Small firm size and craft production as a sustainable competitive advantage.

The case of beer in Belgium and the Netherlands.

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Abstract

Consumers' rising interest on craft products is a trend of our times. Craft beers are not an exception in this phenomenon. There is a massive increase in the number of micro-breweries which are entering the competitive and overcrowded beer market and most of the times do not have the knowledge and the resources to compete with the big brewing companies. Therefore, how can they survive? Which are the characteristics of craft beers that are being appreciated by the consumers? This study was conducted in the Netherlands, to address this question for the Dutch beer sector. An online survey was developed and 150 respondents answered the questions of the survey. The results showed that the respondents could be classified in four segments: regular beer consumers, craft beer consumers, beer lovers and consumers who do not drink beer. Regular beer consumers care mainly about the low price of the beer while craft beer consumers and beer lovers value other characteristics such as taste, trustworthiness of the producer and they do not care about the price of the beer or how easily available it is. Furthermore, the final consumption intention of the consumers is influenced directly by the brand's image and indirectly by the size of the brewery or the craftiness of the beer. But this whole process is indissolubly connected to the characteristics and the elements that the different consumer segments appreciate when they buy a beer. Craft consumers do not drink a beer just because it is cheap and easily available, they are seeking for authentic, traditional and unique product attributes.

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1. Introduction

Craft products, which are produced locally and in small quantities are gaining more attention from consumers and are expected to be of higher quality and genuineness (Campbell, 2015; Thurnell-Read, 2014). A characteristic example is the increase in farmers markets, which sell locally grown agricultural products. In the US, the farmer markets increased from 2.410 in 1996, to 4.385 in 2006 (Carpio and Isengildina-Massa, 2009). Consumers globally, are making a shift to traditional and luxurious products, which are perceived as unique and "special" (Williams et al., 2018).

Craft beers are not an exception. They are constantly increasing their market share, against the products of the large multinational beer companies (Murray & O'Neill, 2012). Consumers' rising interest on craft beers, is a trend of the last years, known as the craft beer revolution, which was first observed in the United States from the 1970s (Fastigi et al., 2015). In Europe, new and small craft breweries are making their appearance steadily and with great potential, since an annual increase of around 10% in microbreweries' revenue, is expected until 2021 (The Economist, 2017). More specifically about the Netherlands and according to Statistics Netherlands (CBS, 2017), "The number of beer breweries in the Netherlands has increased more than fourfold: from 90 in 2007 to 370 in 2017, mainly consisting of microbreweries". On the one hand, there is the increase in the number of brewing companies which is creating an overcrowding in the beer market. On the other hand, beer consumption levels from 2011 to 2016 across not only the Netherlands but throughout Europe, are remaining stable (Brewersofeurope.org, 2017). It is of vital importance for small brewing companies to know what kind of characteristics, the buying public is appreciating about their products.

Multiple researches were made though, in order to provide a solid explanation about this shift in consumers' preference. According to Garavaglia and Swinnen (2017), there are three main reasons for the change of direction and the emerging interest on craft beers and those are: the increasing demand for more beer styles, the increasing incomes among beer consumers and the organization of consumers in associations focused on experiencing and dissemination of information about different beers. Consumer associations such as CAMRA(UK), PINT(Netherlands) and Humulus Lupulus(Spain) promoted and increased the demand for craft beers. From another standpoint, Ascher (2012) implies that, the generation of millennials is the one pushing towards this direction since, they are more curious and are willing to bear the higher prices of this kind of products. What actually triggered this turn and what kind of consumers, which market segment is forcing this turn in the craft beer, needs to be further investigated.

There is some anecdotal evidence that consumers nowadays, are showing a preference in the products of the food and beverage sector that are perceived as craft made or are produced by small companies. It seems that these kinds of products, attract consumers' attention compared to the ones produced by big companies. Kneafsey et al. (2008) and Paxson (2012), partially support this claim. They state that consumers are more and more interested in purchasing products that are produced traditionally, at local level and usually on a small scale. Garavaglia and Swinnen (2018) are going one step further by defining as craft products, only the ones produced by micro, small and medium sized companies. This is a phenomenon that should be examined thoroughly, since it seems like the product attributes and firms' characteristics influence the brand's image. It would be a solid competitive advantage for small brewing companies if indeed being small, could strengthen the firm's image and positioning in the market.

To sum up, it is a real challenge for micro and small firms to survive in markets where strong and big competitors already exist. Craft beer and micro brewing industry as mentioned above, is flourishing right now. Without any doubt, it has become a trend. Furthermore, firms' characteristics might influence consumers' perception regarding the brand's image and as a consequence, the final consumption decision. The research will focus specifically on the micro and small firms in the brewing industry of Belgium and the Netherlands and on the reasons why customers are nowadays expressing a preference for these craft beers instead for the traditional beers of large companies. It is of great interest to identify the competitive advantages of craft beers which will help them survive in the beer industry.

Another essential goal is to identify which are the characteristics that consumers appreciate on craft beers and if there are specific market segments which have a higher consumption intention for the craft products of the small firms. In this way, SMEs of the brewing industry might have a competitive advantage in order to survive and expand in the beer market.

Consequently, a main research question was created, supported by three sub-questions:

RQ: What are the competitive(positional) advantages of craft beers compared to regular beers?

SRQ1: What are the key product characteristics of craft beers?
SRQ2: Which market segments are showing a preference for craft beers?
SRQ3: What is the image of craft beers and regular beers according to the consumers?

2. Conceptual framework & literature review

The conceptual framework presented in *figure 1*, aims to provide a better understanding of the variables influencing a consumer's consumption decision. The product attributes (craft vs regular) and the firm characteristics (SMEs vs large) influence the brand's image. Then, the brand image influences the consumption intention. The relationships in this framework are being moderated by the market segments which can strengthen or weaken those relationships. The model demonstrates how the variables are linked together.

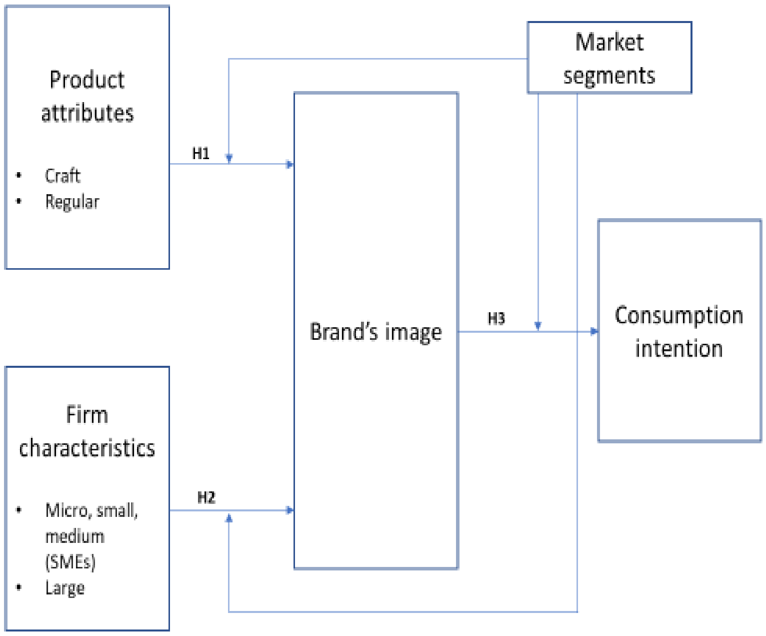

Figure 1: Conceptual framework

2.1 Product attributes

The product attributes which are being referred in this model, are the craft made products versus the regular products. The term of craft consumption as defined by Campbell (2005) is used to refer to "activities in which individuals both design and make the products that they themselves consume" and it also "entails the application of skill, knowledge, judgement and passion and results in the production of something made and designed by the same person". However, the consumption of craft products does not only relate to the individuals that are creating those products. Campbell's (2005) definition on craft products does not apply to craft beers. When the term "craft beer" is used, we refer to beers that are on the market, available for the consumers and not for own use of the producer. Nevertheless, there is a difficulty on defining exactly what a craft brewery or craft beer is. The American Brewers Association (ABA) characterize a craft brewery as "small, independent and traditional". In fact, it is easy to identify a craft beer. However, there are still some contradictions on whether some beers and thus the breweries themselves can be considered "craft" or not (Garavaglia and Swinnen, 2018). This is happening due to the rapidly evolving beer market and its differences across countries. For example, beer characteristics or a specific type of beer that might be considered "innovative" in one country, might be extremely ordinary and typical in another (Garavaglia and Swinnen, 2018).

In addition, a very essential issue in order to classify a brewery as "craft", is correlated with the growth and the size of the brewery (Garavaglia and Swinnen, 2018). As a result of the consumers' rising interest on the craft beers, some of the breweries either grew up in size and remain independent or were bought by the big companies of the beer sector. For this reason, Garavaglia and Swinnen (2018) use three main criteria in order to define whether or not a brewery is considered as "craft". Those are the tradition/innovation(T/I), the size of the company and the ownership. Acknowledging that their criteria might not be completely accurate and that this issue needs further analysis, they still provide a definition from their point of view. They define real craft beers as "T/I beers, brewed by a small and independently owned brewery". Those characteristics are mainly appreciated by the consumers.

