

THE DECISION TO PURCHASE ALCOHOLIC BEVERAGES THROUGH TECHNOLOGY OF DIGITAL MARKETING AND E-SPORT STUDENTS

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Abstract

The methodology used in this study is quantitative. The purpose of this research was to examine the influences on drinking behavior among college students. Analysis of college students' alcohol purchase habits and a comparison of the elements that influence such habits. The questionnaire collected 400 responses. The majority of respondents were female, aged 21–23, in their fourth year of college, living at home, and earning less than 10,000 baht a month. Drinking habits: The biggest influence was alcohol-drinking friends. Chang, and most individuals buy alcohol only on holidays. Between 6:00 PM and 12:00 AM, most individuals purchase one to two bottles of alcohol from a convenience store or grocery store near their home or workplace. The marketing mixes (digital marketing) the comparison of civil science and behavioral factors with marketing mix components was significant at .05. Product, price, location, and advertising were most important, whereas personal traits were minor.

Keywords : Decision Making, Behavior for Alcohol, Digital Technology

Background

Alcohol [1] is a psychoactive, dependence-inducing substance that has been consumed by numerous cultures for centuries. Alcohol abuse results in a substantial disease burden and has significant social and economic repercussions. Others, including family, friends, coworkers, and even strangers, can be harmed by alcohol abuse. Alcohol consumption has been linked to more than 200 diseases, injuries, and other health problems [2]. Use of alcohol is linked to an increased risk of mental and behavioral problems, such as alcoholism, as well as noncommunicable illnesses, such as cirrhosis of the liver, certain malignancies, and cardiovascular disease. Accidental and purposeful injuries, such as those caused by acts of violence and suicide, make for a considerable amount of the disease burden that may be attributed to alcohol intake. These injuries include those that are caused by motor vehicle accidents. Alcohol is linked to a higher incidence of injuries that ultimately end in mortality among younger age groups. There is a relationship that may be described as a chain of causes between heavy drinking and infectious illnesses like TB and HIV/AIDS. When women drink

alcohol while they are pregnant, it increases their risk of developing fetal alcohol syndrome (FAS) and the difficulties that come along with early delivery.

Factors influencing alcohol consumption and alcohol-related damage. At the individual and societal levels, a number of factors have been identified that affect the levels and patterns of alcohol consumption and the severity of alcohol-related problems in populations [3], [4], [5]. Societal factors consist of economic growth, culture, social norms, the availability of alcohol, and the implementation and enforcement of alcohol policies[6]. The negative health effects and social damage caused by a given level and pattern of alcohol consumption are more pronounced in poorer societies. Individual factors consist of age, gender, family circumstances, and socioeconomic standing [7]. Although there is no single dominant risk factor, the greater the number of vulnerabilities a person possesses, the greater their likelihood of developing alcohol-related problems as a result of alcohol consumption [1, 8, 9]. Alcohol consumption has a greater negative effect on the health and social well-being of those with a lower socioeconomic status than those with a higher socioeconomic status. The effect of alcohol [10] consumption on chronic and acute health outcomes is largely determined by the total volume and pattern of alcohol consumption, particularly patterns associated with episodes of heavy drinking. Intoxication is highly influenced by alcohol drinking setting. Alcohol use may affect illness, injury, and health condition prevalence, consequences, and progression. Gender affects alcohol intake, mortality, and morbidity. Males cause 7.7% of worldwide alcohol-related fatalities, while women cause 2.6%. In 2016, males drank 19.4 liters of pure alcohol per capita and women 7.0.

