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Abstract
In the world of beverage markets, consumers' drinking preferences change over the period of time. This study focuses on bottled tea markets by comparing consumer behaviors in both Taiwan and Thailand. It is crucial to gain better understanding the values underlying consumers' bottled tea purchase choices. By emphasizing on the behavior of consumers, the intent is to isolate the values motivating behavior and define the relative contribution of each type of value as a function of buyers' choices. The Theory of Consumption Values postulates that market choices are determined by multiple consumption values, rather than multiple product attributes.
There has never been a research on a comparison of Thailand and Taiwan bottled tea markets using The Consumption Values Theory. This research intends to apply the theory of consumption values with the bottled tea consumption behaviors of both Thai and Taiwanese consumers. It identifies consumers' consumption values and the role of these values in purchasing behavior.
Data were collected through questionnaire distribution conducted in both countries. The collected data was analyzed by using discriminant analysis technique in which independent variables were derived from factor analysis. Results show that Taiwanese consumers focus on emotional and conditionals, however, Thai consumers put more weights mainly on three emotional value, social value, and epistemic value.
Results from this study could help to better comprehend and differentiate consumer behaviors regarding product attributes, consumption values, culture differences, and perceptions.
Keywords: Thailand, Taiwan, Consumption Value Theory, Bottled Tea
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