

ONLINE MARKETING OF ALCOHOLIC BEVERAGES DURING COVID-19 PANDEMIC : THAILAND

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BACKGROUND

- The Covid-19 pandemic in Thailand started on 13 January 2020
- The Thai government announced Emergency Decree on Public Administration in Emergency Situation and Curfew on 18 March 2020, followed by announcing a ban on alcoholic beverages sold on-premise from April to May 2020.
- In addition, the online purchase of alcoholic beverages was prohibited starting on 7 December 2020.
- Later in October 2022, Covid-19 was considered endemic in Thailand.
- The alcohol industry shifted marketing activities during the COVID-19 pandemic.

OBJECTIVE

- To compare the online marketing patterns for alcoholic beverages during the early phase (2020) and the final phase (2022) of the Covid-19 pandemic.

Method

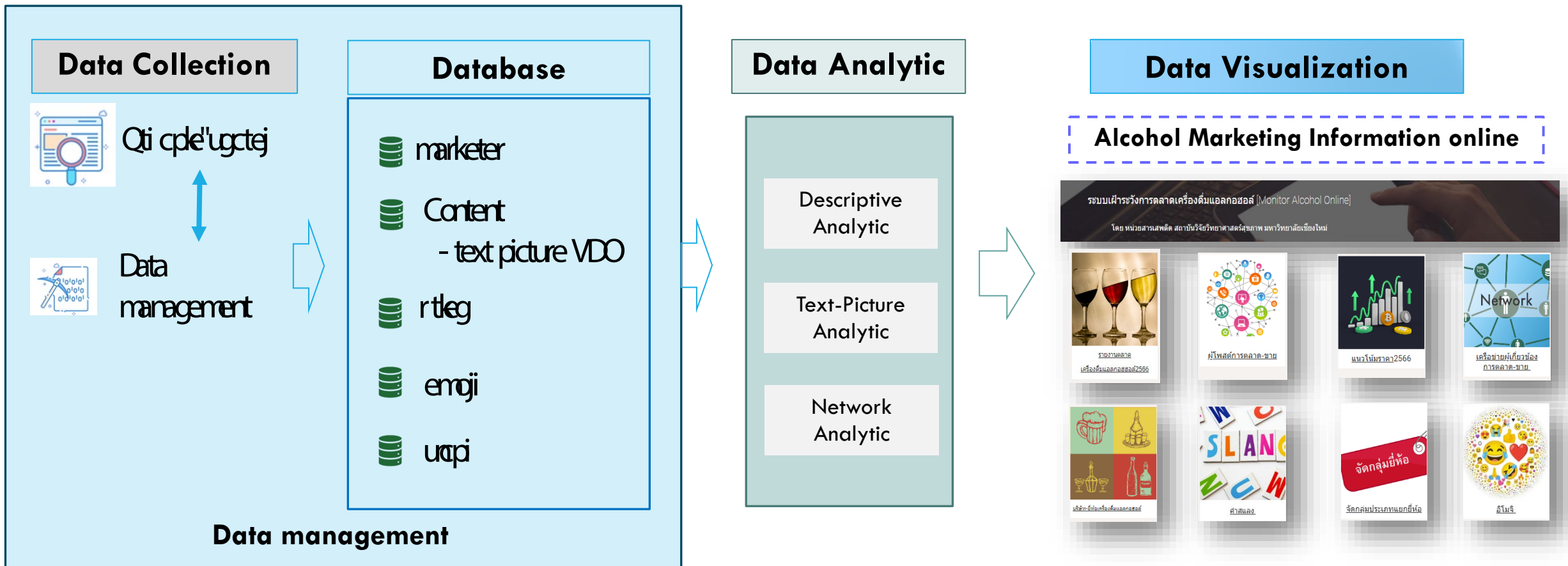
- Conduct a content analysis of online content by surveying online posts related to alcoholic beverage marketing on the internet in Thailand.