COVID-19 [11, 12] Currently, the sale of alcoholic beverages is subject to restrictions. In addition, it was announced that the sale of alcohol would be suspended pursuant to Section 35 of the 2015 Act in an effort to eliminate disease-spreading hotspots. Those who sell in accordance with the Excise Tax Act of 2560 B.E. may also sell additional products. This does not apply to the manufacturer's sale. In accordance with the Excise Tax Act of B.E. 2560, the importer or the importer's agent must provide the above information to authorized sellers [13]. College students currently consume more alcohol than ever before. This piqued the researcher's interest in investigating the factors that influence students' decisions to buy alcoholic beverages. As a result of this study, entrepreneurs and manufacturers will be able to improve their marketing strategies. Including the development and enhancement of products to meet consumer requirements. Using knowledge of the factors that influence undergraduate students' decisions to purchase alcoholic beverages as a guide for stopping and reducing their drinking, it is possible for them to stop and reduce their drinking [14].

Objectives of the research

1. To study factors affecting the decision to purchase alcoholic beverages of undergraduate students.
2. To study alcoholic beverage purchasing behavior of undergraduate students.
3. Comparison of factors affecting the decision-making behavior to purchase alcoholic beverages of undergraduate students

Literature review

Understanding the "six Ws"—Who, What, Where, When, Why, and How—is essential to gathering information and solving problems. Aristotle's 340 B.C. six W's. Journalism, study, and police investigations employ "Nicomachean Ethics" to thoroughly cover a subject. Use them to ensure high-quality customer interactions. Start with the query to find the best problem-solvers.

Who. If your contact says checks are cut on a specific day and you need payment before that date, finding out who may approve a payment might help. Find out who may approve payments if your contact says checks are cut on a specific date. How frequently do customers call your organization to resolve a problem? You know who to ask in your company for resolution updates.

What- What is a question you should ask your customer and yourself to identify the problem? Before emailing or calling, think about what you want from this interaction and what you want to accomplish. This will help your contacts communicate clearly. Ask about upcoming invoices while calling a customer about past-due debts. This may accelerate payment or help identify issues.

Where- Where helps you solve payment issues. Where means finding helpful places. It's crucial to understand your customers' funding sources. If your payment is made from a different area than your contact, it may take longer. While your contact approved this payment, it must be created elsewhere. How do you get an invoice paid or a dispute resolved? Contract or customer purchase order? Each may have helpful information. "When" sets timelines and expectations. First and foremost, determine when a payment will be processed and received or paid. Professional collectors are advised that invoices will not be paid until a return is processed. Then determine the goods return date to determine the payment date. If you can acquire a customer's commitment on when they'll get a response or update, you can establish their expectations.

Why - Although all of the W's are important, "why" could be the most important of the bunch. Knowing the root of an issue is essential to finding a solution to that problem, and it also affects the decisions you make. It is possible that this will have an effect on future business choices involving the client if the late payment was caused by the firm experiencing financial problems. Discovering the reason why payment is being delayed due to inconsistencies helps you to rectify the issues and get payment after they are resolved.

hoW: When we provide a response to the query "how," we are able to obtain a deeper grasp of the issue as well as how the procedures of some of our clients are carried out. The question "How are payments made?" is a perfect illustration of a "how" inquiry. If you know the answer to this question, you will have a better notion of when you may expect getting this money. You will be able to assess to whom you may need to escalate a matter and what may be delaying resolution if you have a thorough understanding of how the payment approval process of a client functions.

Concepts and theories about the purchase decision process states that the purchase decision process of the consumer has a sequence of steps in making decisions. The steps are as follows: Need arousal or problem recognition, Information search, Evaluation of alternatives, Purchase decision, Post purchase behavior.

Demographic characteristics are information about an individual, such as age, gender, education, occupation, income, religion, and ethnicity, that influences consumer behavior,

according to concepts and theory regarding demographic characteristics. In general, marketers utilize it as a factor for market segmentation (Market Segmentation) in relation to consumer demand preferences and usage rates. In addition, they are easier to quantify than other variables. The significant factors are age, gender, family characteristics, and income [15], [16].