2.2 Firm characteristics

On what it concerns the firms' characteristics, a distinction has been made between SMEs, independently owned and large brewing companies.

- **SMEs**

Small and medium-sized enterprises (SMEs) "represent 99 per cent of the total number of enterprises in Europe and employ 67 per cent of the total number of employees in the private sector" (Daskalakis et al., 2013). The total number of micro firms in the EU is about 19 million and are employing about 39.6 million people (Daskalakis et al., 2013). The numbers are impressive.

SMEs have certain characteristics and limitations that do not allow them to function in the same way as large firms do. Those characteristics can be compiled in three categories: less and limited resources, lack of experience/expertise and limited impact on the marketplace (Gilmore et al., 2001). Moreover, most micro and small firms have a disorganized and less coordinated structure, as a result of the owner-manager way of implementing strategies and doing business (Gilmore et al., 2001). On the other hand, the strengths of small firms lay mainly in the behavioral characteristics and the more personal and informal relationship with the customer, while large firms' strengths are mainly the unlimited resources and their vast network (Vossen, 1998; Gilmore et al., 2001). Most of these issues apply also for the SMEs in the beer sector, the micro and small brewing companies. A research made on the Danish beer industry showed that there are several issues that may prevent a microbrewery entering the beer market or survive in it (Bentzen and Smith, 2018). Confirming to a big extent the theories by Gilmore et al., the biggest problems for the microbrewers in the Denmark are the large start-up costs, lack of overview with respect to marketing and logistics, rules, regulations and high capital market barriers (Bentzen and Smith, 2018).

For the most part in SMEs, the owner/manager is in pledged with the responsibility for all its functions such as the marketing, management, recruitment and even though financing. It is infrequent that external partners are being used and if so, they are mainly advertising or recruiting agencies (Culkin and Smith 2000). Moreover, it is common for SMEs to face some difficulties mainly in term of time and economical resources due to the "survival mentality" that owners/managers are usually implementing that may be caused by the lack of strategic planning in the majority of the SMEs (Huang et al., 2002, Orser et al., 2000, Gilmore et al., 1999). The functionality and the character of the small and medium sized firms is often being acclaimed in the relevant literature. It is being claimed, that generally small companies tend to be more innovative and creative in comparison with large organizations. This enables SMEs to be more capable of meeting consumer needs and penetrating and surviving on niche markets (Gilmore et al., 1999, Cohn and Lindberg, 1972). In general, SMEs, have the ability to acquire essential feedback from their customers which afterwards can be used in order to improve their offerings (Gilmore et al., 1999). In addition, they are not only able to maximize their organizational learning but also to implement the marketing information more efficiently (Chaston et al., 2001).

However, SMEs can face problems in functions such as marketing, strategic planning and generally their management (Huang and Brown, 1999). But as the business grows, the managers/owners, especially if they have no relevant experience on the management and marketing field, begin to experiment. By doing so, important knowledge which transforms steadily to experience is being gained and helps the organization to progress and expand (Carson and Gilmore, 2000).

- **Market targeting and segmentation**

As mentioned before, marketing in SMEs is strongly dependent on the owner-manager and his/her personal network (Simpson et al., 2006). A study conducted by Hogarth-Scott et al., (1996), showed that small firms' owners-managers are not so specialized in the marketing field, its theories and its strategies so it might be complex for them to follow a certain and well-organized structure in their business (Gilmore et al., 2001).

Nevertheless, marketing is being practiced by small companies but as Rice (1983) mentions, there is a difference in the strategic planning between small and large firms, mainly because of the data collected and the availability of information. Large firms can still gather much more information and insights than SMEs even nowadays, when access to data through the internet is easier for everyone (Simpson et al., 2006). Subsequently, it is obvious for small firms' owners that building trust relationships with all included parties is of vital importance for them. By doing so, they can maximize their company's market opportunities and create a better potential for its development (Gilmore et al., 2001).

Firms can mainly focus on following three main strategic paths according to Porter (1997). Those are: low cost, differentiation and focus. Differentiation is indissolubly connected with the quality and the uniqueness of the product and focus, is related to the target market and its segmentation. Customer segmentation is also one of the main pillars of marketing (Jonker et al., 2004). During this process, customers are being divided into different groups and a decision is being made on which specific group the company should focus on, usually based on geographic, demographic and behavioral aspects of the customers (Storbacka, 1997; Reijonen and Laukkanen, 2010).

However, Yankelovich and Meer (2006) claim that demographic characteristics such as age, sex and income are not sufficient on their own, and that companies should always focus more on non-demographic characteristics such as value and preferences which could influence consumers' purchase intention more. Psychographics inhere in the segmentation based on behavioral aspects and are used as a method of market and consumer segmentation. They may provide with some solid evidence about people's attitudes, beliefs, customs and lifestyle, but are not reliable enough at predicting customers actual intention about purchasing any kind of products. Hence, they cannot be used as the single source for market experts on how to keep and expand their customer base (Yankelovich and Meer, 2006). Nevertheless, psychographics' disappointing results in some cases, cannot generalize the doubt about the validity of an accurate segmentation. In many cases, marketers still take into consideration the results of a segmentation based on psychographics while decision makers are also still demanding this kind of analysis (Yankelovich and Meer, 2006). Researches made on alcohol consumption actually associated the consumption of beer and other alcoholic beverages with the habits and the lifestyle of the consumers (Lesch et al., 1991). Furthermore, the "communication platform" which is a tool commonly used in the beer industry as a mean of promotion and advertising, is mainly based on the behavior and the way of living. As a result, it might be of great importance to use lifestyle as a base in order to foresee consumers' preferences amongst craft beers (Orth et al., 2004).

Nevertheless, different criteria have been used by the researchers in order to segment the consumers of the food and beverages sector. For example, health-related motive orientations were used by Geeroms, Verbeke and Van Kenhove (2008), attitudes regarding the convenience-related lifestyle were used by Buckley, Cowan and McCarthy (2007) while Wansnik and Westgren (2003) used the interaction between taste and health as way of segmenting the market.

The studies mentioned before, examined only one criterion each time. Onwezen et al. (2012) indicate that taking into account multiple benefits and criteria simultaneously, increases the insight we can get about consumer preferences and the comprehension on what factors are driving their food choices. In general, the most important and accurate food benefits by which consumers are segmented are taste, price, health and convenience (Rozin, 2006; Sautron et al., 2015; Onwezen and Bartels, 2011). Sustainability during the last years is also becoming a trend, but still cannot be ranked as much important as the above-mentioned product attributes (Markovina et al., 2015; Sautron et al., 2015). However, benefits such as satiety, personal norms and affective benefits have also been used by researchers, in order to properly identify how consumers are actually thinking when they are making a purchase (Onwezen et al., 2012).

In general, one of the main characteristics of the consumers, is that in every purchase and decision they are taking, apart from their needs and wants, their values and emotions are engaged. And when those values are inconsistent with ones of the market, only a cautious and reliable segmentation can provide a solution (Yankelovich and Meer, 2006). Successful consumer segmentations are those that can identify and separate the consumers groups worth focusing on. Such groups, include dissatisfied customers, customers that could easily change their buying habits and shift on purchasing different products for the first time (Yankelovich and Meer, 2006). In order for companies to segment consumers properly and in a way that can be helpful for them, they first need to gather the appropriate data from the market. According to Yankelovich and Meer (2006) “companies can rank their own customers by profitability so as to concentrate the right amount of attention on them. But to grow revenues, a company should understand what makes its best customers as profitable as they are and then seek new customers who share at least a couple of those characteristics”.

However, the attempts to segment the market are not always successful. There are three main forms of failure. First of all, is the overwhelming attention to current consumers’ individuality, rather than focusing on the products attributes that could also attract a wider range of consumers. Secondly, there is the absence of emphasis on consumers’ reaction to the products, which could reveal their beliefs, biases and generally their mindset in order to maximize businesses’ profitability. The third one, is the unnecessary assimilation and incorporation of irrelevant details when creating the segments that could easily misguide the decision makers of the company (Yankelovich and Meer, 2006). Any firms that could avoid any of these misleading mistakes would be able to adapt and contend faster and more efficiently in the demanding and rapidly changing markets, maximize their profits and grow their market share (Yankelovich and Meer, 2006).

The ability to identify and monitor the market segments that are more likely to purchase a specific brand, gives marketers the opportunity to adapt better marketing and advertising strategies. The collection of data related to consumers' preferences on different competing brands is important for implementing these kind of strategies (Orth et al., 2004). Moreover, managers, are able to evaluate the market position of their company, in relation to the other companies competing in the same industry. The knowledge of what each market segment demands and values more, give managers the ability to allocate their resources properly, by focusing on consumers that are willing to purchase their product. It also gives insight on which product characteristics and attributes consumers are mainly seeking (Orth et al., 2004).

