LISBOA SCHOOL OF ECONOMICS & MANAGEMENT

MASTER OF SCIENCE IN MARKETING

MASTERS DISSERTATION

YOU HATE WHAT YOU DRINK, YOU LOVE WHAT YOU DON'T

A DISSERTATION SUBMITED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTERS OF SCIENCE IN MARKETING BY ISEG, UNIVERSITY OF LISBON

MIGUEL MAURICE NUNES HARRINGTON SENA, B.A IN APPLIED COMMUNICATIONS

SEPTEMBER- 2013

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SUPERVISOR:
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Abstract

Although a considerable amount of research into beer consumer behaviour has been conducted in several countries, no publicly available such study performed in Portugal has been found. The aim of this research is to understand young consumers' perceptions regarding six brands available in Portuguese retailers and to compare the results with other studies. In this research the author developed a conceptual framework and defined hypotheses, permitting an answer to the purpose of this investigation. Different techniques for collecting data such as surveys and experimentations were used and analysed statistically. The findings suggest that the presence of the brand and packaging are determinant in the formation of consumers' sensorial expectations and play a central role in consumers' evaluation, even if those attributes are not recognized as more important in consumers' perspectives. The majority of participants were unable to recognize their favourite brand in the blind-test evaluation, and the two brands that were rated in last positions in the survey climbed to the top when they were not identifiable, even if in consumers' perspectives the taste is the most important attribute when choosing a beer. The main beneficiaries of the research should be breweries and, more precisely, marketing and brand managers because it provides important insights into the attributes young consumers value most and suggests strategies for marketing and advertising campaigns. The research can also provide an academic contribution because it specifies the processes to conduct blind test experimentations and suggests further studies based on the investigation results. It also, once again, makes obvious the importance of brand awareness.

Key Words: Consumer Perception, Brand, Sensorial Valuation, Blind Test, Beer, Intrinsic and Extrinsic cues.

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1.Introduction

The beverage sector and, in particular, the beer market are important to Portugal's national economy. The breweries, their suppliers and all the companies involved in the process of delivering the final product to consumers together represent 75000 jobs. According to the 2011 APVC report (Associação Portuguesa dos Produtores de Cerveja, 2011), those companies have produced 8.3 million hectolitres of beer, which represents 478 million euros in market value. However only 49% of this value remains in the brewers' industry and the other 51% of the business volume reverts to suppliers, such as advertising and marketing companies.

Although consumption is decreasing (61 litres per capita in 2007 and 48 litres in 2012; APVC 2012), beer is generally appreciated by Portuguese consumers and particularly by university students. In fact, alcohol consumption among students has been the subject of several studies and some of them suggest that the university provides a unique environment to enhance the consumption of alcoholic drinks (Carpenter et al., 2007; Glindemann & Geller, 2003; Wechsler & Nelson, 2008).

According to the Kirim Institute, beer consumption is decreasing in all developed countries but in 2011 the European market increased 0,4%, something that had not happened for four years. Because of the importance of the beer market to Portugal's economy, and considering that no similar study was found to have been performed for this country, the purpose of this dissertation was to conduct a comparative study of six brands available in major national retailers. The study is focused on the two main players in the Portuguese market: Unicer and SCC. This focus is not only explained by the fact that the two companies sell three brands each, but also because the two leading brands (Super Bock and Sagres) have 45% and 44.4% of market share respectively, being direct competitors (Nielsen, November 2012). In terms of share of shelf of all the major retailers, Super Bock has 40.3% and Sagres 38.1% respectively (Marktest, 2012).

This study can make a great contribution to marketing because it clarifies how consumers feel about the selected brands and promotes important insights for brand management. It is suggested that the results can be useful to marketeers and managers for the design and development of marketing strategies. The research question for this study was: "What is the consumers' perception of 6 beer brands available in Portugal?"

This dissertation follows the rules proposed by ISEG, and the sequence in which the topics are explored conveys the logical structure that was followed, taking into consideration the objectives traced for this investigation.

After a brief introduction, a review of literature was conducted which allowed the author to identify the nuclear topics on which the conceptual framework is based. The topics reviewed are: consumer behaviour, attitudes and intentions, intrinsic and extrinsic product characteristics and brand relevance. After exploring and explaining the importance of each topic, a conceptual framework was developed to define which hypotheses should be tested and in which theoretical references these hypotheses were supported.

The third chapter presents and describes the methodology that was followed but also points out special requirements in order to conduct an experience of this type. The fourth chapter presents the statistical tests that were performed and also describes the investigation results. The last chapter presents the major conclusions and findings, explaining which direct and indirect consequences can be derived from those results and also identifies the limitations found during the investigation.

2. Literature Review

2.1- Consumer Behaviour

Studying consumers' behaviour, their attitudes and beliefs towards a specific product, enables the clarification and classification of behavioural patterns from different types of consumers, which in the last instance allows managers to segment and target the market. According to Blackwell *et al* (2008) consumers' behaviour not only includes the act of purchase and consumption of a product, but also includes the processes that occur before and after the decision-making. The same authors point out that the intention to purchase a product is merely the result of the predisposition to consume that product.

Mowen and Minor (1998) argue that consumer behaviour is the result of consumers' subjective evaluations related to the purchase, disposition and use of products or services. On the other hand, Solomon (2006) explains that the study of consumer behaviour requires a multi-disciplinary approach that brings together different scientific areas, defining it as: “the study of the processes that are involved when individuals or groups of individuals select, purchase, use and dispose of products, services, ideas or experiences with the intention to satisfy their wants and needs.” Supported by the “roles” theory, the author argues that the same consumer can have different types of behaviour depending on which “social role” he or she is performing when purchasing a specific product. Studies of consumer behaviour demonstrate that certain criteria are defined for the decision-making processes, and those are mainly based on product attributes (Sheth *et al*, 2001; Blackwell *et al*, 2008; Mowen e Minor, 2003). Solomon (2006) suggests that the criteria used in product evaluation are related to the social role that the consumer is performing when purchasing the product. It is expected that the same person may present different evaluations of the same product, depending on which social role he or she is assuming.

It is important to highlight that consumer behaviour cannot be understood only in the context of transactions between the customer and the company, but as a continuous process that encompasses what happens before, during and after the transaction. It is also important to clarify that the final consumer is not the only component involved in the processes that precede and succeed a product or service purchase. As Solomon (2006) suggests, in most cases different persons are involved in the purchase process, however the person who purchases a product is not always the one using it or benefiting from it. Consumers can act as a group, such as in families or organizations, and the decisions involved in the purchase of a product can be made by an individual or a group. Therefore it can be suggested that consumer behaviour is not a static and repetitive process and each individual is always subjected to external influences.

2.1.1- Beer consumers

Europeans have always been the largest beer consumers in the world, however in 2012 Asians overtook them in absolute beer consumption (Kirim Institute). Beer trade and consumption are part of European culture, principally in central European countries but the recent economic crises, taxes and tobacco restrictions have resulted in a change in consumer habits. According to the 2007 Datamonitor report, the on-trade and off-trade consumption patterns tend to change drastically. Off-trade consumption has substantially increased and this fact has direct consequences on the way brands promote their products, such as stimulating beer consumption during meals. It is important to note that according to a 2011 Euromonitor International report, Portugal has the fourth largest beer consumption at home in Europe.