Theories and concepts regarding Marketing mix [17] factor Marketing mix is a tool that can be controlled by marketing mix factors. Based on a review of pertinent theories, it consists of various tools and according to Alizadeh and Serdaroglu [18] the marketing mix consists of product, price, distribution channel (Place), and marketing promotion.

Research design

This research uses quantitative research by survey research from online questionnaire data collection from the target group to study the factors affecting the purchasing decisions of college students. The researcher has defined the form of conducting the research as follows.

Population and sample

The population of 1st-4th year undergraduate digital marketing students who purchase or consume alcoholic beverages on a regular basis and not on a regular basis.

The sample group was 1st-4th year undergraduate digital marketing students who were regular and non-regular purchasers or consumers of alcoholic beverages .

Research tools

In this research, it is a survey research by the researcher using the survey tool. Online questionnaire from a sample of 400, the questionnaire consists of 3 parts as follows.

Part 1 : general information of the respondents. Contains questions about gender, age, education level, residence, monthly income .

Part 2 : Data on purchasing behavior and the degree of decision making to purchase alcoholic beverages of students contains questions about the environment, alcohol brands Frequency of purchasing alcoholic beverages per week Time to buy alcoholic beverages where to buy alcohol

Part 3: Information about marketing mix factors for choosing to buy alcoholic beverages, which has the criteria for determining the weight of the assessment into 5 levels.

Statistics for analyzing data and presenting results

The researcher will analyze and Collecting information on factors affecting students' decision to purchase alcoholic beverages by statistical method Which will be divided into 2 parts:

1. Descriptive Statistics are used for analysis consumer buying behavior Marketing mix Demographic Factors and Purchase Decision Levels by explaining the frequency, percentage mean, standard deviation

2. Inferential Statistics Analysis-Independent Sample T-Test and One-Way ANOVA analysis to test the differences in beer purchasing decision among samples with behavioral characteristics different demographics and analysis Factor Analysis for grouping correlated variables together to be able to convey the meaning of the variables comprehensively and the results of the analysis of sub-components affecting the decision to purchase alcoholic beverages of undergraduate students.

Research results

1. Analysis of demographic data of undergraduate students who decide to buy alcoholic beverages using frequency distribution statistics and percentage.

Table 1 Results of demographic analysis of undergraduate students who decide to buy alcoholic beverages.

Variable	Frequency	Percentage
Gender		
1. Male	122	30.50
2. Female	235	58.75
3. Homosexuality	43	10.75
Total	400	100.00
Age		
1. 17 – 18 years	10	2.50
2. 18 -20 years	96	24.00
3. 21 – 23 years	284	71.00
4. 24 – 26 years	7	1.75
5. 26 years or olde	3	0.75
Total	400	100.00
Education level		
1. Year 1	17	4.25
2. Year 2	50	12.50
3. Year 3	138	34.50
4. Year 4	191	47.75
Total	400	100.00
Residence		
1. house	197	49.25
2. off-campus dormitories	183	45.75
3. on-campus dormitories	20	5.00
Total	400	100.00

Variable	Frequency	Percentage
Monthly income		
1. less than 10,000 baht	262	65.50
2. 10,001 – 15,000 baht	110	27.50
3. 15,001 – 20,000 baht	19	4.75
4. 20,001 – 25,000 baht	3	0.75
5. 25,001 baht or more	6	1.50
Total	400	100.00

Table 1 shows the number and percentage of respondents of 400 people, most of whom are female. Representing 58.75 percent aged between 21-23 years, representing 71.00 percent studying in the fourth year, representing 47.75 percent living at home representing 49.25 percent, most of the average monthly income is less than 10,000 baht, representing 65.50 percent.

2. An analysis of the behavior of undergraduate students who decide to buy alcoholic beverages by using Frequency and Percentage statistics.