DATA COLLECTION

- The initial spread of the COVID-19 disease from January to December 2020.
- The fourth wave of the outbreak and the latter part of the spread from January to December 2022.



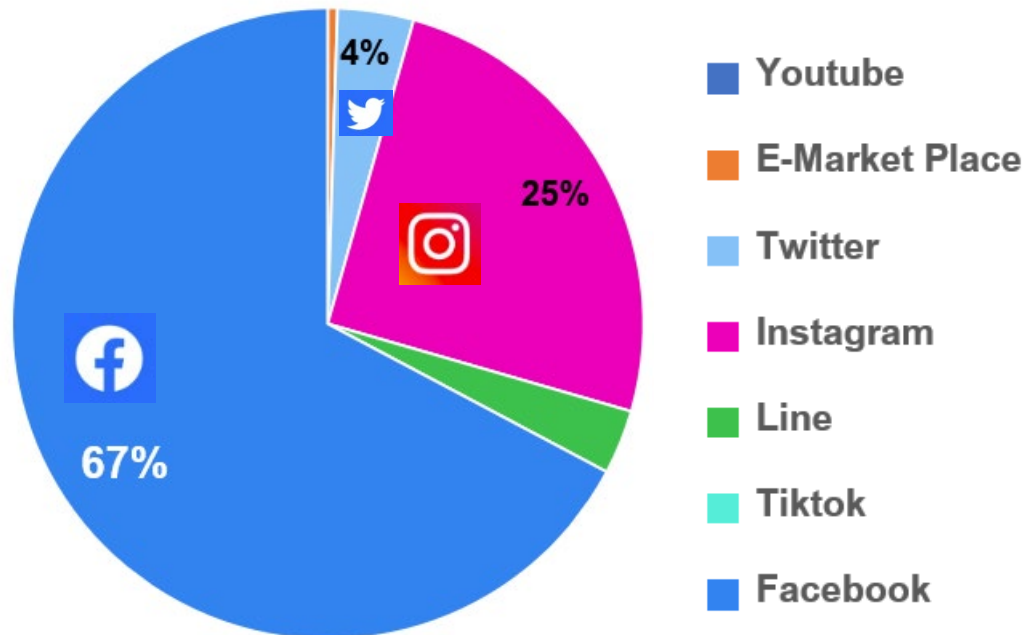
MAO: <https://sites.google.com/mobs2020/page/mao/>



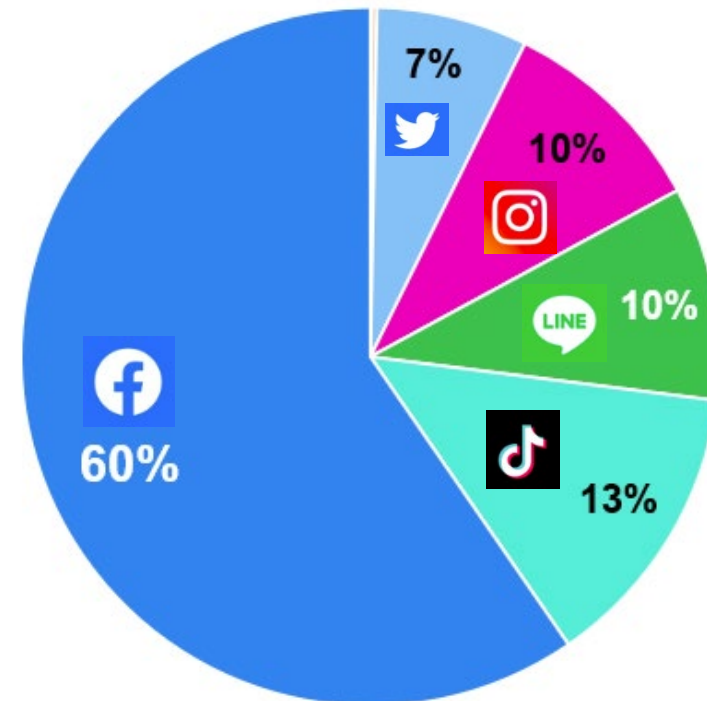
RESULT

Alcoholic beverages online marketing in 2020-2022 : 3,940 users with 17,052 posts

