (11.1)	12 (9.5)	11 (10.5)	8.202	0.042
South Africa	6 (2.5)	8 (3.7)	3 (2.4)	3 (2.9)	3.789	0.285
Argentina	8 (3.3)	4 (1.9)	2 (1.6)	2 (1.9)	6.250	0.100
Sub-total	**91 (37.4)**	**96 (44.5)**	**54 (42.8)**	**59 (56.2)**	**-**	**-**
Others	1 (0.4)	1 (0.5)	3 (2.4)	1 (1.0)	2.030	0.566
Total	**243 (100.0)**	**216 (100.0)**	**126 (100.0)**	**105 (100.0)**	**-**	**-**
Mean ($\overline{X}$)	0.221	0.196	0.115	0.095	-	-
Standard Deviation (S.D.)	0.343	0.345	0.287	0.263	-	-

The qualitative data confirmed similar results: the younger the generation, the less they preferred wine from the old world wine-producing countries. Between the wine of the Old World and New World countries, 75% of the respondents from Baby Boomers, 63% of those from Generation X, 57% of those from Generation Y, and 50% of those from Generation C preferred the former.

Table 11 exhibits the preferred style of wine of the 400 respondents. Red wine was the most popular wine style, followed by white wine and sparkling wine. Although rose wine was least popular, the percentage of consumers was 12.4.

Table 11 Preferred style of wine of the 400 respondents.

Which of the following wine styles do you prefer most? You can choose more than one wine style. If you choose more than one, please rank them.		
	Percentage	Frequency
Red wine	200	44.9
White wine	107	24.0
Sparkling wine	83	18.7
Rose wine	55	12.4
Total	**445**	**100**

Table 12 illustrates the most preferred wine style of each generation, which shows that red wine was popular among Baby Boomers. Sparkling wine was popular the young generation. These findings validated the correlation between wine style and age group. The older the consumers were, the more they favoured red wines. Amongst the four age groups, the Baby Boomers preferred red wine the most. However, Generations X opted for white wine and rosé. The younger the consumers were, the more they favoured sparkling wine.

Table 12 Popular wine styles of each generation.

What of the following wine styles do you prefer most? You can choose more than one.	Range of years of birth				Value	Sig.
	Baby Boomers Frequency (Percentage)	Generation X Frequency (Percentage)	Generation Y Frequency (Percentage)	Generation C Frequency (Percentage)		
Red wine	83 (64.8)	60 (42.3)	37 (38.9)	20 (25.0)	90.320	0.000
White wine	19 (14.8)	47 (33.1)	29 (30.5)	12 (15.0)	35.355	0.000
Rose wine	18 (14.1)	25 (17.6)	7 (7.4)	5 (6.25)	22.493	0.000
Sparkling wine	8 (6.3)	10 (7.0)	22 (23.2)	43 (53.75)	47.113	0.000
Total	128 (100.0)	142 (100.0)	95 (100.0)	80 (100.0)	-	-
Mean ($\overline{X}$)	0.32	0.36	0.24	0.20	-	-
Standard Deviation (S.D.)	0.358	0.433	0.403	0.362	-	-

The qualitative data validated that 75% of Baby Boomers preferred red wine, as did 61% of the respondents from Generation X, 58% of those from Generation Y, and 47% of those from Generation C. Compared with that of Baby Boomers, the wine style preferred by the other generations tended to be more diversified. Particularly, 8.6% of the respondents from Generation X, 11% of those from Generation Y, and 12% of those from Generation C preferred rose wine. In addition, 13% of the respondents from Generation X, 21% of those from Generation Y, and 18% of those from Generation C preferred sparkling wine.

Motivations for drinking wine

Table 13 exhibits the motivations for drinking wine of the 400 respondents. The respondents perceived wine drinking to be good for relaxation and friendship enhancement, followed by the preference for the taste and character of wines, and the pairing of wines with food. The respondents perceived wine as "good for (my) health" and wine as an "expression of social status," as the least important reason for drinking wine.

Table 13 Motivations of the respondents for drinking wine.