Information on the number and percentage of 400 respondents, the influential influence on the decision to purchase alcohol of most undergraduate students are friends representing 65.75 percent. The type of alcoholic beverage that they decide to buy is beer. 61.75 percent. Most of the brands they chose to buy were Chang brand, 22.94 percent, and most decided to buy alcoholic beverages only on festivals or special occasions. Representing 62.75 percent. The period when most of the respondents decided to buy alcoholic beverages was from 6:01 PM to 0:00 AM, representing 96.25 percent. Convenience stores/grocery stores near home or work (7- Even, Family mart) accounted for 37.75 percent, with the amount of buying alcoholic beverages at 1-2 bottles, representing 67.00 percent.

3. Analysis of the marketing mix of undergraduate students who decide to buy alcoholic beverages by using Frequency, Percentage and SD statistics.

The results of the analysis of marketing mix opinions from all 21 items showed that the variables with the highest averages, ranked in descending order of the top 5, were distribution channels, about distribution locations convenient to travel ($\bar{x} = 4.04$, $SD = 0.62$), the product factor about good taste ($\bar{x} = 3.99$, $SD = 0.68$), taste different from other brands ($\bar{x} = 3.94$, $SD = 0.65$), price factor about the product having reasonable price compared to other brands ($\bar{x} = 3.92$, $SD = 0.63$) and product quality suitable for the price ($\bar{x} = 3.91$, $SD = 0.59$) according to number.

4. Demographic factors affecting marketing mix factors using t-test and One-Way ANOVA

Table 2. Different demographic factors affect different marketing mix of undergraduate students' alcohol purchase decision.

Demographic Factors	Marketing Mix: Digital Marketing				
	Price	Product	Place	Promotion	People
	Sig.	Sig.	Sig.	Sig.	Sig.
Sex	0.03	0.52	0.57	0.69	0.60
Age	0.13	0.20	0.03	0.40	0.01
Education level	0.41	0.73	0.14	0.00	0.00
Residence	0.58	0.88	0.65	0.07	0.42
Monthly income	0.41	0.75	0.04	0.05	0.04

Table 2, different demographic factors influence different marketing mix as follows. The demographic factor in terms of gender is Sig. = 0.03, Product does not affect the demographic factor, Place affects the demographic factor in age and monthly income, Sig. = 0.03 and 0.04 respectively. Promotion affects demographic factors in terms of the level of education has Sig. = 0.00. Marketing mix -People affect demographic factors in terms of age, level of education and monthly income have Sig. = 0.01, 0.00 and 0.04 respectively.

Table 3. Different behavioral factors affecting different marketing mix (digital marketing) of undergraduate students' alcohol purchase decision.

Behavioral factors	Marketing Mix: Digital Marketing				
	Price	Product	Place	Promotion	People
	Sig.	Sig.	Sig.	Sig.	Sig.
Influencers on alcoholic beverage purchase decisions	0.01*	0.05	0.99	0.00*	0.00*
type of alcoholic beverage	0.67	0.10	0.36	0.00*	0.12
brand					
1. Singha	0.53	0.14	0.12	0.84	0.12
2. Chang	0.44	0.20	0.01*	0.04*	0.12
3. Blend 285	0.01*	0.08	0.08	0.83	0.82

Behavioral factors	Marketing Mix: Digital Marketing				
	Price	Product	Place	Promotion	People
	Sig.	Sig.	Sig.	Sig.	Sig.
4. Sangsom	0.52	0.96	0.01*	0.51	0.03*
5. Johny Walker _	0.21	0.85	0.68	0.49	0.99
6. Benmore	0.04**	0.86	0.18	0.26	0.65
7. Hongthong	0.15	0.63	0.14	0.04*	0.60
8. Jack Daniel's	0.23	0.75	0.50	0.47	0.55
9. Regency	0.02**	0.02**	0.20	0.03	0.20
10. Leo	0.21	0.97	0.13	0.19	0.19
11. Tiger	0.07	0.64	0.68	0.00**	0.17
12. Heineken	0.97	0.13	0.00*	0.02*	0.04**
13. Others	0.44	0.03**	0.06	0.00**	0.08
Frequency of purchasing alcoholic beverages	0.02**	0.53	0.04	0.71	0.04**
Time to buy alcoholic beverages	0.00*	0.01*	0.28	0.16	0.26
Place to buy alcoholic beverages	0.09	0.00*	0.03	0.00**	0.04**
Amount of alcohol purchase	0.00*	0.07	0.00*	0.29	0.00*