- During the Covid-19 pandemic (2020), 998 users with 7,740 posts
- During the later phase of the Covid-19 pandemic *2022+, 2,942 users with 9,312 posts

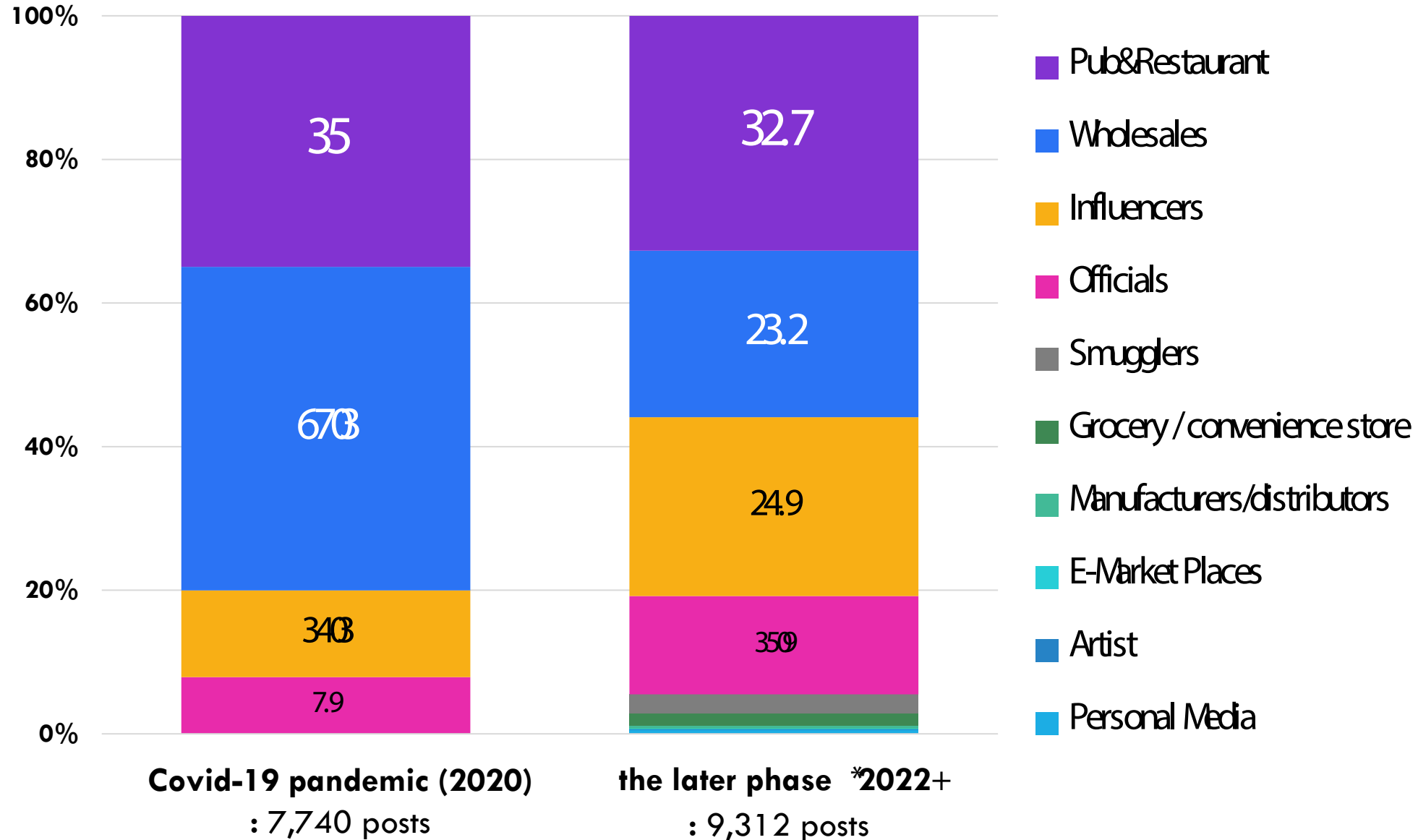


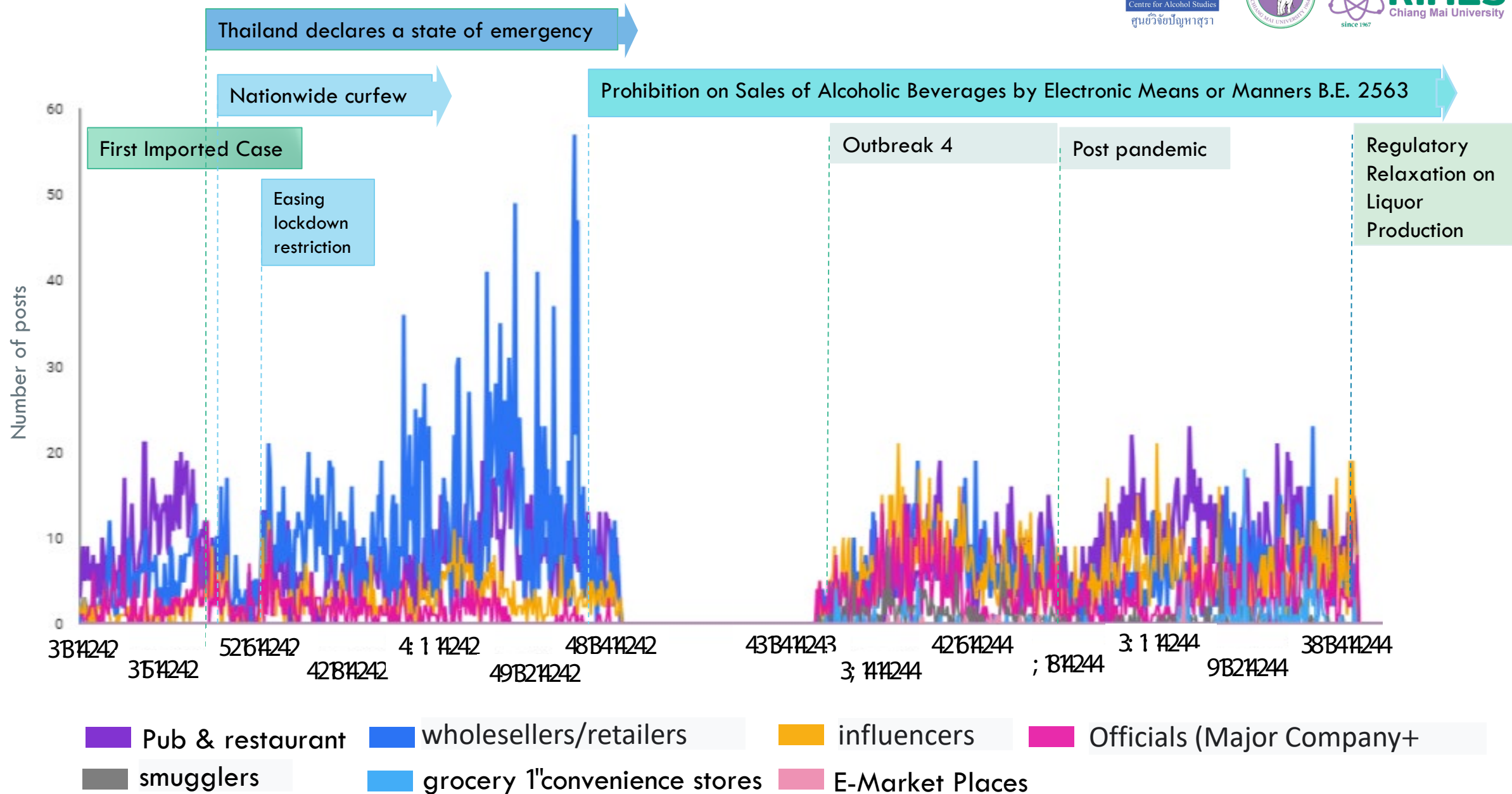
Covid-19 pandemic (2020) : 7,740 posts



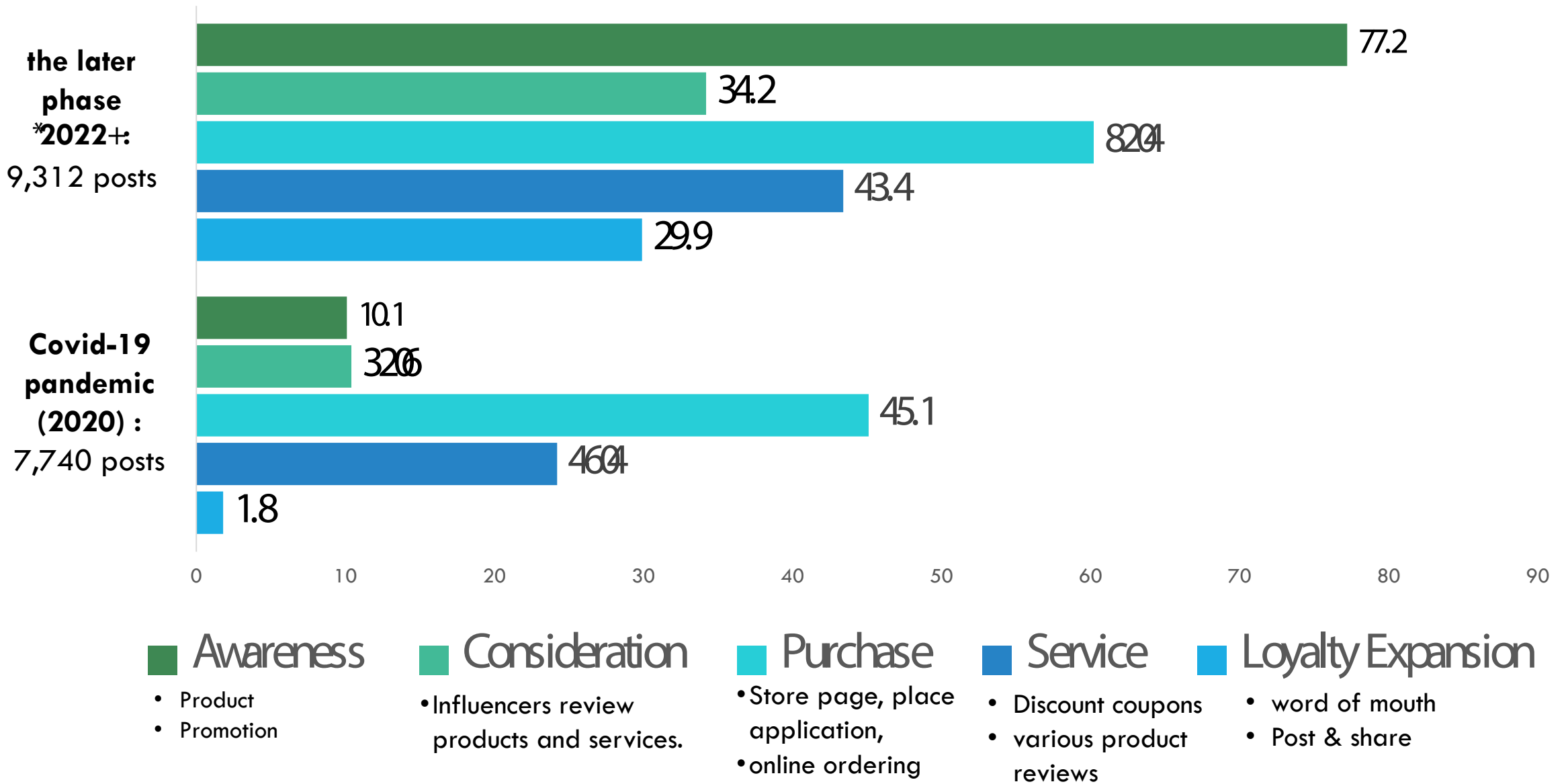
the later phase *2022+: 9,312 posts

Type of marketer





Purpose of the posts



* one posts could have contained multiple objectives

convenience store



"...The latest newcomer has arrived! SPY ANGEL KISS with the **delightful taste** of white peach!! Take fantastic photos with it, especially if you're a fan of **peachy and delightful things**. **Highly recommended for those who love a peachy scent – it's perfectly sweet, easy to drink, and comes at a lovely price of just 32 Baht. Available now at 7-Eleven**, incredibly convenient. **Grab one and try – guaranteed to win your heart...**"

smuggling