It is interesting to note that while consumers frequent more locations where beer is traded such as bars, hotels and restaurants (on-trade) they consume less. Surprisingly, according to a 2009 Ernst and Young report, 72% of the industry revenues derived from on-trade consumption which, in part, explains the difficulties that the sector is undergoing. At a marketing level, this fact has direct consequences in how a product is promoted but also in brand positioning and pricing strategies.

Globalization also drastically changes consumers' purchasing patterns. More consumers tend to travel so they are also more exposed to foreign brands and have the opportunity to test them. On the other hand, more individuals tend to emigrate and live in foreign countries and often continue to purchase and consume products from their country of origin. Breweries have identified this tendency and in 2012, Unicer exported 50% of the production and the SCC 25%. Globally, the sector exports 40% of its production, essentially to Portuguese-speaking countries with a large presence of Portuguese emigrants (Diário Economico, 12 March 2013).

2.1.2- Attitudes

Kotler and Keller (2006) argue that consumers develop attitudes about everything that surrounds them and create positive and negative observations concerning objects, tending to behave according to those observations. Consumers also form attitudes to simplify their decision-making processes but various studies have proved that sometimes the attitudes that consumers say they have about a product are not consistent with their purchasing behaviour. Solomon (2006) argues that although attitudes are a comprehensive concept, they are no more than a systematic evaluation that consumers make of themselves, objects, advertising and arguments that are presented to them.

Schiffman and Kanuk (2002) developed a model that supports the idea that attitudes are composed of three basic components: cognitive, affective and behavioural (also known as ABC model). The cognitive component refers to consumers ideas and thinking that results from the combination of experiences and information obtained from a product. The perceptions resulting from the product knowledge can make consumers believe that the product has some attributes - those perceptions are called beliefs.

The beliefs can be normative (where moral and principle judgements are involved), evaluative (evaluation of a specific product) and descriptive (making the link from an object to a quality or a result and where moral judgements are present) (Hawkins *et al,* 2007; Sheth *et al*, 2001; Bennett e Kassajian, 1975). It can be suggested that the beliefs come from the cognitive learning and processed information because they are the result of the knowledge that consumers have about a product. It is also important to note that beliefs and attitudes that are established towards a product simplify the decision-making processes because they require less cognitive effort from the consumers, which results in repetitive purchasing behaviours.

The affective component refers to consumers' feelings about a brand and those are generated by affective experiences with a product or service. Hawkins *et al* (2007) argue that the affective component is related to emotional evaluations concerning a product. The consumer’s relationship, feelings and emotions related to a product determine the affection the consumer has towards it. It can be suggested that when consumers have more experience with a product (positive or negative), the affective component formed toward the product is higher. If consumers have more affective experiences with a product, they are going to recognise it and possibly purchase it more easily.

Finally, the behavioural component is related to the possibility that the consumer has to act in one way or another towards a product. The hierarchal link between the three components illustrates the consumer’s involvement with a product. The consumer’s confidence (belief) about a brand will influence the evaluation of that brand (affective component) and consequently will determine the intention to purchase or not (behavioural component) a product labelled by a brand (Assael, 1998).

2.1.3- Purchase intentions

Consumers’ purchasing intentions are deeply related to the personal motivations of each individual. Solomon (2006) states that motivations are behavioural processes that occur when consumers want to satisfy their needs. By identifying those needs (hedonic or functional) consumers are in a state of tension caused by the difference between their actual and desired state. From a business viewpoint, marketeers create products that deliver the benefits that consumers expect, reducing their tension state. In the case of beer, consumers tend to satisfy not only physiological but also socio-psychological needs (Westfall 1962).

It is important to note that attitudes and purchasing predisposition largely depend on the level of involvement that consumers have when they are buying a product. Zaichkowsky (1985) defines involvement as “the importance consumers give to an object based on its needs, values and interests”. Solomon (2006) points out that the meaning of the word *object* in this situation refers to a brand, advertising or purchasing situation.

Solomon *et al* (2012) claim that the consumer’s effort in the purchasing process depends on two aspects: the involvement and the perceived risk. The involvement is defined as the importance the consumer gives to the purchasing decision and the perceived risk as the negative consequences (financial, physical or social) of choosing a product. For products considered of high involvement and risk (ex. cars, homes etc) the creation of attitudes, motivation to buy and purchasing decision are far more complex and lengthy than for a product considered of low involvement and risk. For products such as beer (low involvement and risk) consumers have predefined beliefs so the purchasing process is automatic and they don´t need to categorize and evaluate each product attribute to buy it. Cerjak *et al* (2010) argue that alimentary and beverage products are typically considered of low involvement, so consumers choose them in a routine and as an emotions-based decision. It can be suggested that for low involvement products, the brand and other elements that have an affective connection with the consumers are far more important than its functional characteristics because all products of the same category are more or less equivalent. Most beers are equivalent but for one reason or another consumers choose a specific brand. This study intends to demonstrate that there is a relationship between the attitudes that consumers say they have about a brand and their real behaviour when they are not informed about the brand they are tasting. So it intends to demonstrate the brand importance when choosing a product and if the consumers behaviour changes when they are exposed to the product’s extrinsic cues.

2.2- Intrinsic and extrinsic cues

Olson (1972) and Olson and Jacoby (1973) classified product attributes as intrinsic and extrinsic. Intrinsic cues are those that cannot be manipulated without changing the product's physical characteristics. Those include taste, freshness, texture, ingredients, aroma and nutritional value. On the contrary, extrinsic cues are attributes that are not part of the physical product itself. Those include brand, price, labelling, packaging and advertising.

Evidence proves that extrinsic cues are more easily recognized, interpreted and assumed than intrinsic cues (Puwar, 1982). Various studies have been conducted concerning alimentary products and beverages that reach different conclusions. Chung *et al* (2006) concluded that intrinsic cues are more important but Richardson *et al* (1994) found the opposite. Holbrook (1986) and De Chernatony and Knox (1990) suggest that extrinsic cues – principally the brand name and packaging – are more important than intrinsic cues. Those arguments are supported by several studies about beverage products such as sparkling water, beer and sodas (Christopher *et al,* 1987 e Steenkamp, 1990).

Urdan and Urdan (2001) have conducted a blind taste test for beer and concluded that although consumers consider taste to be the most important attribute, they were unable to recognize their favourite brand based on that intrinsic cue. Therefore, it can be suggested that the presence of a brand is determinant for consumers' sensorial expectations but also for the selection, purchasing behaviour and acceptance of a product (Deliza; Macfie,1994; Di Monaco *et al.,* 2004; Jaeger, 2006).

Other studies have demonstrated that the consumer's sensorial evaluation is more affected when more information about the product is provided. Information in this context is not only related to the brand but also with technology (Johansson et al., 1999), aliment production processes (Caporale; Monteleone, 2004) and the origin of the product (Caporale; Monteleone, 2001). Those aspects tend to change consumers' behaviour when they are choosing and consuming a product. More recently, Ribeiro *et al*., (2008) concluded that the familiarity with some beer brands has affected consumers' acceptance. Those conclusions are suggested because the participants gave a higher rating to the brands they knew better than those they did not, and the results drastically changed in the blind test evaluation compared to the taste test (presence of packaging). In a similar study, Moura *et al* (2010) verified that in the case of beer, extrinsic cues are more important then intrinsic cues.