To sum up, different countries have different criteria for defining SMEs, so there is not a single definition that is being accepted worldwide (Olusegun, 2012). The only common ground that can be found across all countries and definitions is by defining them by the number of their employees. In general, micro enterprises can be considered those who employ less than 10 employees. Small enterprises are those who employ 10-100 employees and medium size enterprises those who have a labor size of 100-250 or of 100-500 employees depending on the country (Olusegun, 2012). Companies with a labor size more than 500 employees are considered as large.

2.3 Market segments

One type of moderator is present in this framework, namely the market segments. Consumers have been primarily classified in two main categories (Campbell, 2005). From the one hand, there are the consumers which according to the economic theory are independent, active and in general, rational thinkers. They are allocating their resources on purchases of goods and services, only after they have examined thoroughly the dimensions of the purchase. On the other hand, there are the consumers who are passive, manipulated and are easily being influenced by the trends that the mass consumption commands (Campbell, 2005). In addition, as Featherstone (1991) indicates, during the last years, a third category has widely been recognized and accepted. It includes the consumers who are neither rational thinkers nor "victims" of the mass consumption phenomenon, but they are seeking a symbolic meaning in their purchases. However, Campbell (2005) identified that a fourth category, the "craft consumers" should add up, in order to cover the wide range of the different types of consumerism.

An essential element that is driving this general turn on craft consumption and specifically on craft beers, is the purchasing habits and behavior of the generation of the millennials. Millennials belong to the category of "craft consumers". They differ from the traditional type of consumer, since they are looking for unique characteristics in the products. They are seeking for authenticity, innovativeness and diversity that will put a special pin on their purchase (Gatrell et al., 2018). Choices and preferences on the food and beverage sector are also related to other factors, such as, the inclination on traditional and local products, the culture and the personal experiences (Duarte Alonso and O'Neill, 2010), (Mak et al., 2012). According also to Atwal and Williams (2009), nowadays, a product might be perceived as luxurious not only for its price but also for its uniqueness, articulateness, creativity and for its general meaning.

In addition, Goodman (2009) implies that there are consumers, particularly those who can afford the higher prices of craft products, who are turning their back on large scale, mass produced products on the food and beverages sector, due to the lack of trust in the large companies of the industry. Consumers are more and more interested in purchasing products that are produced traditionally, in a local level and usually in small scale (Kneafsey et al., 2008; Paxson 2012). Two studies made in Mexico by Gómez-Corona et al. (2016) and in USA by Kraftchick et al. (2014) also showed that the motivation behind the increasing interest on craft beers it is not due to utilitarian and practical reasons but mainly because of the symbolic meaning. Craft beer consumption is indissolubly connected with the challenge for trying something that does not resemble the regular beer consumption, the need for experiencing different tastes, alongside its enjoyment and of course, the craft brewing experience.

2.4 Brand image

The product attributes and the firm characteristics are influencing the brand's image. Dobni and Zinkhan (1990) defined brand image as the consumer's mental picture of the offering and it is seen as the representation of a brand in the consumer's mind that is linked to the offering. According to Padgett and Allen (1997) it also includes symbolic messages which are highly associated with the attributes of the product or the service. Brand image is also defined by Low and Lamb (2000) as "the reasoned or emotional perceptions consumers attach to specific brands". The strategic value of a brand's image and its connection with the consumers' purchase intention has been widely recognized by marketers (Kamins and Gutpa, 1994; Pettijohn et al., 1992). "Just as people can be described in terms of their personality as perceived by other people, brands can be described in terms of their image as perceived by consumers". Sirgy (1982,1985) implies that consumers tend to identify themselves in the brands they are showing a preference on. As may be seen, the measurement of a brand's image is of vital importance for every company, small or big.

The most common technique to measure brand image is by having the consumers rate brands and categorize them by making simple demarcations. For example, between expensive-cheap, craft-regular, healthy-unhealthy, convenient-inconvenient, sustainable or not, modern-old fashioned etc. (Graeff, 1997). However, there have been multiple approaches from different perspectives on how to measure brand image. Pohlman and Mudd (1973) measured separately the image of the characteristics of a brand while Dolich (1969) measured brand image as a whole. The brand's image has also been measured by Boivin (1986) with regard to the brand's competitors and by Sirgy (2015), who took into account consumer's social and self-image.

In this research about the craft beers and their positional advantages compared to regular beers, as craft beers are considered those that are being produced by small companies (SMEs), as defined by Garavaglia and Swinnen (2018), amongst other characteristics. Hence, craft beers pertain to both the category of craft products and SMEs' products. Craft as a product attribute and being small as a firm characteristic, influence a brand's image. Furthermore, there are the market segments, which also influence and have a moderating effect in these relationships. Not all consumers appreciate or are interested in the same product attributes or in the firms' characteristics.

Hence the following hypotheses are constructed:

H1: Craft versus regular as a product attribute, influences the beer brand's image.

H2: Size as a firm characteristic, influences the beer brand's image.

A brand is more than a product. It adds meaning, value and personality. The creation and establishment of a strong brand image is one of the fundamental principles of the modern marketing (Aaker, 1991). Consumers' positive impression over a brand can not only create value for the firm but also can help the firm maintain and expand its market share. As Vranesevic and Stancec (2003) underline, a high brand value can provide the companies with more negotiating power and protection from the competitors, multiply their competitive advantages and help them also expand their portfolio. The service or the product that each brand has to offer is creating an image in consumer's mind for the brand and is usually linked with the quality. As a result, it can be considered one of the main reasons that could influence the final purchase intention (Vranesevic and Stancec, 2003). The above mentioned, lead to the development of the final hypothesis:

H3: Brand image influences the consumption intention.

3. Methodology

3.1 Measures

- Beers/Brands

Seven beers brands have been selected in order to be compared and evaluated by the consumers. Those are Grolsch, Affligem, Brouwerij’t IJ, La chouffe, La trappe, Duvel and Jopen. Grolsch has been selected since it is one of the most famous beers in the Netherlands and it is a characteristic example of a regular beer. Affligem has a really long history and tradition but is not independent anymore, since it has been bought by Heineken. Duvel and La chouffe are both family businesses with long tradition in the beer market and they are both independently produced but distributed by the same company (Duvel Moortgat). La trappe also started as a small and traditional brewery, is still independent but grew up in size throughout the years. Finally, Jopen and Brouwerij’t IJ have been selected. They are characterized as craft beers, they are independent and during the last years are expanding their market share.

	Craft	**Regular**
Small	Brouwerij 't IJ Amsterdam, Jopen	Affligem
Large	Duvel, La Chouffe, La Trappe	Grolsch

Figure 2: Classification of beer brands

- Perceptions, firm characteristics and product attributes

The questions of this survey were structured amongst seven important dimensions which are suitable for better understanding consumers' perception over the beers. Those dimensions were: health, trust, convenience, price, taste, quality and sustainability. All beers, both craft and regular were evaluated by the respondents according to these dimensions. The structure of the survey and the questions were based on the Food Choice Questionnaire (FCQ) created by Steptoe et al., (1995) but also on the revised version of the FCQ as is indicated by Fotopoulos et al., (2009).

The survey was structured on Qualtrics. It started with a general question about beer consumption, asking the consumers to determine how many times a week, do they drink beer on average. Then, the respondents had to select by ticking a box, which of the 7 beer brands, they had ever tried. By doing so, the respondents would only answer about the brands they know, and the validity of the research will be better. Exactly the same questions were asked for all the brands, based on the seven food attributes, the firm characteristics (small vs big) and the product attributes (craft vs regular) which are used for this research. The possible answers were given in a 5 point Likert type scale (1= "disagree", 2= "slightly disagree", 3= "neither agree nor disagree", 4= "slightly agree", 5= "agree" or 1= "very unlikely", 2= "not likely", 3= "neutral", 4="likely", 5="very likely"). The market segmentation was done based on the question: "*How likely are you to drink Affligem/Brouwerij't IJ/Duvel /Grolsch/Jopen/La chouffe/La trappe during the next month?*" Then, the brand image was assessed based on the following question: *"When you buy a beer for yourself, how important is it for you that the beer: ………".* The survey ended with some social and demographic questions about the gender, the age, the educational level and the gross household income of the respondents.

3.2 Population, sample, sampling procedure

The targeted group of this research consisted of people living in the Netherlands and were over 18 years old. Respondents should have been above 18 years old, since it is an alcohol/beer consumption related questionnaire and they should have already consumed beer. The population sample was 150 respondents. It had been an online survey and therefore, it was expected that the majority of the respondents would be young/adults and not the elderly. Apart from the age limit, there were no other restrictions. The questionnaire consisted of 21 questions. 5 minutes were needed to complete the questionnaire.