"... 2 bottles for 1,599 baht, **discounted from 8,500 baht. Free delivery!** Product details: The iconic JW brand's best-selling whisky worldwide, known for its **easy-drinking and great taste** that goes well **with soda, coke, or water**. Perfect for social gatherings, offering exceptional flavor at a great price. **Alcohol content: 40%. Tax-free product, unstamped**, sourced from our authorized representative in Singapore. 100% authentic product. **✓ Product guarantee** in all cases. **✓ Free nationwide delivery. ✓ Express delivery** available in Bangkok and metropolitan areas..."

Online tax evasion stores

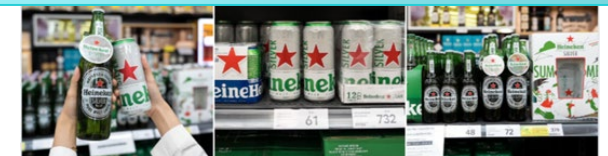


Influencer :

"...Targeting Heineken Silver, adjusting special prices to welcome Songkran. 490ml cans, **originally 68 baht, now reduced to 58 baht**. 620ml bottles, **originally 84 baht, now reduced to 71 baht**. **Hurry up and buy them at a Lotus supercenter near your home...**"



Purchase : informing of location and delivery



Service : maintained their customers : Sale Promotions



3

Bottle cap, Ni-yom Thai, Green Bottle ● Value: 1 Baht. Redeemable at convenience stores.

Buy 3 free delivery

One bottle of liquor + mixer = 399 Baht.



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รเดียวน+มิกเซอร์ 5 ขวด



5

WHITE SPIRIT

เครื่องดื่ม เทรนด์พรีเมียม

เพื่อลิ้ม ปิ๊งก็อร่อย มิกก็สุด ดอปก็ชกทุกบรรยากาศสังสรรค์

ราคา 290 บาท

ค่าส่ง 50 บาท

ซื้อ 3

ส่งฟรี!!



6

"...Limited Time Offer !! Only before 8:00 PM 🐘: 690 THB 🐯: 950 THB 🐱: 800 THB. After 2 AM, the prices will vary for 🐘🐯🐱 as bottles. ✨🌟 Get 3 bottles for 269 THB all night long 😊 Location: GPS coordinates..."



CONCLUSION / DISCUSSION

- Online alcohol marketing strategies focused on stimulating awareness and influencing purchase decisions through discounts, giveaways, and additional offerings, along with 24/7 delivery services. These tactics provided increased accessibility to alcoholic beverages for people of all backgrounds and reflect the ineffective enforcement of regulations in the online alcohol beverage industry.
- During the COVID-19 pandemic, alcohol beverage marketing strategies faced legal restrictions that prohibited offline sales, prompting adjustments and expansions into online channels. Towards the end of the pandemic, as legal measures eased, a convergence between online and offline marketing efforts occurred, taking the form of Omni Channel Marketing.
- Facebook is the most widely used platform for alcohol beverage marketing, whether it's product or sales promotions. What's interesting is the growing presence of alcohol beverage marketing on the TikTok platform, which is particularly popular among the young and teenagers more than any other platform. *Kriegel ER 4243, Zenone M 2021)

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