2.3-Brand

As referred to in the previous topic the brand is considered an extrinsic cue and several studies have proven that this element plays a fundamental role in consumers' preference, selection and choice. According to AMA (American Marketing Association) a brand is the result of a consumer’s experience by grouping pictures and ideas. A brand is defined as a "Name, term, design, symbol, or any other feature that identifies one seller's goods or service as distinct from those of other sellers." Recognition and reactions towards a brand are the result of experiences with a product or a service. Those experiences are not only related to the use of the product itself but also to the influence generated by advertising campaigns.

Aaker (1991) agues that a brand is a distinctive name or symbol (logo, trade mark, packaging) identifying products or services from a seller and distinguishing them from its competitors. It is important to note that the brand is often more valuable than the product itself. Nowadays it is common to find examples where brands are more valuable than products and this is reflected in the intensive concern brand managers have in controlling and managing this element. As Keller and Lehman (2006) argue, the brand is a valuable intangible element and companies should manage it carefully. Recently Sheena and Naresh (2012) pointed out that the goal of a company is not only to sell their products or services but also to guarantee that their brands stay in the top-of-mind recall and assure the loyalty of their customers.

2.3.1- Brand Equity

Brand equity is an old concept and several studies have been conducted to define and measure it but the conclusions are not consistent between authors. However, Keller (2008) notes that most authors agree that brand equity consists of the marketing effects that can only be related to the brand itself. Essentially, the same author argues that brand equity explains why products that have a brand sell better than those that do not. Farquhar (1990) defines brand equity as the value added by a brand when it is associated to a product.

Brand equity can also be analysed from the consumer's perspective by understanding in what way the experiences that they have with the brand have contributed so that the brand is learned and memorized. Keller (2008) argues that "a brand has positive customer-based brand equity when consumers react more favourably to a product and the way it is marketed when the brand is identified than when it is not".

The arguments presented previously suggest that brand equity is invariably defined by the knowledge consumers have of a brand. Keller (2008) highlights two elements that compose the brand knowledge in a consumer perspective: notoriety and brand image. On the one hand, notoriety is related to brand recognition and to the capacity consumers have in identifying a brand in different situations, including brand recognition and brand recall. On the other hand, brand image is related to consumers' perceptions about the brand and also the complicity they can have with it: both should be strong, unique and favourable. The same author argues that brand equity is created when consumers "attribute a high level of notoriety and familiarity with a brand and the associations with it are unique, strong and favourable."

2.3.4- Brands Studied

It is important to present some characteristics of the brands that were studied whit the objective of identify their communication strategies and their market positioning.

Unicer produce and commercialize Super Bock, Carlsberg and Cristal. Super Bock is the company's flagship because it has 45% of market share (Nielsen, November 2012). It is also the most valuable brand, which explains why the company make large investments in R.D (creation of Super Bock Green, Abadia etc) but also and essentially in marketing and advertising campaigns (sponsoring summer festivals, football clubs and present in all media channels). The brand was registered in 1927 and their major assets are related to the 28 gold medals won in a raw at Monde Selection challenge. The company also argue: "the true conquest of Super Bock are millions of loyal fans that all over the world that don't resist to the unique flavour of it". It is then clear that the brand emphasise an intrinsic attribute of the product to differentiate itself from other brands – the flavour. The average price per unit is 0,65€ for a 33 cl bottle and 1,96€ for one litre.

Carlsberg is a Danish brand and it is sold in more than 140 countries, being present in Portuguese market since 1972. In 1991, the Carlsberg group bought a participation in Unicer and since that point, the beer started to be produced and sold by the Portuguese company. Being part of Unicer portfolio, the company argues that Carlsberg is "the principal premium brand in the Portuguese market". In 2010, Carlsberg had 2% of market share (Nielsen, 2010) but the market share is decreasing year after year and loosing his position to other international brands like Heineken. Recently, with the objective of fighting against the losses, the brand has reviewed all the communication strategy and had created a new positioning and identity for all foreign markets. The new slogan is "That calls for a Carlsberg". The average price per unit is 0,65€ for a 25cl bottle and 2,63€ per litre, being positioned has a premium beer.

Cristal is the oldest beer brand in the Portuguese market and it's sold since 1890. Although the brand is sold in the Portuguese market, it is also found in countries like Switzerland, Angola, France, Germany and U.S.A but strangely is less communicated compared to the others. The previous affirmation is sustained by the fact that is the only brand in Unicer portefolio that does not have a slogan. It is a low-cost beer and targeted for consumers who base their purchasing decision in the price. The average price per unit is 0,41€ for a 0,33cl bottle and the price per litre is 1,25€.

SCC produce and commercialize Sagres, Cergal and other brands and has also the exclusive right of commercialize Heineken in Portugal. Sagres is the company's flagship and the eternal "rival" of Super Bock, having a market share really similar to his direct competitor. The brand is sold since 1940 and was created to represent Portugal in the Exposition of the Portuguese World of that year and whose values are patriotism and Discovery history. It is positioned has a leader and the average price is 0,69€ for a 33cl bottle and 2,09€ for a litre.

Heineken was created in 1873 in Holland and it is actually sold in more than 170 countries around the globe. Although it is produced in Holland the brand is commercialized by SCC in Portugal and until 2008 has faced serious problems to impose itself in Portuguese market. By that time, Heineken has bought a participation in SCC and finally could define a marketing strategy for Portugal. The investments were made essentially for promotional actions and sponsorships like summer festivals or what they call *Extra Cold* parties. The brand argues that it has become " the premium beer most recognized all over the world", positioning itself has a premium beer in all markets, apart of the Hollandaise one. A reference that proves the strategy applied by the company is the fact that the sales-force is forced to sell the product 1,5 more expensive than other beers. The average price per unit is 0,62€ for a 0,25cl bottle and 2,52€ per litre.

Cergal competes in the Portuguese market sine 1969 but actually is only sold in one retailor (Pingo Doce) but for example in Spain is sold in all the major retailors. The same happens in the Angolan market where it is sold since 2011 and where it has made several advertisement investments to create a positive brand Image. It is a low-cost beer and one unit (33cl) costs 0,33€ and the litre is sold for 1,00€ being a natural competitor of Cristal.