4. Analysis

SPSS is the software used in order to analyze the data collected from the questionnaires. The sample contains 150 respondents which are currently living in the Netherlands since the study is about the Dutch beer market and its consumers. However, the general descriptive information and the demographic characteristics obtained from the questionnaire are to a certain extent unbalanced. There were more female than male respondents (54.7% - 45.3%). The majority of the respondents as expected, belong to the age groups of 18-25 years old (33.3%) and 25-40 years old (56.3%), since it is easier to access this age group through online surveys. Furthermore, 65 % of them have an annual household income of below 50k and more than 65 % are highly educated.

Three different types of analysis were used. A cluster analysis in order to segment the market, a factor analysis is performed in order to assess the brand image, and finally a regression analysis to analyze the factors which are affecting respondents' likeliness to consume any of the beers during the next month.

4.1 Brand image – Factor analysis

To analyze the brand image, a principal component analysis (PCA) has been conducted and the original set of variables is summarized and combined in new factors. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is greater than 0.7 which indicated that the sample size is acceptable in order to perform a factor analysis. Both rotation methods, Varimax and Oblimin were tested. The results between the two rotations did not differ and the items had better loadings when the Varimax rotation was used. As a consequence, the orthogonal rotation, Varimax, was used. The factors created helped us assess the brand image. The number of factors is selected based on both the Scree Plot and the Total Variance Explained table where the components with initial eigenvalues >1 are chosen.

4.2 Market segmentation – Cluster analysis

A cluster analysis is performed in order to separate the consumers into clusters (market segments). The question which was used in order to group the respondents into clusters was: "How likely are you to drink Affligem during the next month?" and it was measured on a 5-point Likert scale (very unlikely to very likely). This question was asked for all the seven beers separately.

Before the cluster analysis, a factor analysis is necessary, so the large number of variables can be reduced into a fewer number of factors. The number of factors is extracted based on the first components in the Total Variance explained table, which account for most of the variances and more specifically the ones with eigenvalues above 1 are chosen. An additional check is made based on the scree plot, which has on the vertical ax the eigenvalue and on the horizontal ax the number of the components. The point in the scree plot that the curve is clearly increasing, indicates the number of factors that should be included in the analysis. The factors extracted where the ones used in order to perform the cluster analysis.

The number of clusters was decided based on the differences of the coefficients on the agglomeration table. At the beginning of the agglomeration every respondent represents its own cluster but it the end, all of the respondents are merged into one cluster. The point where there is the biggest percentage increase between the coefficients is the point that determines the numbers of clusters we should get. A hierarchical cluster analysis is the first step and by using the values generated from the means report table, a non-hierarchical cluster analysis (K-means) is performed. The non-hierarchical cluster analysis has been done to achieve a better grouping of the respondents into the desired number of clusters.

4.3 Consumption intention – Regression analysis

In order to identify which are the factors that are influencing the respondents' likeliness to consume beer during the next month a regression analysis was conducted. The brand image dimensions (components), the clusters (market segments), the size (a variable created combining the variables related to size, small and big) and the craftbeer (a variable created combining the variables related to craftiness, craft and regular as product attributes) variables are the independent variables for this analysis. Regression analysis was also conducted to identify the factors which are influencing the different brand image dimensions (components) created by the factor analysis (4.2).

5. Results

First of all, it was essential to see respondents' classification of the beer brands and to what extend it matched the classification established for this research (*figure 2*, methodology chapter). In the perceptual map below (*figure 3*), it is clear that respondents classified Jopen and Brouwerij't Ij as small and craft, La trappe, Lachouffe and Duvel asbig and craft and Affligem and Grlosch as big and regular.

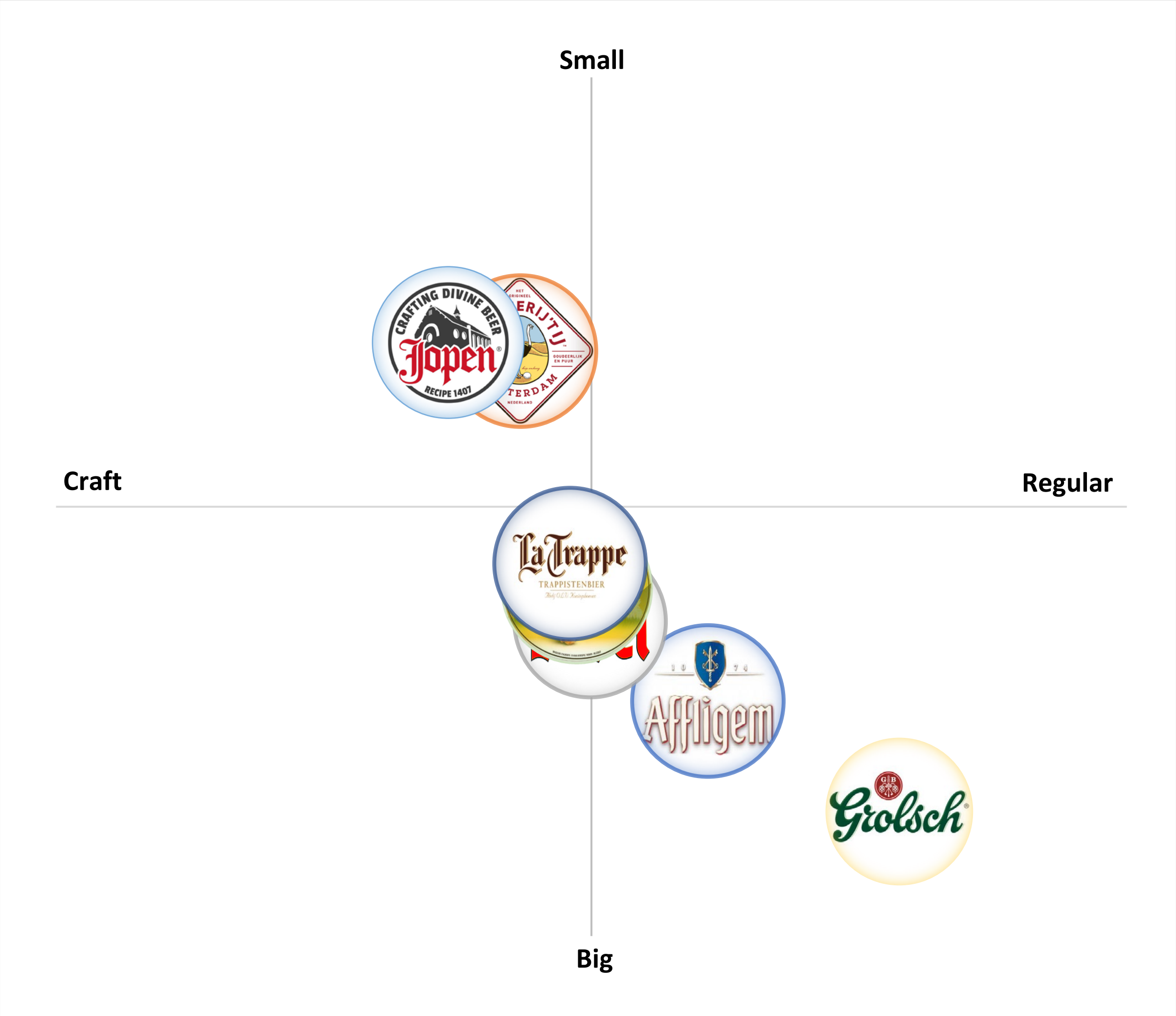

Figure 3: Respondents' classification of beer brands

5.1 Brand image dimensions – Factor analysis

A principal component analysis was conducted with eleven items included. Those items were selected in order to better explain the seven attributes. The items were grouped in four components based on their eigenvalues(>1) and on what the Scree plot suggested. Together the factors explain a total variance of 65 %. All the items had significant loadings (>0.4) and as Field (2011) indicates, all factor loading above 0.4 are considered significant.

The items "*When you buy a beer for yourself, how important is it for you that the beer: is a craft/regular beer and is produced by a small/big brewing company* " do not measure the image dimensions established for this research and they were excluded from this factor analysis and treated separately.

Table 1: Factor analysis to assess brand image

	Components			
	1	**2**	**3**	**4**
Is cheap	-.331	.073	.817	-.124
Is good value for money	.421	.203	.473	0.58
Is traditionally produced	.544	.552	-.136	-.016
Is of high quality	.809	.262	-.153	.212
Is from a trustworthy producer	.768	.009	.272	.214
Is easily available in stores, bars and restaurants	.239	-.219	.724	.101
Contains natural ingredients	.464	.602	.008	.018
Is produced in an environmental friendly way	.016	.797	.089	.163
Has a bitter taste	.109	.035	-.024	.829
Has a fruity taste	.086	.609	-.059	.052
Has a hoppy taste	.153	.154	.044	.799
Cronbach's a	.703	.651	.474	.561
KMO test	.500	.707	.583	.500

Four main components were created which assess brands' image. Those where:

Component 1: <u>High quality and trust:</u> The grouping of those two items together seems reasonable since if a product is considered of high quality it can be assumed it is produced from a trustworthy producer.