To what extent do you agree with the following statement? Please choose one.	Frequency (%)					$\overline{X}$	S.D.
	(5)	**(4)**	**(3)**	**(2)**	**(1)**		
Drinking wine helps me relax.	159 (39.8)	185 (46.2)	56 (14.0)	-	-	4.26	0.687
Wine consumption enhances friendship.	163 (40.7)	177 (44.2)	55 (13.8)	4 (1.0)	1 (0.3)	4.24	0.742
I like the taste and character of wines.	145 (36.2)	174 (43.5)	78 (19.5)	2 (0.5)	1 (0.3)	4.15	0.761
Wine goes well with meals.	114 (28.5)	194 (48.5)	78 (19.5)	14 (3.5)	-	4.02	0.788
Drinking wine is good for my health.	74 (18.4)	199 (49.8)	115 (28.8)	12 (3.0)	-	3.84	0.753
Wine consumption is an expression of social status.	17 (4.3)	119 (29.8)	185 (46.3)	74 (18.5)	5 (1.1)	3.17	0.821
Total average						**3.94**	**0.758**

Table 14 and 15 presents the ANOVA tests of the motivational factors for the generations. Table 16 shows the Least Significant Difference (LSD) of the motivations for wine drinking of the four generations. Table 17 illustrates the Multivariate Tests of the motivations.

Table 14 Descriptive of ANOVA

		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
						95% Confidence Interval for Mean			
I like the taste and characters of wines.	baby boom	100	4.02	.752	.075	3.87	4.17	2	5
	x	100	4.06	.802	.080	3.90	4.22	1	5
	y	100	4.21	.756	.076	4.06	4.36	3	5
	z	100	4.31	.706	.071	4.17	4.45	2	5
	Total	400	4.15	.761	.038	4.08	4.22	1	5
Wines go well with meals.	baby boom	100	4.02	.778	.078	3.87	4.17	2	5
	x	100	3.98	.778	.078	3.83	4.13	2	5
	y	100	3.97	.846	.085	3.80	4.14	2	5
	z	100	4.11	.751	.075	3.96	4.26	2	5
	Total	400	4.02	.788	.039	3.94	4.10	2	5
Wine consumption enhances friendship.	baby boom	100	4.28	.712	.071	4.14	4.42	3	5
	x	100	4.22	.786	.079	4.06	4.38	1	5
	y	100	4.11	.803	.080	3.95	4.27	2	5
	z	100	4.36	.644	.064	4.23	4.49	2	5
	Total	400	4.24	.742	.037	4.17	4.32	1	5
Wine consumption is good for my health.	baby boom	100	3.92	.734	.073	3.77	4.07	2	5
	x	100	3.82	.770	.077	3.67	3.97	2	5
	y	100	3.74	.812	.081	3.58	3.90	2	5
	z	100	3.87	.691	.069	3.73	4.01	2	5
	Total	400	3.84	.753	.038	3.76	3.91	2	5
Wine consumption helps me relaxed.	baby boom	100	4.12	.671	.067	3.99	4.25	3	5
	x	100	4.35	.687	.069	4.21	4.49	3	5
	y	100	4.23	.737	.074	4.08	4.38	3	5
	z	100	4.33	.637	.064	4.20	4.46	3	5
	Total	400	4.26	.687	.034	4.19	4.33	3	5
Wine consumption is an expression of social status.	baby boom	100	3.38	.850	.085	3.21	3.55	1	5
	x	100	3.11	.863	.086	2.94	3.28	1	5
	y	100	3.10	.745	.075	2.95	3.25	1	5
	z	100	3.10	.798	.080	2.94	3.26	1	5
	Total	400	3.17	.821	.041	3.09	3.25	1	5

Table 15 ANOVA of the motivational factors of the generations

		Sum of Squares	df	Mean Square	F	Sig.
I like the taste and characters of wines	Between Groups	5.420	3	1.807	3.172	.024
	Within Groups	225.580	396	.570		
	Total	231.000	399			
Wine go well with meals	Between Groups	1.220	3	.407	.653	.581
	Within Groups	246.620	396	.623		
	Total	247.840	399			
Wine consumption enhances friendship	Between Groups	3.328	3	1.109	2.032	.109
	Within Groups	216.150	396	.546		
	Total	219.478	399			
Wine is good for my health	Between Groups	1.767	3	.589	1.038	.375
	Within Groups	224.670	396	.567		
	Total	226.438	399			
Wine consumption helps me relaxed	Between Groups	3.347	3	1.116	2.387	.069
	Within Groups	185.130	396	.468		
	Total	188.478	399			
Wine consumption is an expression of social status	Between Groups	5.747	3	1.916	2.881	.036
	Within Groups	263.350	396	.665		
	Total	269.098	399			

Table 16 Least Significant Difference (LSD)