2.4- Conceptual Framework

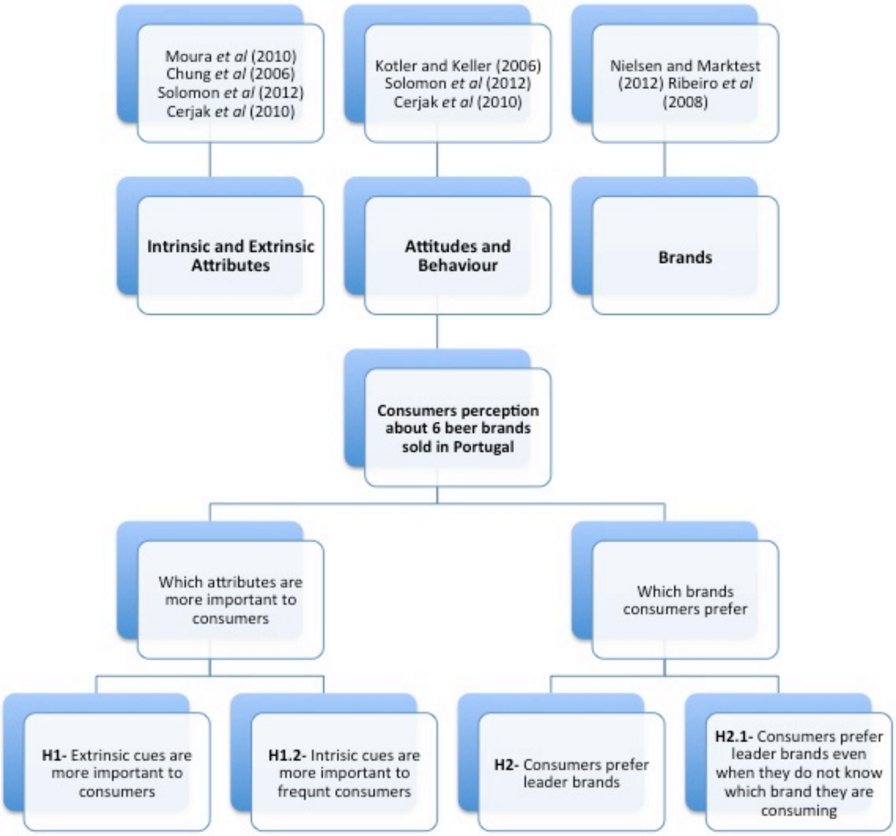

Figure 1 Conceptual Framework

Beer consumers' behaviour, their preferences and the relationship they have with brands are topics that were covered in previous studies but those are not conclusive and consistent. It is well known that consumer behaviour and the attitudes toward brands are related to previous experiences and beliefs but also to the level of involvement in the purchase process and also the social role that the consumer is performing when buying a product. It is also known that product attributes can be seen as intrinsic and extrinsic cues and are evaluated in different forms depending on the importance that consumers convey to them.

Most authors argue that extrinsic cues are more important to consumers, principally in products such as beer in which the level of involvement is low. This fact results in repetitive purchasing behaviours where consumers tend to base their decisions on heuristic models and the brand plays a central role in decision-making. The brand is not only a symbol that has as a goal a financial return but also has an associated personality that is sometimes *felt* as a human being and that can be re-evaluated continually through time, such as is the case with human relationships.

The research question of the present study is to investigate the consumer's perceptions about six brands available in major Portuguese retailers. A conceptual framework was developed where hypotheses are defined and sustained by nuclear concepts reviewed in literature. Two specific objectives were defined and together they allow for the tackling of the research question presented previously. For each, hypotheses were created and tested with a survey and taste tests (blind and with the presence of packaging).

OB1- Determine which product attributes are more important to beer consumers.

H1- Extrinsic cues are more important to consumers.

H1.2- Intrinsic cues are more important to frequent consumers.

The previous objective is sustained by the conclusions of Olson (1972) and Olson and Jacoby (1973) that have classified attributes as intrinsic and extrinsic to products. If the first hypothesis is correct it confirms the conclusions of Moura *et al* (2010) that suggest that extrinsic cues are more important. If the first hypothesis is rejected it confirms the conclusions of Chung *et al (*2006) that suggest that intrinsic cues are more important. The auxiliary hypothesis is sustained by the work of Solomon *et al* (2012) and Cerjak *et al* (2010) that argue that consumers' choice and selection largely depends on the level of involvement consumers have with the purchasing process. It is suggested that intrinsic cues are more important to frequent consumers because they have more knowledge and interest about the product so the level of involvement is expected to be higher.

OB2- Determine which brand is more appreciated by consumers.

H2- Consumers prefer leader brands.

H2.1- Consumers prefer leader brands even when they do not know which brand they are consuming.

Several studies published show that Super Bock and Sagres are leader brands (Marktest; 2012; Nielsen 2012). If those are leaders it is also expectable that consumers prefer them. In respect to the second hypothesis, several authors concluded that the presence of a brand is essential for the formation of consumers sensorial expectations (Deliza; Macfie,1994; Di Monaco *et al.,* 2004; Jaeger, 2006). As such, it is expected that the second hypothesis is rejected and therefore partially confirms the findings of Ribeiro *et al* (2008) that concluded that the familiarity with some beer brands has influenced consumer acceptance.

3. Methodology

This research can be defined as conclusive because it involves descriptive and casual techniques (Malhotra; Birks, 2006). It is descriptive because it involves a technique for collecting data (survey) and it intends to describe a phenomenon, specify concepts and develop a conceptual framework that defines the perspective of the study and links the concepts with their description (Reis, 2010). In addition, it is a pre-experimental study and can be classified as a one-group pre-test-post-test, where results from the blind test and the taste test are compared (Malhotra; Birks, 2006). According to Malhotra and Birks (2006) this type of study may be symbolized as: O1 X O2.

In this type of research the validity of the results is questionable because there are external variables that are not controllable by the researcher. This research is also quantitative because it intends to collect and quantify data with the purpose of classifying, analysing and interpreting it. The data collection was supported by Qualtrics on-line software and the processing of the results was supported by IBM SPSS v.20.

3.1- Type of study used:

Several studies that involved blind-tests of beer allowed the anticipation of some relevant issues concerning studies of this kind. Firstly, the plastic cups used for the beer were disposable. According to Moura *et al*. (2010), this procedure is important because it guarantees that the perception of the taste is not influenced by any beer residue, disinfectant or soap. The same authors suggest a procedure that was followed in this investigation: all the beers were cooled and kept in the same refrigerator, guaranteeing that all the samples were at the same temperature. According to the APCV, the type of beer used (pilsner) must be consumed between 4º and 7º Celsius and the plastic cups must be at an ambient temperature. To guarantee that the beer was at an adequate temperature a thermometer was used to confirm the temperature of the samples. (appendix 1)

Each cup (transparent) was filled with 60ml of beer because according to Urdan and Urdan (2001) this is the quantity suggested by breweries to taste beer, which allows for the best perception of the flavour. Cream crackers and mineral water were also made available to tasters to intercalate tasting tests, this is a measure suggested by APCV and other international specialists (appendix 2). It is also important to note that the letters assigned to each cup in the blind-test were not the same as in the tasting test, this measure guarantees that there was no influence in the answers in the two parts of the evaluation.

3.2- Experience:

Firstly, participants were invited to answer a survey composed of nine questions to allow the researcher to define the sample size and also to verify postulated hypotheses. The first five questions were related to beer and brand preferences and the last four to socio-demographic aspects (appendix 3). After filling out the survey, participants were invited to taste and evaluate six beers in two different moments. To evaluate the beers, participants had a tasting card corresponding to each cup (appendix 4). The first tasting was done only with plastic cups (blind test) and the second in the presence of packaging. By conducting the experience in this way, it was possible to determine if the presence of the bottle (packaging / brand) had an influence on the participants' evaluation. The completion of the survey at the beginning of the experience enabled the determination of which brand was most appreciated and also clarified which attributes were most important to consumers. The experience was conducted over three days and each participant took approximately 30 minutes to conclude it. The conditions of temperature and light of the room were the same for all participants; the setting can be consulted in appendix 5.

3.3- Samples characterization:

This investigation has two types of samples that will be characterized in this section: the beers that were used and the participants in the tests.

3.3.1- Beers:

The beers were selected by convenience and the choice was based not only on the two breweries selling three brands each but also because the three pairs of brands (Super Bock – Sagres; Carlsberg – Heineken; Cristal – Cergal) are natural competitors. Super Bock and Sagres are leaders, Carlsberg and Heineken foreign premiums and Cristal and Cergal have a low-price strategy. The choice of the type of beer (pilsner) is justified by taking into account the share of shelf calculation of Portuguese major retailers, where this type of beer represented 69,65% of all beer sales (June to November 2012, Marktest). For this reason it is probable that if most consumers buy pilsner beer, their evaluation will be more reliable.