Component 2: <u>Healthy, sustainability and fruity taste:</u> The health-related item and the ones concerning the sustainability are grouped together. The "is traditionally produced" item is also grouped in this component. This makes sense since the traditional products are most of the times perceived to be healthy and environmentally friendly. A surprising finding is that the "has a fruity taste" item also loads in this component.

Component 3: <u>Price and availability:</u> The items referring to the price of the beers and to their availability are combined together in this third component.

Component 4: <u>Taste:</u> All the taste related items load on this component apart from the unexpected loading of the "has a fruity taste" item which loads on the healthy and sustainability component.

Furthermore, additional factor analysis has been performed in order to check the quality of the items of each component. The Cronbach's a which measures the reliability of a dataset is satisfactory for components 1 and 2 and sufficient/acceptable for components 3 and 4. The not so high values of Cronbach's a could be a result of the few items on the components (Taber, 2018). KMO test results, which indicates how suited are the data for a factor analysis, are barely acceptable for components 1,3 and 4 and satisfactory for component 2 (Field, 2011).

5.2 Market segmentation – Cluster analysis

The cluster analysis was performed based on the respondents' consumption intention. The question "How likely are you to drink Affligem/ Brouwerij't / Duvel/ Grolsch/ Jopen/ La chouffe/ La trappe during the next month?" was measured on a scale 0-5 where 0 = very unlikely and 5 = very likely. Table 2 shows that four main clusters, or in this case market segments, have been created. All 150 respondents, even the ones that did not fully completed the questionnaire are included.

The tables 2 and 3 describe the characteristics of the four clusters.

Cluster 1 consists of respondents who are more likely to drink Grolsch during the next month and are unlikely to drink any other beer (all the scores for the other beers are above 4). The first cluster is without any doubt the cluster which gathers the consumers who show a clear preference for the regular beers. Not only they show a consumption intention only for Grolsch but as table 2 shows, they mainly care about the price of the beer. They also value the taste characteristics and its availability. It should be mentioned though, that cluster 1 has significant differences on what it concerns the quality of the beer ($p<0.05$) with all the other clusters. They do value quality but not at the importance level the other clusters do. Finally, in comparison to all the other clusters, they do not find important if the beer contains any natural ingredients or the way it is produced.

Cluster 2 shows a clear preference for La trappe and La chouffe and secondly for Duvel. In this cluster there are consumers that value the quality of the beer and the availability but also the way the beer is produced. They care about sustainability and about product characteristics such as taste. They have the highest scores on the fruity and hoppy taste characteristics. Cluster 2 has significant differences($p<0.05$) with cluster 1 and 3 on what it concerns the importance of the fruity taste. They also perceive beer quality as a very important attribute as all the clusters do.

Cluster 3 seems like it consists of respondents that have no intention to drink any kind of beer during the next month. It is clear that in this cluster, there are gathered all the respondents that do not drink beer in a regular basis. They are unlikely to drink any of these beers during the next month. Furthermore, they perceive as important product attributes mainly the quality and the value for money. It is clearly a cluster that either does not consume beer or does not pay so much attention about any beer characteristics. This cluster also gathers the respondents who did not answer the question about the likeliness to buy any of the beers included on the questionnaire.

Cluster 4 shows a slight preference on craft beers, Brouwerij 't and Jopen while it does not preclude the purchase of all the other beers. It could be described as the cluster of the beer lovers. Consumers of this last cluster prefer craft beers but are likely to drink any of the beers during the next month. They score the highest score on the trustworthiness of the producer item. They consider the quality and the taste as really important attributes. It should also be mentioned that they do not find so important at the price and the availability of the beers. The have significant different values on what it concerns the price with all the other clusters ($p<0.05$). This is another element that characterize the craft beer lovers since, the craft beers are generally a bit more expensive and not so easily available in stores bars and restaurants.

To sum up, the significant differences based on the LSD and SNK posthoc tests between the clusters were:

Cluster 1 is significantly different with cluster 2 ($p=0.048$), cluster 3 ($p=0.04$) and cluster 4 ($p=0.01$) on what it concerns the quality of the beer.

Cluster 2 is significantly different with cluster 1 ($p=0.02$) and cluster 3 ($p=0.00$) on what it concerns the fruity taste of the beers, since consumers of this segment, value the most a fruity taste.

Cluster 4 is significantly different with cluster 1 ($p=0.00$), cluster 2 ($p=0.02$) and cluster 3 ($p=0.03$) when it comes to the price of the beers. Consumers of this cluster care the less about if a beer is cheap or not in comparison with all the other segments.

Table 2: Cluster analysis to segment the respondents

Cluster number	**1**	**2**	**3**	**4**	**Total**
Size of cluster	**32**	**27**	**72**	**19**	**150**
Grolsch	4.38	2.37	0.03	3.06	1.76
La chouffe	2	4.09	0.04	3.11	1.6
La trappe	1.5	4.08	0.13	2.63	1.45
Duvel	1.75	3	0.1	2.9	1.33
Brouwerij 't	1.03	0.45	0.03	3.69	0.78
Affligem	0.63	1.12	0.02	2.95	0.72
Jopen	0.32	0.48	0.07	3.53	0.64

Table 3: Product characteristics appreciated by each cluster

Cluster	**1**	**2**	**3**	**4**	**Total**
Is of high quality	3.66	4.11	4.04	4.37	4.01
Is good value for money	4.19	3.81	3.83	3.74	3.89
Is from a trustworthy producer	3.47	3.37	3.4	3.68	3.45
Is easily available in stores, bars and restaurants	3.41	3.	3.22	2.89	3.25
Has a hoppy taste	3.03	3.26	3.18	3.42	3.19
Has a fruity taste	2.97	3.56	2.93	3.05	3.07
Is cheap	3.41	3.15	3.06	2.47	3.07
Contains natural ingredients	2.66	3.19	3.11	3.26	3.05
Has a bitter taste	3.22	2.78	3.04	3.11	3.04
Is produced in an environmental friendly way	2.75	3.15	3.04	3	2.99
Is traditionally produced	2.91	3	2.9	3.05	2.94

5.3 Factors influencing brand image and consumption intention - Regression analysis

Multiple linear regression models have been performed in order to prove:

- ***H1: Craft versus regular as product attributes, influence the brand's image.***
- ***H2: Size as a firm characteristic, influence the brand's image.***
- ***H3: Consumption intention is influenced by the brand's image.***

Based on the factor analysis four main brand image dimensions have been created. First of all, we have the image of a brand which is trustworthy and whose products are perceived as of high quality (component 1). Secondly, the image of a brand whose products are considered healthy and sustainable (component 2). Then the image of a brand which is considered to offer fair prices and that its products are easily available (component 3) and finally the image of a brand which pay attention to the taste characteristics of its products (component 4). Segment 3 (cluster 3) which contains the consumers who are not interested on consuming beers and the dropout respondents, is not included in the regressions.

H1 and H2 were first tested.

For Component 1, 7.1% of the variance (R^2=0.071) could be accounted by the four predictors. It was found that craft and regular as product attributes (craftbeer) is the only significant predictor (p=0.00) which influences a trustworthy brand with high quality products. The beta value (β=0.129) is positive which means that if a beer is considered craft it positively influences the brand's quality and trustworthiness, which confirms H1. The interaction variables between craftbeer, size and the segments were tested in a different model which however, did not have significant differences (Sig F Change=0.576).

For the second image dimension, brands with an image of producing healthy and sustainable beers, the significant predictors are the size and the market segment 2 (p=0.00 and p=0.00) (table 4). The negative b value of size (β=-0.130) means that if a brand is considered small in size is expected to offer healthier and more sustainably produced products, so H2 can be accepted for this kind of brands. Segment 2 which acts as a moderator in the relationship between size and brand's image ispositively influencing this relationship (β=0.429). The variance explained by the predictors in model 2 is 17.1% (R^2=0.171). The interaction variables between craftbeer, size and the segments were tested in a different model which however, did not have significant differences (Sig F Change=0.135). H2 is accepted in this case.

Another multiple linear regression model was calculated to check what influences the image of brands which are considered of having easily available products on a low price. In this regression analysis, when the interaction effects where added there was significant change in the model (Sig F Change=0.013). As a result, this model was tested, and when the interaction effects between segments size and craftbeer were added, the variance explained increases to 22.3% (R^2= 0.223). Size and crafttbeer affect the dependent variable in exactly the same way. Also, the interaction effect between size and segment 2($p<0.05$) and between craftbeer and segment 2 and 4 ($p<0.05$) add up as significant predictors in this model. This can be interpreted that for segment 2, when a beer is considered big and craft it has an acceptable price and can be found in stores relatively easy. For segment 4 accordingly, if a beer is considered to be craft it also means that the brand which produces this kind of beer, is a brand which offer easily available products in a good price. So, H1 and H2 can also be accepted for this kind of brands.