To what extent do you agree with the following statement? Please choose one	$\overline{X}$	Baby Boomers	Generation X	Generation Y	Generation C
I like the taste and characters of wines					
Baby Boomers	4.02	-	-.040	-.190	-.290 (*)
Generation X	4.06	-	-	-.150	-.250 (*)
Generation Y	4.21	-	-	-	-100
Generation C	4.31	-	-	-	-
Wine consumption is an expression of social status					
Baby Boomers	3.38	-	.270 (*)	.280 (*)	.280 (*)
Generation X	3.11	-	-	.010	.010
Generation Y	3.10	-	-	-	.000
Generation C	3.10	-	-	-	-

Table 17 Multivariate Tests[a]

	Effect	Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[d]
Intercept	Pillai's Trace	.986	4657.963[b]	6.000	391.000	.000	.986	27947.777	1.000
	Wilks' Lambda	.014	4657.963[b]	6.000	391.000	.000	.986	27947.777	1.000
	Hotelling's Trace	71.478	4657.963[b]	6.000	391.000	.000	.986	27947.777	1.000
	Roy's Largest Root	71.478	4657.963[b]	6.000	391.000	.000	.986	27947.777	1.000
Age	Pillai's Trace	.109	2.469	18.000	1179.000	.001	.036	44.445	.996
	Wilks' Lambda	.894	2.490	18.000	1106.400	.001	.037	42.205	.994
	Hotelling's Trace	.116	2.507	18.000	1169.000	.000	.037	45.126	.997
	Roy's Largest Root	.082	5.391[c]	6.000	393.000	.000	.076	32.344	.996

a. Design: Intercept + age
b. Exact statistic
c. The statistic is an upper bound on F that yields a lower bound on the significance level.
d. Computed using alpha =

The multivariate tests illustrated a statistically significant difference between age groups and feelings about wine, $F(18, 1106.400) = 2.490$, $p < 0.005$, Wilks' lambda = 0.894, and partial Eta squared 0.037. The ANOVA analysis showed the differences between groups through statements of "I like the taste and characteristics of wines" and "Wine consumption is an expression of social status".

The qualitative findings illustrated that Baby Boomers were considerably proficient and meticulous in describing the tastes and characteristics of wine. "I like white wine; in particular, Chablis. I like off-dry white wine with green and citrus fruit flavour and moderate acidity level," said interviewee 28 (Baby Boomer). Most of the other generations experienced difficulty in describing the taste or characteristics of wines. Interviewee 6 (Generation X) said, "I like wines that are smooth and with character." "I like the colour and smell of Barolo," said interviewee 4 (Generation Y). Interviewee 50 (Generation C) said that "[Cabernet Sauvignon] is smooth and it smells good."

On the association of wine consumption with social status, the qualitative data showed that Baby Boomers tended to associate with those who enjoy drinking wine. Interviewee 41 (Baby Boomer) said that "Some people prefer soda drinks, some prefer beer and some prefer wine. It is a matter of preference." However, the same interviewee remarked that "I like hanging out with friends who [enjoy] drinking wine. We can talk about the characteristics of wine." One interviewee from the Baby Boomer generation said, "I like talking to my (wine-drinking) friends about vineyard visits. We visit vineyards in France every year." However, interviewee 7 (Generation X) said, "I do not see how wine is related to the social status of people. Although I like drinking wine, I drink beer with my beer-drinking friends and whisky soda with my whisky-drinking friend." According to interviewee 42 (Generation Y), "I like going to places to chill out and drink wine with my friends who drink beer."

About other motivations, the qualitative data helped elaborate the respondents' thinking. Interviewee 38 (Baby Boomer) said that "After a full day at work, I like drinking a glass of wine to relax. Sometimes, I drink a glass of wine before I go to bed." According to interviewee 12 (Generation X), "I normally drink wine after work and on weekends. It is good to drink some wine to [help] me relax." "I like drinking wine after work; in particular, after meetings. After drinking wine, I feel good and relaxed," said interviewee 18 (Generation Y). "I drink wine after work to reduce stress," said interviewee 24 (Generation C).

With regard to the effect of friendship enhancement of wine, interviewee number 16 (Baby Boomer) said that "I drink wine with friends. After drinking a few glasses of wine, we'll become more open." Interviewee number 37 (Generation X) said that "My friends and I will become very talkative after a few drinks. Wine drinking is good for building a good relationship with friends." Interviewee number 48 (Generation Y) said that "Wine drinking can make new friends." Interviewee number 26 (Generation C) said that "My friends and I talk about anything while we drink wine. Drinking wine with friends can draw us closer to each other."