3.3.2- Participants:

Sixty-three participants were included in this investigation and each one tasted approximately 72 cl of beer (divided into 12 cups, each one with 6cl). In total approximately 48 litres of beer were consumed during the experience. The majority of participants were males (82,5%) aged between 23 and 26 years old (60,3%). Approximately half of participants (47,6%) were undergraduates, a third (27%) post-graduate and the remaining had just completed high-school (25,4%). The majority of participants were students or part-time students (79,4%) and the remaining (17,4%) were free-lancers or company workers. Consult the full description of the participant sample in appendix 6.

4. Results analyses

In this section the results of the first hypothesis and auxiliary hypothesis are presented followed by the results of the second hypothesis and auxiliary hypothesis. The scope of this section is to present the statistical procedures that were followed and the results of those tests. The discussion and implications of the results are presented in the next topic.

H1- Extrinsic cues are more important to consumers.

With regard to the first hypothesis, an analysis of the means was conducted with the objective of understanding which attributes were more important to consumers. The results indicate that taste is the most important (4,76) and it was the only parameter considered important (23,8%) or very important (76,2%) for consumers (Table 1). The gasification is the second most important attribute (4,11), followed by the price (4,05), the brand (3,94), alcohol level (3,41) and the advertising related to the brand (3,10). The two attributes given lower importance are the packaging (2,92) and finally the calories (1,76). The detailed analyses of the frequencies of each attribute can be consulted in appendix 7.

Table I Attributes importance when choosing a beer

Attributes	Intrinsic Attributes				Extrinsic Attributes			
	Taste	Alcohol Level	Gasification	Calories	Brand	Price	Packaging	Advertising related to the brand
Mean:	4,76	3,41	4,11	1,76	3,94	4,05	2,92	3,10
Std. Deviation:	,429	,835	,845	,946	,644	,658	,955	,962
Sum:	300	215	259	111	248	255	184	195

In order to have a variable that defines if consumers give importance or not to attributes, four addictive indexes were created. Two for intrinsic attributes (taste, alcoholic level, level of gasification and calories) and two for extrinsic attributes (brand, price, packaging and advertising related to the brand). Each index encompassed the four attributes of each type. Table II shows that the largest part of consumers (72%) do not give importance to intrinsic cues and approximately ¼ is neutral (27%). By analysing table III it is possible to note that the largest part of consumers give importance to extrinsic attributes (77,8) and only a small part (7,9%) do not give importance to this kind of attributes.

Table II Intrisic attributes value

Valorisation- No Valorisation Intrinsic Attributes				
		Frequencies	**Percentage**	**Percentages Accumulated**
Valid	**-2**	10	15,9	15,9
	-1	36	57,1	73
	0	17	27	100
	Total	63	100	

Table III Extrinsic attributes value

Valorisation – No Valorisation Extrinsic Attributes				
		Frequencies	**Percentage**	**Percentages Accumulated**
Valid	**-1**	5	7,9	7,9
	0	9	14,3	22,2
	1	11	17,5	39,7
	2	17	27	66,7
	3	12	19	85,7
	4	9	14,3	100
	Total	63	100	

In the next step, the means of each index were compared using the T-Student test for paired samples. Analysing tables IV, V and VI it is possible to observe that for intrinsic attributes the mean of "no importance" (3,25) is superior to the importance (2,37), the correlation between the two variables is moderated (0,587) and statistically significant (p= 0,000). There are also statistically significant differences between the means of the two indexes (t (62)= 10,849; p=0,000).

Table IV Student Tesy Paired Samples for Intrisic Attributes

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Intrinsic Attributes Valorisation	2,37	63	,655	,083
	No Valorisation	3,25	63	,761	,096

Table V Student test Paired Samples for Intrisic Attributes Correlation

Paired Samples Correlation				
		N	Correlation	Sig.
Pair 1	Valorisation & No-Valorisation Intrinsic Attributes	63	,587	,000

Table VI T-Student test Paired Samples for Intrisic Attributes Paired Differences

Paired Samples Test								
	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of Difference				
				Lower	Upper			
Intrinsic Attributes Valorisation – No Valorisation	-,839	,650	,082	-1,053	-,725	-10,849	62	,000

The same test was conducted for extrinsic attributes. Analysing tables VII, VIII and IX it is possible to observe that the mean of “no importance” (0,52) is inferior to the mean of the importance (2,30). The correlation between the two variables is weak (0,335) and statistically significant (p=0,007). There are also statistically significant differences between the means of the two indexes (t (62)= 9,496; p= 0,000).

Table VII T-Student test Paires Samples for Extrinsic Attributes

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Extrinsic Attributes Valorisation	2,30	63	,994	,125
	No Valorisation	,52	63	,820	,103

Table VIII T-Student test Paired Samples for Extrinsic Attributes

Paired Samples Correlation				
		N	Correlation	Sig.
Pair 1	Valorisation & No-Valorisation Extrinsic Attributes	63	,335	,007

Table IX T-Student test Paired Samples for Extrinsic Attributes

Paired Samples Test								
	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of Difference				
				Lower	Upper			
Extrinsic Attributes Valorisation – No Valorisation	1,778	1,486	,187	1,404	2,152	9,496	62	,000

H1.2- Intrinsic cues are more important to frequent consumers.

In order to verify the auxiliary hypothesis it was necessary to divide the participants into two groups (occasional consumers and frequent consumers). This division was done taking into consideration the first two answers of the survey. Results suggest that those who answer that they do not or rarely drink beer, consume less than one beer per week. The occasional consumers drink on average 6 (5,71) beers per week and frequent consumers 9 (9,45) beers per week. After analysing those results, a new variable was created dividing consumers into two groups: occasional consumers (until or less than 6 beers per week) and frequent consumers (more than 6 beers per week). This new variable enabled the comparison of the results of both groups. The group of occasional consumers was composed of 26 participants (41,3%) and frequent consumers of 37 participants (58,7%). The tables can be consulted in appendix 8.

After this division it was pertinent to analyse once again the results of the importance or no importance consumers give to attributes. For these analyses the Maan-Whitney test was used and the results are presented in the next page

Table X Mann Whitney Attributes Value

	Intrinsic Attributes Valorisation	Intrinsic Attributes no Valorisation	Intrinsic Attributes Valorisation – No Valorisation	Extrinsic Attributes Valorisation	Extrinsic Attributes no Valorisation	Extrinsic Attributes Valorisation – No Valorisation
Mann-Whitney U	399,000	364,000	399,000	452,000	391,000	405,500
Wilcoxon W	750,000	715,000	1102,000	1155,000	742,000	1108,500
Z	-1,269	-1,791	-1,288	-,425	-1,533	-1,075
Asymp. Sig. (2-tailed)	,204	,073	,198	,671	,125	,283

a. Grouping Variable: Occasional and frequent consumers divided by nº of beers consumed

The analysis of the results shows that there were no statistically significant differences. However, in the case of "no importance" of intrinsic attributes the difference is accentuated (M-W=364; p=0,073). According to the mean rank, occasional consumers (35,15) give more importance to intrinsic attributes than frequent consumers (29,78). The same thing happens with extrinsic attributes where occasional consumers gave more importance (34,90) than frequent consumers (29,96). The results of this procedure can be consulted in annexes (appendix 9).