** significant level was .05

* significant level was .01

Table 3, The result found that the alcohol brand influencing the decision to purchase alcoholic beverages of undergraduate students affected the marketing mix factors in terms of price, marketing promotion, and personal significantly differently. Statistics at level 0.05. The alcohol brand on types of alcoholic beverages that undergraduate students decide to buy affect marketing mix factors - promotion with significant differences at the 0.05 level. The alcohol brand that undergraduate students decide to buy; Chang brand affects marketing mix factors - place and promotion; Blend 285 brand affects marketing mix factors - price. Sangsom brand affects channel marketing mix factors. Distributor brand Benmore effect on price marketing

mix Hongthong brand effect on promotion marketing mix Regency brand affects marketing mix factors - price, product and promotion. Tiger brand affects marketing. mix factors - promotion. Heineken brands affect marketing mix factors - place, promotion and people. Other brands affect marketing mix factors - product, place and promotion are significantly different at 0.05 level.

Brand factors of alcohol purchase frequency affecting marketing mix factors - price, promotion and people were significantly different at 0.05 level.

Brand factors on the timing of alcohol purchases affecting marketing mix factors - price and product were significantly different at 0.05 level.

Brand factors Place of purchase of alcoholic beverages had an effect on marketing mix (digital marketing) factors - product, place, promotion and people were significantly different at 0.05 level.

Brand factors Amount of alcohol purchase Affecting the marketing mix (digital marketing) factors in terms of price, distribution channels and personnel, differing significantly at the statistical level of 0.05.

5. The results of the analysis of sub-components affecting the decision to purchase alcoholic beverages of undergraduate students.

Table 4 Results of the analysis of sub-components affecting the decision to purchase alcoholic beverages of undergraduate students.

No	Sub Componente	Factor loading	Name Componente
1	There is advertising and public relations through a variety of media.	0.57	Consumer demand
	publicity advertising of Promotional staff at the point of sale are attractive.	0.55	
	Promotional activities are organized through interesting sports events/teams.	0.52	
	Use famous and interesting presenters.	0.53	
	Famous selling place	0.60	

Table 4, the results of the component analysis of consumer demand. The sub-components are as follows: 1) Advertising through a variety of media 2) Advertising and public relations of Sales promotion staff at attractive selling points 3) Organize sales promotion activities through interesting sports events/sports teams 4) Use famous and interesting presenters 5) Distribution locations reputable

SUMMARY AND DISCUSSION

1. Summary

The study found that most of the respondents were female, aged between 21 and 23 years old. Most of them studied in the fourth year and lived at home and have a monthly income of less than 10,000 baht. Most of the respondents had decision-making behaviors in purchasing alcoholic beverages as follows: The influential people in purchasing alcoholic beverages were friends. The alcoholic beverages that made the most purchase decisions were beer, most of them under the Chang brand, and most of them decided to buy beverages . Alcohol specific to festivals or special occasions. The time that most of the respondents decided to buy alcoholic beverages was between 6:01 PM and 0:00 AM. Convenience stores/grocery stores near home or work (7- Even, Family mart), with the amount of alcohol purchased at 1-2 bottles . The most important aspects are product aspect, price aspect, and distribution channel aspect. Marketing Promotion and the aspect with moderate importance, namely the person aspect and the results of comparing demographic factors and behavioral factors with marketing mix factors were significantly different at 0.05 and consumer demand. There are sub-components as follows: 1) Advertising and public relations through a variety of media. 2) Advertising and public relations of Sales promotion staff at attractive selling points. 3) Organize sales promotion activities through interesting sports events/sports teams. 4) Use famous and interesting presenters 5) Distribution locations reputable