For food and wine pairing, the three younger generations were more adventurous compared with Baby Boomers in pairing wine with food. Interviewee number 39 (Generation X) said that Shiraz was paired best with seafood and grilled food. Interviewee number 23 (Generation Y) said that white wine went well with steak and fish. Interviewee number 14 (Generation C) liked to pair sparkling wine with all types of food. However, the answers of most Baby Boomers proved that they paired food with wine on the basis of the matching principle. "Food with acidity should pair with wine with a higher level of acidity," said interviewee number 38 (Baby Boomer).

All the interviewees replied that they were aware of the health benefits of wine. "Moderate wine drinking can reduce the risk of getting Parkinson's disease and Alzheimer's disease," said interviewee number 10 (Baby Boomer). "Wine drinking helps reduce strokes," said interviewee number 33 (Generation X). "Red wine has more health benefits than white wine," said interviewee number 48 (Generation Y). "I read from the Internet that wine has lot of vitamins," said interviewee number 29 (Generation C).

Discussion

Madeira et al. (2009) concluded that age is a differentiating factor of wine consumption behavior in Portugal. Lockshin and Corsi (2012), after summarising previous literature on motivations for wine drinking, asserted that motivations varied according to age groups.

However, the findings of the present study validated that older generations; in particular, Baby Boomers differ from the other three generations in a few aspects of wine consumption. Baby Boomers favour red wine and wine mostly from Old World wine-producing countries. The other generations are substantially accepting different wine styles and wines from the new world countries. A notable difference lies on the budget allocated for buying wine. The budget allocated by Baby Boomers for wine is nearly 60%

more than the average budget of the other three generations. The findings of the present study proved that Baby Boomers are more concerned and knowledgeable with wine taste and character compared with the other three generations. Baby Boomers described wine by its tannins, acidity, sweetness, and flavour. By contrast, the other generations have difficulty in properly describing the characters of wine.

Wine is a sensory product. Therefore, the taste of wine is considered the most important factor in influencing the consumptive interest of drinkers (Keown and Casey, 1995 in Bruwer et al., 2011; Thompson and Vourvachis, 1995, in Bruwer et al., 2011). Charters and Pettigrew (2007, in Bruwer et al., 2011) corroborated that the choice of Millennials whether to drink wine depends on its taste. Evidently, consumers will first have to buy wine and take risk on the perceived flavour because they cannot assess the taste simply by referring to the wine bottle, packaging, or label. To minimise the risk, consumers tend to rely on different sources of information, including the significant consideration of the price, which commonly influences the judgment of wine quality. The study of Stanford GSB and the California Institute of Technology (in Trei, 2008) asserted that the price of wine interferes with its perceived and real quality. Given that Baby Boomers are considerably concerned with the taste and characters of wine, they are interested in talking to restaurant staff whom they consider are knowledgeable in wines, and willing to pay more than the other generation groups, if only to minimise risks in purchasing wine.

The findings of the present study reveal the common characteristics of Thai wine drinkers regardless of age group.

Many of the respondents and interviewees equate wine consumption with building and enhancing friendships. Friendship and gregariousness are essential to Thais. A cross-cultural dimension survey indicated that Thailand is a highly collectivist country and that Thais value loyalty and relationship building (Hofstede, n.d.). Knutson (n.d.) also verified that Thais emphasise the use of the pronoun "we" instead of "I" in all aspects of communication. Having open communication and fun facilitate the building and enhancement of friendships (Williams, 2008). Many interviewees said that they feel open and talkative after drinking wine. In addition, several interviewees shared that they have numerous fun moments with friends while drinking wine.

Also, respondents and interviewees are stressful. Thais, as claimed by Intarakamhang (2009), as a result of overwhelming materialism, weakening family ties, and lacking of attachment, face various stresses. These stresses, if remain unresolved, can cause them harm (Intarakamhang, 2009).) Relaxation provides people peace of mind (Department of Mental Health, 1999, in Intarakamhang, 2009). Science has proven that wine drinking assists in relaxation. *Deutsche Weinakademie* (1997, in Getz, 2000) reported that wine increases the serotonin levels, which heighten one's sense of well-being, as well as induces sleep.