A final multiple linear regression model was calculated to check the effects of the predictors on the last brand image dimension. Brands which are considered to offer tasteful products. The F Change is again significant when adding the interaction effects (Sig. F change=0.007). The variance explained increases to 10.8%. Moreover, in this model when the interaction effects are added, variables size($p=0.00$) and size*segment4($p=0.00$) also became significant predictors. The interaction effect between size and segment 4 with a β=-0.203, indicates that for segment 4 a beer produced from a small brewery, its products are considered to have special and unique taste characteristics. In this model we can accept both H1 and H2.

Table 4: Regression models measuring which factors are influencing the brand image dimensions

Dependent variable	**Component 1**		**Component 2**		**Component 3**		**Component 4**	
	β	**Sig.**	**β**	**Sig.**	**β**	**Sig.**	**β**	**Sig.**
(Constant)	.023	.804	-.078	.382	-.158	.153	.014	.893
Size	.030	.223	-.130	.000	.097	.014	.114	.007
Craftbeer	.128	.000	.036	.149	-.192	.000	.101	.032
Segment 2	-.043	.738	.429	.001	.136	.289	.095	.488
Segment 4	-.024	.845	.157	.189	-.145	.269	-.102	.469
Craftbeer* segment 2					.161	.011	.018	.795
Craftbeer* segment 4					.129	.026	-.034	.585
Size* segment 2					.120	.041	-.041	.511
Size* segment 4					-.005	.925	-.203	.001
R^2	0.071		0.171		0.223		0.108	
F	6.718		18.046		12.389		5.200	

The last hypothesis, H3, was also checked by performing multiple linear regression analysis, in order to identify if there are any factors influencing consumers likeliness to consume any of the selected beers (*table 5*). The model with the interaction effects between the components (brand image dimensions) and the segments was tested since it was significantly better. In this regression model the variance explained by the predictors is 31% (R^2=0.310). The interaction variables between component 3 and segments 1,2 and 4 were significant predictors alongside with the interaction variables between component 2 and segment 4. The interaction effect between Component 3 and segments 2 and 4 with a negative β (-0.466 and -.662), indicate that for those segments, 2 and 4, when a brand is perceived to offer low priced and easily available products it is less likely for the consumers of those segments to consume the products of that brand. However, the interaction variable Component2*segment4, which is also a significant predictor, has a positive β = 0.490. This practically means that for segment 4, when a brand has an image of offering healthy, sustainable, traditional products with a fruity taste it is more likely to consume its products.

To sum up, H3 can be accepted since the brand image is influencing the final consumption intention, however it is strongly dependent on the market segments.

Table 5: Regression model measuring which factors are influencing the likeliness to consume beer

Dependent variable	**Likeliness to consume beer**	
	β	**Sig.**
(Constant)	3.019	.000
Component 1	.282	.022
Component 2	.083	.491
Component 3	.801	.000
Component 4	.164	.231
Segment 2	.541	.001
Segment 4	.312	.050
Size	-.023	.498
Craftbeer	-.005	.891
Component 1* segment 2	-.136	.412
Component 1* segment 4	-.083	.602
Component 2* segment 2	.181	.297
Component 2* segment 4	.490	.003
Component 3* segment 2	-.466	.004
Component 3* segment 4	-.662	.000
Component 4* segment 2	-.291	.125
Component 4* segment 4	-.082	.620
R^2	0.310	
F	8.465	
N	468	

6. Conclusion

In this report, we examined the effectiveness and influence of product attributes (craft versus regular) and firm characteristics (micro, small and medium versus big) on the consumption intention for seven beers. After examining consumers' responses, our statistical analysis concluded that indeed there is an influence of craftiness and/or size on the likeliness to consume beer. However, the influence is indirect, since the size and craftiness do not directly have an impact on the consumption intention. They influence the image of the brand, which then accordingly influences the consumption intention.

Market segments play an essential role in this framework since all the relationships are strongly dependent on them. For segment 2 when a beer is considered craft and produced by a big brewing, then the image of this brand is that it offers easily available products in a good price, which accordingly is positively affecting the consumption intention for this brand. The same stands for segment 4 in this case but only if a beer is considered a craft beer. Moreover, for the consumers of segment 4, it is more likely to consume a beer from a small brand if it has an image of producing healthy, traditional and sustainable beers.

Furthermore, this study contributes on identifying the elements and the characteristics that consumers are mainly appreciating on craft beers. This is valuable information for the SMEs of the brewing sector that want to survive and expand their market share in the beer market. It was shown that all the types of consumers value the quality of the beer. However, craft beers are often more expensive than regular beers. There are market segments that do not focus on the price of the beer and those market segments are mainly the ones who show a preference for the craft beers. The sustainable way of production but also the trustworthiness of the producer are two elements that are also appreciated and taken into account before the selection of the beer by the craft consumers. Unique taste characteristics as the fruitiness and the hoppiness of a beer have also an essential role in the consumers' final decision.

Besides , it would be valuable and of great importance if future researches focus on establishing a general accepted definition for craft products which would also apply for craft beers. Then the segmentation of the companies in the brewing industry would be better and the results of the studies on crafts products would be more substantial and clear. Nonetheless, respondents' classification of the beers matched the beer classification established for this research. This fact proves that consumers are well aware of the beer industry and the trends of this market, which probably indicates that consumers' interest on craft beers was not only a trend of the last years but a more perpetual phenomenon.

7. Discussion

The main objective of this research was to investigate if not only craft production, but also small firm size can be an actual competitive advantage for the SMEs of the brewing industry in Belgium and the Netherlands. A second objective, indissolubly connected with the first one, was to check what consumers are appreciating on craft beers, which are the characteristics that could be perceived as potential competitive advantages compared to regular beers.

The focus of this research mainly lied upon two market segments. Segment 2 (La chouffe, La trappe, Duvel) and segment 4 (Jopen, Brouwerij't IJ) which clearly showed a preference on craft beers. After conducting an in-depth literature research, it was found that there were not many studies focusing on the craft beers characteristics that are appreciated by the consumers. Nonetheless, as Kleban and Nickerson (2012) and Aquilani et al. (2014), indicate, one of the most essential factors for the success of craft beers are their unique taste characteristics. Segment 2 confirmed this claim in this research. Consumers of this market segment, valued mainly the sustainable way of producing the beer and the taste characteristics such as the fruitiness and the hoppiness of the beer. The first market segment which gathered the "typical" regular beer consumers with a high preference for Grolsch and focused mainly on the low price of the beer and its availability, surprisingly and unexpectedly also mentioned that taste is an important factor. However, regular beer consumers' interest in cheap beers, confirms Ascher's (2012) findings that low prices are associated with affordable, mass produced drinks. In our study this is what Grolsch represented.

Gómez-Corona et al. (2016), also found that new tasting experiences are one of the consumers' main interests when trying a beer. However, and as a useful contribution to the existing literature, our analysis clearly showed that market segment 4, consisting of consumers with a high desire to consume small and craft beers, apart from the taste, values the trustworthiness of the producer and with a significant difference from all the other clusters, do not care about the price of the beer. Finally, it is essential to mention that all the clusters, all respondents, valued the quality of the beer. There was no market segment that did not mark the quality as an important characteristic.

Then, the regression analyses which were used to test the hypotheses, showed some really interesting results. Indeed the size and the craftiness of a beer influence almost all the brand image dimensions. H1 (*Craft versus regular as a product attribute, influences the beer brand's image*) from the one side, was accepted for all the brand image dimensions apart from the image dimension of a brand which is perceived to offer healthy, traditional and sustainably produced beers with a fruity taste. The craftiness of the beer in this case does not have any impact on this specific image dimension. H2 (*Size as a firm characteristic, influences the beer brand's image*) on the other side, was rejected for brands which are trustworthy and offer high quality products but accepted in every other case. Furthermore, the variables size (firm characteristics, SMEs vs large) and craftbeer (product attributes, craft vs regular) also do not have any direct impact on the final consumption intention, for any of the seven beers. Their impact is indirect through the brand image. Finally, in order to test H3, a regression was performed to measure the consumption intention for the seven beers. The consumption intention was not influenced directly by the size or the craftiness of the beer but by the brand's image, the segments which acted as moderators and their interaction effects. So H3 has also been confirmed.

After answering our research questions and testing our hypotheses for this study, micro-breweries in the Netherlands, can obtain valuable information. Small as firm characteristic and craft as a product attribute are being valued by consumers. However, small firm size and the craftiness of the beer are not enough on their own to positively influence the consumption intention. Micro and small breweries should also focus on the product characteristics that consumers seek in their beers which then alongside craftiness and small firm size, can strengthen their position in the beer market.