H2- Consumers prefer leader brands.

In order to verify this hypothesis the answer consumers gave in the survey was firstly analysed. The results suggest that Super Bock is the preferred brand (5.09), followed by Carlsberg (4.36), Heineken (4.25), Sagres (3.41), Cergal (2.06) and Cristal (1.8).

Table XI Brand Preferences

Brands	Mean
Super Bock	5,09
Carlsberg	4,36
Heineken	4,25
Sagres	3,41
Cergal	2,06
Cristal	1,8

After the previous analysis, a Mann-Whitney test was applied with the purpose of detecting and comparing differences between the means of each brand attributed by occasional consumers and frequent consumers. The results are:

Table XII Mann Whitney Brands Preferences

	Super Bock	Sagres	Heineken	Carlsberg	Cristal	Cergal
Mann-Whitney U	383,500	349,500	452,000	445,000	343,500	465,500
Wilcoxon W	734,500	1052,500	1155,000	1148,000	694,500	1168,500
Z	-1,483	-1,931	-,421	-,517	-2,112	-,238
Asymp. Sig. (2-tailed)	,138	,053	,674	,605	,035	,812

a. Grouping Variable: Occasional and frequent consumers divided by nº of beers consumed

By analysing the results it is possible to show that in the case of Cristal, there were statistically significant differences (M-W=343,5; p=0,035) and in the case of Sagres the differences are accentuated (M-W=349,5; p=0,053) but not statistically significant. For the other brands no differences were registered but it is important to note that in the case of Heineken and Carlsberg the rate of occasional and frequent consumers were very similar. According to the mean rank it is possible to note that Super Bock is preferred by frequent consumers (34,64) and Sagres by occasional consumers (37,06). In the case of Heineken and Carlsberg the means of occasional consumers (33,12 and 33,38) were superior to the means of frequent consumers (31,22 and 31,03). Cristal is much more appreciated by frequent consumers (35,72) than occasional consumers (26,71). Finally in the case of Cergal, occasional consumers attributed a higher rate (32,60) than frequent consumers (31,58). The results of this procedure can be consulted in annexes (appendix 10).

H2.1- Consumers prefer leader brands even when they do not know which brand they are consuming.

In order to verify the auxiliary hypothesis it was necessary to create two addictive indexes for each brand representing the general evaluation in the blind test and in the taste-test. After this procedure it was possible to compare brands evaluation in the two moments of taste testing with the answers gave in the previous hypothesis. Table XIII shows the means of each brand in the three moments of evaluation (survey, blind-test, taste-test):

Table XIII Brands Positions

Survey Evaluation*		Blind-Test Evaluation**		Taste-test Evaluation**	
Brands	Mean	Brands	Mean	Brands	Mean
Super Bock	5,09	Cristal	3,55	Super Bock	3,77
Carlsberg	4,36	Heineken	3,5	Heineken	3,47
Heineken	4,25	Cergal	3,36	Carlsberg	3,4
Sagres	3,41	Super Bock	3,36	Sagres	3,36
Cergal	2,06	Carlsberg	3,31	Cristal	3,05
Cristal	1,8	Sagres	3,01	Cergal	2,9

Brands Rank according to the type of evaluation:

Brands	Survey	Blind-Test	Taste-test	Total
Super Bock	1	4	1	1-4-1
Sagres	4	6	4	4-6-4
Heineken	3	2	2	3-2-2
Carlsberg	2	5	3	2-5-3
Cristal	6	1	5	6-1-5
Cergal	5	3	6	5-3-6

*** In the survey question, participants were invited to rank brands according to their preferences (1- less preferred / 6- preferred).**

**** In the blind-test and taste-test, participants were invited to classify each beer according to five attributes using a 5 points Likert scale. (1-didn't like it at all / 5- like it very much).**

After means presentation, a T-Student test for paired samples was applied using the indexes created before. The results of this procedure are presented bellow:

Table XIV T-Student test Paired Samples for Brands

Paired Samples Statistics					
		Mean	**N**	**Std. Deviation**	**Std. Error Mean**
Pair 1	**Super Bock blind-test evaluation**	3,3598	63	,62877	,07922
	Super Bock taste-test evaluation	3,7778	63	,62719	,07902
Pair 2	**Sagres blind-test evaluation**	3,0185	63	,63649	,08019
	Sagres taste-test evaluation	3,3624	63	,59156	,07453
Pair 3	**Heineken blind-test evaluation**	3,5000	63	,67002	,08441
	Heineken taste-test evaluation	3,4762	63	,75483	,09510
Pair 4	**Carlsberg blind-test evaluation**	3,3175	63	,73550	,09266
	Carlsberg taste-test evaluation	3,4048	63	,60591	,07634
Pair 5	**Cristal blind-test evaluation**	3,5503	63	,64663	,08147
	Cristal taste-test evaluation	3,0582	63	,64352	,08108
Pair 6	**Cergal blind-test evaluation**	3,3656	63	,76337	,09695
	Cergal taste-test evaluation	2,9032	63	,58014	,07368

Table XV T Student test Paired Samples for Brands Correlations

Paired Samples Correlations				
		N	**Correlation**	**Sig.**
Pair 1	**Super Bock blind-test evaluation & Super Bock taste-test evaluation**	63	,424	,001
Pair 2	**Sagres blind-test evaluation & Sagres taste-test evaluation**	63	,193	,131
Pair 3	**Heineken blind-test evaluation & Heineken taste-test evaluation**	63	,197	,122
Pair 4	**Carlsberg blind-test evaluation & Carlsberg taste-test evaluation**	63	,196	,124
Pair 5	**Cristal blind-test evaluation & Cristal taste-test evaluation**	63	,132	,303
Pair 6	**Cergal blind-test evaluation & Cergal taste-test evaluation**	63	,405	,001

Table XVI T Student test Paired Samples for Brands Paired Differences

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of Difference				
					Lower	Upper			
Pair 1	Super Bock blind-test evaluation - taste-test evaluation	-,41799	,67393	,08491	-,58772	-,24826	-4,923	63	,000
Pair 2	Sagres blind-test evaluation - taste-test evaluation	-,34392	,78109	,09841	-,54063	-,14720	-3,495	63	,001
Pair 3	Heineken blind-test evaluation - Heineken taste-test evaluation	,02381	,90541	,11407	-,20421	,25183	,209	63	,835
Pair 4	Carlsberg blind-test evaluation - Carlsberg taste-test evaluation	-,08730	,85659	,10792	-,30303	,12843	-,809	63	,422
Pair 5	Cristal blind-test evaluation - Cristal taste-test evaluation	,49206	,85006	,10710	,27798	,70615	4,595	63	,000
Pair 6	Cergal blind-test evaluation - Cergal taste-test evaluation	,45767	,74353	,09368	,27042	,64493	4,886	63	,000

By analysing the results it is possible to show that in the case of Super Bock, the mean of the taste-test (3,77) is notably superior to the mean of blind-test (3,35). The correlation between the two variables is moderated (0,424) and statistically significant (p=0,001). There are also statistically significant differences between the means of the two indexes (t (62)= 4,923; p= 0,000).