Previous research elucidated that the health benefits of wine come from the presence of malic and tartaric acids, ethanol, the low pH value, and

polyphenols. A *60 Minutes* programme in 1991, "The French Paradox," profoundly raised consciousness about the health benefits of wine. The programme stated that red wine consists of chemicals that can help reduce heart diseases and might extend the life of a person. After the programme was broadcasted, the consumption of red wine increased tremendously. In the USA, red wine sales rose by 44% within six months (Brostrom and Brostrom, 2009).

However, in this present study, on the one hand, many respondents consider wine an important means to help them relax for their well-being and. on the other hand, they are less concerned with its health benefits, which is the second least important motivational factor though the qualitative interviews show that interviewees are aware of health benefits of wine. The reason for this scenario remains unknown.

Although the respondents show least concern for the association of wine with social status, the educational background of the majority of the respondents and interviewees indicate that wine is a drink for those with substantially high educational background. Wine is also an expensive drink in Thailand. The import tax on wine in Thailand is approximately 400%. An imported wine originally sold at USD100 will eventually be sold for USD490.46 (Infosearch and Kunasiritat, 2005). The high tax suggests that wine drinking is for people with comparatively high salaries in Thailand.

Although the study does not illustrate major generational differences in motivations for wine drinking, it demonstrates cultural differences. Madeira et al. (2009) affirmed that, in Portugal, wine drinking frequency is directly and indirectly associated with age and with being female, respectively. In this present study, findings confirm that, in Thailand, the number of female wine consumers increase the younger the generation is, and likewise, the younger the generation, the more frequent they drink. Contrary to the findings of Madeira et al. (2009) that older generations tend to drink wine more frequently, the results of the present study prove that the younger the generation is, the more frequently its members drink wine.

Capitello et al. (2014) and Qenani-Petrela et al. (2007, in Lockshin and Corsi, 2012) verified that the health benefit of wine drinking is an important factor in determining the attitudes of Generation Y in Italy (and of Baby Boomers as well as Generation X in central California) the findings of this study confirm that among the four age groups, Generation Y is least concern with the health benefits.

Pettigrew and Charters (2010) also corroborated that alcohol consumption in Hong Kong might help convey desired images to specific and generalised others. By contrast, the findings of this present study validate that the four generations do not concern with the association of wine and social status.

Hall et al. (2004) proved that, of the three age groups in Australia, mood enhancement that comprises the variables of relaxation, excitement, stress relief, and fun and enjoyment was less essential to those from the 35-and-above age group. By contrast, the findings of this present study affirm that the four generations consider the relaxation an important motivation for drinking wine.

WDB (2007, in Geraghty and Torres, 2009) affirmed that Irish wine drinkers tend to shift from drinking Old World wine to New World wine. However, the findings of the present study validated that respondents and interviewees favour Old World wine.

Bruwer and Wood (2005) showed that 35–44-year-old Australians tend to buy wine online. However, the findings of the present study illustrate that Generation X (people aged 41–53) buy wines mainly through the Internet and Generation C, the youngest age group, has the lowest percentage of online wine buying.

Limitation and conclusion

The study has two main limitations. Initially, the questionnaires were translated from English into Thai, and the qualitative responses were translated from Thai to English. Some data and responses may have been translated inaccurately. Moreover, wine selling in Thailand faces competition from other alcoholic beverages, such as beer, whisky, and cognac. The following questions should be answered: How do the attributes of wine compare with the attributes of these drinks? Are there differences in the motivations of Thais for consuming other alcoholic beverages compared with those for consuming wine? These areas provide a good avenue for future research.

This study can still provide appropriate guidelines to wine marketers in planning their marketing endeavours. Marketers may consider two marketing strategies: one for the Baby Boomers and the other for the other three generations.

For Baby Boomers, marketers can considerably focus on red wines from old world wine-producing regions. Baby Boomers are prepared to buy expensive wine; hence, marketers may introduce moderately expensive to expensive wines to this generation group. Moreover, marketers can consider restaurants a good retail outlet for selling their wines.

For marketing endeavours with the three other generations, marketers may consider selling wine of different styles at moderate or low-price levels. Marketers can also distribute their wines to internets and restaurants from where Generation X and Y, and Generation C reportedly buy their wine frequently.

For the promotion mix, marketers should emphasise the relaxing effects and social benefits of wine consumption. Marketers may focus on associating wines with a specific lifestyle or image that is related to the aforementioned attributes.

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