Nonetheless, there are some limitations within this study. The majority of the respondents (90%), was below 40 years old and hence the results are not representative of the Dutch population. This study provided important insights of the beer market but cannot be generalized. Further research should be focused equally on all the different age groups in order to provide more evidence and observations on this topic. By doing so, we could also give more insight to the claim that millennials are one of the main factors who push towards the increased consumption of the craft beers (Ascher, 2012). Moreover, it would be interesting that further research on craft beers, should not be focused only on beer brands in general, but on specific beers amongst brands, in order to investigate for example, how a special beer produced by a big brewing company is being evaluated by the consumers.

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9. Appendices

Appendix 1: Characteristics of the respondents

Table A 1: Demographic and other characteristics

	N (total = 150)	%
Age	N (valid=87)	
18-25 years old	29	33,3%
25-40 years old	49	56,3%
>40 years old	8	9,2%
Gender	N (valid=86)	%
Male	39	45,3%
Female	47	54,7%
Educational level	N (valid=86)	%
High school diploma	6	7%
Bachelor’s degree	22	25,5%
Master’s degree	52	60,5%
Doctorate degree	6	7%
Household income	N (valid=86)	%
Below €15k	29	33,7%
€15k - €50k	28	32,6%
€50k – €100k	20	23,3%
€100k - €150k	6	7%
More than €150k	3	3,5%

Appendix 2: Online survey

Welcome to the beer consumption survey!

This survey has been developed as part of my MSc. thesis. I want to find out consumers' perceptions and preferences regarding the beers. The survey is addressed only to people which are currently living in the Netherlands. It should only take 5-6 minutes to complete it. Really, we timed it!

Be assured that all answers you provide will be kept in the strictest confidentiality.
Thanks a lot in advance, for taking the time to complete this questionnaire!

Q1: How many times a week do you drink beer on average? Please fill in a number (0,1,2 etc).

____

Q2: Please select which of the following beers you have ever tried:

- ☐ Affligem (1)
- ☐ Brouwerij 't IJ (2)
- ☐ Duvel (3)
- ☐ Grolsch (4)
- ☐ Jopen (5)
- ☐ La chouffe (6)
- ☐ La trappe (7)

Q3: When you buy a beer for yourself, how important is it for you that the beer:

	Very important (1)	Important (2)	Neither important nor unimportant (3)	Unimportant (4)	Not at all important (5)
Is cheap (1)	○	○	○	○	○
Is good value for money (2)	○	○	○	○	○
Is traditionally produced (3)	○	○	○	○	○
Is of high quality (4)	○	○	○	○	○
Is from a trustworthy producer (5)	○	○	○	○	○
Is easily available in stores, bars and restaurants (6)	○	○	○	○	○
Contains natural ingredients (7)	○	○	○	○	○
Is produced in an environmental friendly way (8)	○	○	○	○	○
Has a bitter taste (9)	○	○	○	○	○
Has a fruity taste (10)	○	○	○	○	○
Has a hoppy taste (19)	○	○	○	○	○
Is a craft beer (11)	○	○	○	○	○
Is a regular beer (12)	○	○	○	○	○
Is produced by a small brewing company (13)	○	○	○	○	○
Is produced by a big brewing company (14)	○	○	○	○	○

Q4: To what extent do you believe that Affligem:

	Agree (1)	Slightly agree (2)	Neither agree nor disagree (3)	Slightly disagree (4)	Disagree (5)
Is cheap (1)	○	○	○	○	○
Is good value for money (2)	○	○	○	○	○
Is traditionally produced (3)	○	○	○	○	○
Is of high quality (4)	○	○	○	○	○
Is from a trustworthy producer (5)	○	○	○	○	○
Is easily available in stores, bars and restaurants (6)	○	○	○	○	○
Contains natural ingredients (7)	○	○	○	○	○
Is produced in an environmental friendly way (8)	○	○	○	○	○
Has a bitter taste (9)	○	○	○	○	○
Has a fruity taste (10)	○	○	○	○	○
Has a hoppy taste (19)	○	○	○	○	○
Is a craft beer (11)	○	○	○	○	○
Is a regular beer (12)	○	○	○	○	○
Is produced by a small brewing company (13)	○	○	○	○	○
Is produced by a big brewing company (14)	○	○	○	○	○

Q5: To what extent do you believe that Brouwerij 't IJ:

	Agree (1)	Slightly agree (2)	Neither agree nor disagree (3)	Slightly disagree (4)	Disagree (5)
Is cheap (1)	o	o	o	o	o
Is good value for money (2)	o	o	o	o	o
Is traditionally produced (3)	o	o	o	o	o
Is of high quality (4)	o	o	o	o	o
Is from a trustworthy producer (5)	o	o	o	o	o
Is easily available in stores, bars and restaurants (6)	o	o	o	o	o
Contains natural ingredients (7)	o	o	o	o	o
Is produced in an environmental friendly way (8)	o	o	o	o	o
Has a bitter taste (9)	o	o	o	o	o
Has a fruity taste (10)	o	o	o	o	o
Has a hoppy taste (19)	o	o	o	o	o
Is a craft beer (11)	o	o	o	o	o
Is a regular beer (12)	o	o	o	o	o
Is produced by a small brewing company (13)	o	o	o	o	o
Is produced by a big brewing company (14)	o	o	o	o	o

Q6: To what extent do you believe that Duvel:

	Agree (1)	Slightly agree (2)	Neither agree nor disagree (3)	Slightly disagree (4)	Disagree (5)
Is cheap (1)	o	o	o	o	o
Is good value for money (2)	o	o	o	o	o
Is traditionally produced (3)	o	o	o	o	o
Is of high quality (4)	o	o	o	o	o
Is from a trustworthy producer (5)	o	o	o	o	o
Is easily available in stores, bars and restaurants (6)	o	o	o	o	o
Contains natural ingredients (7)	o	o	o	o	o
Is produced in an environmental friendly way (8)	o	o	o	o	o
Has a bitter taste (9)	o	o	o	o	o
Has a fruity taste (10)	o	o	o	o	o
Has a hoppy taste (19)	o	o	o	o	o
Is a craft beer (11)	o	o	o	o	o
Is a regular beer (12)	o	o	o	o	o
Is produced by a small brewing company (13)	o	o	o	o	o
Is produced by a big brewing company (14)	o	o	o	o	o

Q7: To what extent do you believe that Grolsch:

	Agree (1)	Slightly agree (2)	Neither agree nor disagree (3)	Slightly disagree (4)	Disagree (5)
Is cheap (1)	o	o	o	o	o
Is good value for money (2)	o	o	o	o	o
Is traditionally produced (3)	o	o	o	o	o
Is of high quality (4)	o	o	o	o	o
Is from a trustworthy producer (5)	o	o	o	o	o
Is easily available in stores, bars and restaurants (6)	o	o	o	o	o
Contains natural ingredients (7)	o	o	o	o	o
Is produced in an environmental friendly way (8)	o	o	o	o	o
Has a bitter taste (9)	o	o	o	o	o
Has a fruity taste (10)	o	o	o	o	o
Has a hoppy taste (19)	o	o	o	o	o
Is a craft beer (11)	o	o	o	o	o
Is a regular beer (12)	o	o	o	o	o
Is produced by a small brewing company (13)	o	o	o	o	o
Is produced by a big brewing company (14)	o	o	o	o	o

Q8: To what extent do you believe that Jopen:

	Agree (1)	Slightly agree (2)	Neither agree nor disagree (3)	Slightly disagree (4)	Disagree (5)
Is cheap (1)	o	o	o	o	o
Is good value for money (2)	o	o	o	o	o
Is traditionally produced (3)	o	o	o	o	o
Is of high quality (4)	o	o	o	o	o
Is from a trustworthy producer (5)	o	o	o	o	o
Is easily available in stores, bars and restaurants (6)	o	o	o	o	o
Contains natural ingredients (7)	o	o	o	o	o
Is produced in an environmental friendly way (8)	o	o	o	o	o
Has a bitter taste (9)	o	o	o	o	o
Has a fruity taste (10)	o	o	o	o	o
Has a hoppy taste (19)	o	o	o	o	o
Is a craft beer (11)	o	o	o	o	o
Is a regular beer (12)	o	o	o	o	o
Is produced by a small brewing company (13)	o	o	o	o	o
Is produced by a big brewing company (14)	o	o	o	o	o

Q9: To what extent do you believe that La chouffe:

	Agree (1)	Slightly agree (2)	Neither agree nor disagree (3)	Slightly disagree (4)	Disagree (5)
Is cheap (1)	○	○	○	○	○
Is good value for money (2)	○	○	○	○	○
Is traditionally produced (3)	○	○	○	○	○
Is of high quality (4)	○	○	○	○	○
Is from a trustworthy producer (5)	○	○	○	○	○
Is easily available in stores, bars and restaurants (6)	○	○	○	○	○
Contains natural ingredients (7)	○	○	○	○	○
Is produced in an environmental friendly way (8)	○	○	○	○	○
Has a bitter taste (9)	○	○	○	○	○
Has a fruity taste (10)	○	○	○	○	○
Has a hoppy taste (19)	○	○	○	○	○
Is a craft beer (11)	○	○	○	○	○
Is a regular beer (12)	○	○	○	○	○
Is produced by a small brewing company (13)	○	○	○	○	○
Is produced by a big brewing company (14)	○	○	○	○	○