In the case of Sagres, the mean of the taste-test (3,36) is notably superior to the mean of blind-test (3,01). The correlation between the two variables is very weak (0,193) and not statistically significant (p=0,131). There are statistically significant differences between the means of the two indexes (t (62)= -3,495; p= 0,001).

In Heineken case, the mean of the taste test (3,47) is merely inferior to the mean of blind-test (3,50). The correlation between the two variables is very weak (0,197) and not statistically significant (p=0,122). There are not statistically significant differences between the means of the two indexes (t (62)= 209; p= 0,835).

For Carlsberg, the mean of the taste-test (3,40) is merely superior to the mean of the blind-test (3,31). The correlation between the two variables is very weak (0,196) and not statistically significant (p=0,124). There are not statistically significant differences between the means of the two indexes (t (62)= -0,809; p= 0,422).

In the case of Cristal, the mean of the taste-test (3,05) is notably inferior to the mean of the blind-test (3,55). The correlation between the two variables is very weak (0,132) and not statistically significant (p=0,303). However there are statistically significant differences between the means of the two indexes (t (62)= 4,595; p= 0,000).

Finally, in the case of Cergal, the mean of the taste-test (2,90) is notably inferior to the mean of the blind-test (3,36). The correlation between the two variables is moderated (0,405) and statistically significant (p=0,001). There are also statistically significant differences between the means of the two indexes (t (62)= 4,886; p= 0,000).

5. Conclusions and recommendations for further studies

In this section the principal conclusions of the investigation are presented followed by highlighting the relevant subjects that deserve special attention with regard to marketing strategy and brand management. The principal conclusions are:

1. Answering to the first hypotheses (h1- Extrinsic cues are more important to consumers) and concerning beer as a product, consumers consider the extrinsic cues more important than the intrinsic cues. It is important to highlight that taste was the only attribute rated as important or very important by all consumers. Calories was the only attribute that was rated as not important by more than half of consumers.

2. For the second hypotheses (h2-Intrisic cues are more important to frequent consumers), it was expected that frequent consumers would consider intrinsic cues more important than occasional consumers but this was not observed. However it is important to note that frequent consumers consider extrinsic cues less important than occasional consumers. These results indicate that in both cases (intrinsic and extrinsic cues) frequent consumers have rated the two types of attributes with neutral values (centre of the scale).

3. Analyzing the third hypotheses (h3- Consumers prefer leader brands), most of the consumers prefer Super Bock compared to other brands but Sagres (expected to be the second) was surprisingly rated as the fourth. As anticipated, Cristal and Cergal were rated as sixth and fifth respectively and Carlsberg and Heineken were in the second and third position respectively but with very similar means. It is interesting to highlight that occasional consumers undoubtedly prefer Sagres compared to other brands. It can be concluded that, in general, consumers prefer one of the leader brands (Super Bock) but not both (Sagres) as was expected.

4. Even if just one of the two leader brands was rated in first place in consumers' preferences, it is important to note the oscillation between ratings attributed in the survey, related to the two moments of the tasting evaluation (taste test and blind test). Analysing the results of the fourth hypotheses (h4- Consumers prefer leader brands even when they do not know which brand they are consuming), it can be concluded that the presence of packaging (brand, label) is essential for the creation of consumers' expectations. Leader brands are not

those which consumers prefer when they do not know which brand they are consuming. Surprisingly the brand Cristal, which was rated as the least preferable during the survey, was the most appreciated in the blind test and falls to fifth position when brands were identified (taste-test).

5.1-Discussion:

The analyses and results obtained corroborate different subjects that were reviewed in literature and the findings are partially the same as in other studies conducted in other countries. The fact that extrinsic attributes are more important to consumers is not surprising because this happens with almost all alimentary products and beverages and also with other products considered of low purchasing involvement. This reality justifies why the players competing in the beer market concentrate a large portion of their budget on marketing and advertising campaigns. More interesting is the fact that frequent consumers do not attribute more importance to intrinsic cues, comparatively to occasional consumers. A possible explanation for this, is that occasional consumers may have more interest in the products' components rather than their physical aspect. In not knowing the product they want to consume, they have a greater interest in discovering what ingredients and specifications the product has and they do not base their decisions on heuristic models that are characterized by the influence of extrinsic cues, more precisely the relationships and associations with the brand.

Another fact that deserves to be highlighted is the importance that consumers attribute to price in their decision. The price is more important than the brand, so it can be suggested that breweries should focus on pricing strategies (increasing or decreasing) to differentiate themselves from other competitors. It is therefore possible that the difference between the price of direct competitors will determine the choice of one brand, even if consumers prefer the most expensive. It is also interesting to highlight the importance consumers attribute to the level of gasification. Contrary to taste, price or coolness, rarely is this attribute part of advertising messages but it could be a differentiator for a brand comparable to its competitors.Although Sagres was not rated as one of the preferable brands by the generality of consumers that participated in this experience, it is interesting to note that occasional consumers prefer this brand and not the others. It can be suggested that this brand is more present in the generality of consumers' mind if it is considered that there are more occasional than frequent consumers. The fact that it was not one of the best rated does not negate the fact that it is one of the leaders in the Portuguese beer market.

The results of this study that deserve a distinct analysis and are extremely relevant for this research are the brand evaluations in the taste test and in the blind test. Excluding Heineken, all the brands were rated differently in the two moments of evaluation and the greatest oscillations were witnessed for Super Bock, Cristal and Cergal. Analysing the results, it is possible to affirm that the presence of packaging was determinant for the evaluation of consumers but when interrogated on the importance of this attribute, they have affirmed that it was the least important for their choice.

Certainly, attitudes towards a product and the way it is evaluated depend on the presence of the elements that identify it. If brands did not play such a role in consumers' choices, Cristal might be a leader because it is the most appreciated but in reality it has no more than 2% of market share. The previous affirmation clearly demonstrates that brands and all associations consumers have to them are determinant for consumers' purchasing behaviour.

If consumers were interested in the ingredients of the beer and its taste, the Portuguese beer market would be completely different in terms of market share. For Cristal and Cergal it might be interesting to try to reach young consumers because their taste is very much appreciated by them. The fact that those brands were rated more highly than others in the blind-test could also have direct consequences for the brewers who produce them. By changing the recipe of the *flagship* brands it is possible that brewers might attain young consumers more effectively. Cristal and Cergal are brands with worse notoriety and viewed as beers with poor quality and sold at a lower price but brewers should focus on changing the negative connotation of those because, as demonstrated in this research, those were highly appreciated. Even more important is the fact that off-trade beer consumption is increasing and this is an opportunity for this type of brands. Being less exposed to influence groups, consumers will probably consume this kind of brands with fewer restrictions because they have a lower price and certainly a “better” taste. If brand image is renewed and notoriety increases it is probable that this kind of brands can grow in such a saturated market as the Portuguese.

5.2-Limitations and recommendations for further studies:

During the investigation various limitations were found and those have influenced the results and forced the author to adjust some variables of the research. The first limitation is the sample that was used. It is true that the students that participated in the experience were from different study areas (from the arts to the sciences) but they all live in Lisbon and this fact could have a direct effect on how brands are perceived. It is recommended, for further studies, to use a sample more representative of the generality of young beer consumers.