2. Discussion

Research results factors affecting the decision to purchase alcoholic beverages of undergraduate students. The results can be discussed as follows:

1. Influential influencers in purchasing decisions of undergraduate students of alcoholic beverages. The research results that the researcher has studied the factors affecting the decision to purchase alcoholic beverages of undergraduate students, it was found that the influential people in purchasing alcoholic beverages of undergraduate students were friends. This is consistent with the research of Mucha, Vamosi [19] that found that factors related to drinking alcohol include attitude towards drinking alcohol. self-confidence in refusing to drink alcohol and in accordance with the research of Thiraphat Nuwongsri et al. (2018) found that students Nakhon Ratchasima Rajabhat University came together to drink the most, namely friends, followed by seniors, juniors, single fans, parents, teachers and others.

2. Types of alcoholic beverages that undergraduate students decide to buy from the research that the researcher has studied the factors that affect the decision to buy alcoholic beverages of undergraduate students found that the type of alcoholic beverage that undergraduate students decide to buy is beer, which is in line with the research of Paschall, Miller [14] that found that the majority of the sample's alcoholic beverages frequently drink is beer. followed by wine and liquor, respectively, and in accordance with the research of Petticrew, Douglas [20] . The first drink was beer, followed by Spy, smoothies and white spirits, wine, local spirits such as Sto, Yadong and others.

3. Brands of alcoholic beverages that undergraduate students decide to buy According to the research that the researcher has studied the factors affecting the decision to buy alcoholic beverages of undergraduate students, it was found that the brand of alcoholic beverages that the undergraduate students decided to buy. namely Chang.

4. The frequency of purchasing alcoholic beverages among undergraduates. According to the research that the researcher has studied the factors affecting the purchasing decision of

undergraduate students, it was found that the frequency of purchasing alcoholic beverages of the undergraduate students was only for festivals or special occasions. This is consistent with the research of Wahab, Hassan [6] who found that most of the alcohol consumption would be occasionally drunk, followed by drink every week and in accordance with the research of Hiransomboon [21] that found that the chances of drinking alcohol among Nakhon Ratchasima Rajabhat University students the most were socializing at various events, followed by Go on a night out with friends Relax from studying, finishing exams, etc.

5. Time to buy alcoholic beverages from the research that the researcher has studied the factors that affect the decision to purchase alcoholic beverages of undergraduate students, it was found that the period of purchasing alcoholic beverages was from 6:01 PM to 0:00 AM.

6. Places to buy alcoholic beverages for undergraduate students from the research that the researcher has studied the factors that affect the decision to buy alcoholic beverages of undergraduate students found that places to buy alcoholic beverages for undergraduate students including convenience stores/grocery stores near home or workplace (7-Even, Family mart), which is in line with the research of Astuti, Silalahi [5] who found that the residential area has entertainment venues and a beverage shop make it easy to access.

7. The quantity of purchasing alcoholic beverages among undergraduate students according to the research that the researcher has studied the factors that affect the decision to buy alcoholic beverages of undergraduate students, it was found that the amount of purchasing alcoholic beverages of undergraduate students is 1-2 bottles, which is consistent with Amanda 's research. Ross, Ostroff [22] found that the amount of alcohol consumed each time of the sample group mostly drank 1-3 glasses per time, followed by 7-10 glasses. Minimum 1 glass, maximum 20 glasses.

Suggestion

1. In researching the characteristics of consumer behavior Questions should also be used to test the opinions of undergraduate students on their alcohol purchase decisions that can explain other environmental reasons as well.

2. A qualitative research method with in-depth interviews should be used. group chat qualitative data analysis to get more detailed information

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