Q10: To what extent do you believe that La trappe:

	Agree (1)	Slightly agree (2)	Neither agree nor disagree (3)	Slightly disagree (4)	Disagree (5)
Is cheap (1)	○	○	○	○	○
Is good value for money (2)	○	○	○	○	○
Is traditionally produced (3)	○	○	○	○	○
Is of high quality (4)	○	○	○	○	○
Is from a trustworthy producer (5)	○	○	○	○	○
Is easily available in stores, bars and restaurants (6)	○	○	○	○	○
Contains natural ingredients (7)	○	○	○	○	○
Is produced in an environmental friendly way (8)	○	○	○	○	○
Has a bitter taste (9)	○	○	○	○	○
Has a fruity taste (10)	○	○	○	○	○
Has a hoppy taste (19)	○	○	○	○	○
Is a craft beer (11)	○	○	○	○	○
Is a regular beer (12)	○	○	○	○	○
Is produced by a small brewing company (13)	○	○	○	○	○
Is produced by a big brewing company (14)	○	○	○	○	○

Q11: How likely are you to drink Affligem during the next month?

- Very likely (1)
- Likely (2)
- Neutral (3)
- Not likely (4)
- Very unlikely (5)

Q12: How likely are you to drink Brouwerij 't IJ during the next month?

- Very likely (1)
- Likely (2)
- Neutral (3)
- Not likely (4)
- Very unlikely (5)

Q13: How likely are you to drink Duvel during the next month?

- Very likely (1)
- Likely (2)
- Neutral (3)
- Not likely (4)
- Very unlikely (5)

Q14: How likely are you to drink Grolsch during the next month?

- ◯ Very likely (1)
- ◯ Likely (2)
- ◯ Neutral (3)
- ◯ Not likely (4)
- ◯ Very unlikely (5)

Q15: How likely are you to drink Jopen during the next month?

- ◯ Very likely (1)
- ◯ Likely (2)
- ◯ Neutral (3)
- ◯ Not likely (4)
- ◯ Very unlikely (5)

Q16: How likely are you to drink La chouffe during the next month?

- ◯ Very likely (1)
- ◯ Likely (2)
- ◯ Neutral (3)
- ◯ Not likely (4)
- ◯ Very unlikely (5)

Q17: How likely are you to drink La trappe during the next month?

- ◯ Very likely (1)
- ◯ Likely (2)
- ◯ Neutral (3)
- ◯ Not likely (4)
- ◯ Very unlikely (5)

Q18: What is your gender?

- ◯ Male (1)
- ◯ Female (2)

Q19: What is your year of birth? Please fill in with a number (ex. 1985).

____

Q20: What is the highest educational level you have completed? (Or you are currently enrolled?)

- ◯ Primary school (1)
- ◯ High school diploma (2)
- ◯ Bachelor's degree (3)
- ◯ Master's degree (4)
- ◯ Doctorate degree (5)

Q21: What is your gross household income?

- Below €15k (1)
- €15k - €50k (2)
- €50k - €100k (3)
- €100k - €150k (4)
- More than €150k (5)

Appendix 3: Likeliness to consume each beer separately

Table A 2: Regression model measuring which factors are influencing the likeliness to consume Affligem

Dependent variable	**Likeliness to consume Affligem**	
	β	**Sig.**
(Constant)	2.358	.000
Component 1	.480	.033
Component 2	.312	.055
Component 3	-.036	.859
Component 4	-.001	.994
Segment 2	.450	.336
Segment 4	1.170	.006
Size	-.038	.728
Craftbeer	.075	.377
Component 1* segment 2	-	-
Component 1* segment 4	-	-
Component 2* segment 2	-	-
Component 2* segment 4	-	-
Component 3* segment 2	-	-
Component 3* segment 4	-	-
Component 4* segment 2	-	-
Component 4* segment 4	-	-
R^2	0.499	
F	3.364	
N	36	

Table A 3: Regression model measuring which factors are influencing the likeliness to consume Brouwerij't IJ

Dependent variable	**Likeliness to consume Brouwerij't IJ**	
	β	**Sig.**
(Constant)	2.865	.000
Component 1	.684	.004
Component 2	.193	.394
Component 3	-.315	.257
Component 4	.191	.405
Segment 2	.425	.521
Segment 4	.586	.142
Size	.086	.393
Craftbeer	.157	.133
Component 1* segment 2	-	-
Component 1* segment 4	-	-
Component 2* segment 2	-	-
Component 2* segment 4	-	-
Component 3* segment 2	-	-
Component 3* segment 4	-	-
Component 4* segment 2	-	-
Component 4* segment 4	-	-

R^2	0.457
F	2.241
N	32

Table A 4: Regression model measuring which factors are influencing the likeliness to consume Duvel

Dependent variable	**Likeliness to consume Duvel**	
	β	**Sig.**
(Constant)	2.526	.000
Component 1	.152	.420
Component 2	.117	.505
Component 3	.530	.018
Component 4	-.184	.321
Segment 2	.773	.053
Segment 4	.436	.277
Size	-.026	.787
Craftbeer	-.005	.952
Component 1* segment 2	-	-
Component 1* segment 4	-	-
Component 2* segment 2	-	-
Component 2* segment 4	-	-
Component 3* segment 2	-	-
Component 3* segment 4	-	-
Component 4* segment 2	-	-
Component 4* segment 4	-	-
R^2	0.292	
F	2.779	
N	63	

Table A 5: Regression model measuring which factors are influencing the likeliness to consume Grolsch

Dependent variable	**Likeliness to consume Grolsch**	
	β	**Sig.**
(Constant)	4.254	.000
Component 1	.433	.011
Component 2	.335	.063
Component 3	.465	.042
Component 4	.100	.506
Segment 2	-1.113	.003
Segment 4	-.908	.016
Size	-.025	.841
Craftbeer	.031	.745
Component 1* segment 2	-	-
Component 1* segment 4	-	-
Component 2* segment 2	-	-
Component 2* segment 4	-	-
Component 3* segment 2	-	-
Component 3* segment 4	-	-
Component 4* segment 2	-	-
Component 4* segment 4	-	-
R^2	0.383	
F	4.507	
N	67	

Table A 6: Regression model measuring which factors are influencing the likeliness to consume Jopen

Dependent variable	**Likeliness to consume Jopen**	
	β	**Sig.**
(Constant)	1.810	.000
Component 1	.211	.351
Component 2	.314	.261
Component 3	.305	.161
Component 4	-.127	.631
Segment 2	.851	.178
Segment 4	2.440	.000
Size	.154	.234
Craftbeer	.055	.650
Component 1* segment 2	-	-
Component 1* segment 4	-	-
Component 2* segment 2	-	-
Component 2* segment 4	-	-
Component 3* segment 2	-	-
Component 3* segment 4	-	-
Component 4* segment 2	-	-
Component 4* segment 4	-	-
R^2	0.772	
F	6.164	
N	28	

Table A 7: Regression model measuring which factors are influencing the likeliness to consume La chouffe

Dependent variable	**Likeliness to consume La chouffe**	
	β	**Sig.**
(Constant)	2.879	.000
Component 1	.332	.015
Component 2	.184	.223
Component 3	.307	.055
Component 4	.318	.021
Segment 2	1.159	.000
Segment 4	.424	.202
Size	-.066	.290
Craftbeer	-.037	.597
Component 1* segment 2	-	-
Component 1* segment 4	-	-
Component 2* segment 2	-	-
Component 2* segment 4	-	-
Component 3* segment 2	-	-
Component 3* segment 4	-	-
Component 4* segment 2	-	-
Component 4* segment 4	-	-

R^2	0.442
F	5.736
N	67

Table A 8: Regression model measuring which factors are influencing the likeliness to consume La trappe

Dependent variable	**Likeliness to consume La trappe**	
	β	**Sig.**
(Constant)	2.469	.000
Component 1	.973	.006
Component 2	-.224	.550
Component 3	.424	.242
Component 4	-.415	.347
Segment 2	1.609	.000
Segment 4	.525	.267
Size	.033	.620
Craftbeer	.032	.697
Component 1* segment 2	-.882	.039
Component 1* segment 4	-.635	.137
Component 2* segment 2	.297	.480
Component 2* segment 4	1.148	.013
Component 3* segment 2	-.194	.644
Component 3* segment 4	-.092	.833
Component 4* segment 2	-.334	.500
Component 4* segment 4	.625	.187

R^2	0.609
F	4.285
N	61