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Abstract
In Taiwan, beer is the main product in the low-alcohol beverage market. However, in recent years, the total sales of beer can not grow up , and the growing rate of beer tend to flat. At this time, a drink so-called RTD(ready-to-drink) appear in the market. RTD is widespread over the world like a whirlwind. Because of its success, many brewers get into the market, even the leader of beer market, Taiwan Tobacco And Liquor Corporation, also enter the RTD market. To this day, more than 10 brands in the market show it will be a big market in the future.

We collect data via on-line and face-to-face questionnaire at the same time. The places we delivered questionnaire face-to-face include Northern area (Taipei city，Taipei county and Taoyuan), middle area (Taichung and Yunlin), and southern Taiwan(Tainan, Kaohsiung and Pingtung).We got 632 questionnaires, and 339 usable responses were obtained, we got a response rate of 54 percent. The analysis techniques are confidence analysis, descriptive statistics, factor analysis, cluster analysis, ANOVA analysis, t test, hierarchical regression analysis.

The important results are following

1. Frequency of purchasing RTD, the more beer people drink, the more RTD people drink.
2. Preference differences in situation and product attribute .18 to 29-year-old cluster prefer to give an admission as present, they always buy RTD in PUB. They like to drink while dancing and singing. About product attribute , taste is the most important element while buying RTD. Heavy drinker prefer to drink in PUB, so they like power man and spicy girl’s promotion. They drink in thirst and feast.
3. The essential attribute is critical reason to affect the frequency of buying RTD. Interacting with marketing way, off-trade, drink alone have a significant impact on buying frequency.
4. The top 2 brand that consumers like to drink are 「SMIRNOFF」,「ICE FIRE」, and the favorite taste is lemon. The main reason why female do not drink is 「Never hear」,male is 「Too expensive」.The reason why people 18-29 years old and no drinking do not drink RTD is 「Too expensive」.The reason why the elder and heavy drinker do not drink RTD is「It is a beverage not alcohol」,「Too sweet」,「Alcohol concentration is too low」.
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