Another limitation is the fact that only pilsners beers were tested, it might be interesting to include other types of beer in further investigations. An additional limitation is the fact that the experience was conducted in a laboratory environment so the results are always dubious. For further studies it is recommended to conduct the same experience but in a real purchasing context, like a bar or a restaurant. Although the main purpose of the study was to understand the consumers' perceptions of six brands available in Portugal, there were important variables that were not included in this investigation. The main reason was the limitation of space that did not permit the inclusion of variables such as: scales to measure the difference between consumers attitudes and behaviours, scales to measure brand personality and also scales to measure differences between national and foreign brands. Finally the greatest limitation was the fact that it was not possible to test the correlation between attitudes and behaviours, something particularly important in understanding consumers' perceptions. Investigating those differences and being able to compare frequent and occasional consumers are subjects that deserve to be investigated in further studies.

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Appendixes

Appendix 1- Objects used to the experience

Appendix 2- Test desks disposition

Appendix 3- Survey

O seguinte questionário foi desenvolvido no âmbito da investigação: "Percepção dos consumidores sobre 6 marcas de cerveja comercializadas em Portugal". Todos os dados recolhidos serão tratados apenas para fins académicos, garantindo assim a total confidencialidade dos mesmos, bem como, o anonimato dos respondentes. Peço-te que sejas o mais honesto possível nas tuas respostas e agradeço desde já a tua colaboração!

Insere o teu código de identificação do questionário: ____

Enquanto consumidor, consideras que:

- ❍ Não bebo ou bebo raramente cerveja.
- ❍ Bebo ocasionalmente cerveja.
- ❍ Bebo frequentemente cerveja.

Numa semana "normal", aproximadamente quantas cervejas bebes? ______

Qual é a tua frequência de consumo relativamente aos momentos apresentados na coluna da esquerda:

	Não bebo / Raramente bebo	Bebo ocasionalmente	Bebo frequentemente
Relaxado/a em casa	❍	❍	❍
Relaxado/a fora de casa	❍	❍	❍
Às refeições em casa	❍	❍	❍
Às refeições fora de casa	❍	❍	❍
Social fora de casa	❍	❍	❍
Em casa com amigos	❍	❍	❍
Eventos (concertos, eventos deportivos,festivais etc...)	❍	❍	❍

Qual o grau de importância que dás aos seguintes atributos quando escolhes uma cerveja?

	Nada Importante	Pouco Importante	Indiferente	Importante	Muito importante	Não sei
Sabor	❍	❍	❍	❍	❍	❍
Teor alcoólico	❍	❍	❍	❍	❍	❍
Nível de gaseificação	❍	❍	❍	❍	❍	❍
Nível Calórico	❍	❍	❍	❍	❍	❍
Marca	❍	❍	❍	❍	❍	❍
Preço	❍	❍	❍	❍	❍	❍
Embalagem	❍	❍	❍	❍	❍	❍
Publicidade relacionada com a marca	❍	❍	❍	❍	❍	❍

Independentemente do preço, qual é a marca que preferes? (Ordena as tuas preferências considerando que 6 é a preferida e a 1 a que menos prefere)

Super Bock______
Carlsberg______
Sagres______
Heineken______
Cergal______
Cristal______

Sexo?

❍ Masculino
❍ Feminino

Idade?

❍ Menos de 18 anos
❍ De 19 a 22 anos
❍ De 23 a 26 anos
❍ 27 anos ou mais

Habilitações literárias?

❍ Ensino básico
❍ Ensino secundário
❍ Ensino Técnico/Profissional
❍ Licenciatura
❍ Mestrado ou Pós-Graduação
❍ Douturamento

Profissão ou ocupação?

❍ Estudante
❍ Trabalhador estudante
❍ Independente
❍ Trabalhador por conta Doutrem
❍ Desempregado
❍ Outra ____________________

Indica qual é a tua instituição de ensino? ____

Appendix 4- Tasting card

Código do questionário: _____ **Código da Amostra:** _____

Avalie a cerveja que acabou de experimentar quanto aos atributos apresentados:

	Não gostei nada	Não gostei	Aceitável	Gostei	Gostei muito
Sabor	○	○	○	○	○
Aroma	○	○	○	○	○
Nível de Gaseificação	○	○	○	○	○
Leveza	○	○	○	○	○
Espuma	○	○	○	○	○
Avaliação global	○	○	○	○	○

É um consumidor habitual da cerveja que provou?

Sim	Não
○	○

Se não, qual a probabilidade de vir a ser?

Nada Provável	Pouco Provável	Provável	Muito Provável	De certeza que sim
○	○	○	○	○

Appendix 5- Room for the experience

Appendix 6- Sample Characterization

Sexo

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Masculino	52	82,5	82,5	82,5
	Feminino	11	17,5	17,5	100,0
	Total	63	100,0	100,0	

Idade

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Menos de 18 anos	1	1,6	1,6	1,6
	De 19 a 22 anos	20	31,7	31,7	33,3
	De 23 a 26 anos	38	60,3	60,3	93,7
	27 anos ou mais	4	6,3	6,3	100,0
	Total	63	100,0	100,0	

Habilitações Literárias

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ensino secundário	13	20,6	20,6	20,6
	Ensino Técnico/Profissional	3	4,8	4,8	25,4
	Licenciatura	30	47,6	47,6	73,0
	Mestrado ou Pós-Graduação	17	27,0	27,0	100,0
	Total	63	100,0	100,0	

Profissão ou ocupação?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Estudante	40	63,5	63,5	63,5
	Trabalhador estudante	10	15,9	15,9	79,4
	Independente	5	7,9	7,9	87,3
	Desempregado	2	3,2	3,2	90,5
	Trabalhador por conta Doutrem	6	9,5	9,5	100,0
	Total	63	100,0	100,0	

Appendix 7- Frequencies of each attribute

Análise de Frequências dos Atributos Intrínsecos		N	%
Sabor	Importante	15	23,8
	Muito importante	48	76,2
	Total	**63**	**100**
Grau Alcoólico	Nada Importante	2	3,2
	Pouco Importante	5	7,9
	Indiferente	24	38,1
	Importante	29	46
	Muito importante	3	4,8
	Total	**63**	**100**
Nível de Gaseificação	Nada Importante	1	1,6
	Pouco Importante	2	3,2
	Indiferente	7	11,1
	Importante	32	50,8
	Muito importante	21	33,3
	Total	**63**	**100**
Calorias	Nada Importante	34	54
	Pouco Importante	12	19
	Indiferente	16	25,4
	Muito importante	1	1,6
	Total	**63**	**100**

Appendix 8- Consumers division by beer consumed

N	Valid	17
	Missing	0
Mean		5,71

Numa semana "normal", aproximadamente quantas cervejas bebes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	5,9	5,9	5,9
	2	3	17,6	17,6	23,5
	3	1	5,9	5,9	29,4
	4	3	17,6	17,6	47,1
	5	6	35,3	35,3	82,4
	6	1	5,9	5,9	88,2
	15	2	11,8	11,8	100,0
	Total	17	100,0	100,0	

N	Valid	44
	Missing	0
Mean		9,45
Sum		416

Numa semana "normal", aproximadamente quantas cervejas bebes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	2,3	2,3	2,3
	4	6	13,6	13,6	15,9
	5	3	6,8	6,8	22,7
	6	4	9,1	9,1	31,8
	7	1	2,3	2,3	34,1
	8	4	9,1	9,1	43,2
	9	1	2,3	2,3	45,5
	10	12	27,3	27,3	72,7
	15	7	15,9	15,9	88,6
	20	4	9,1	9,1	97,7
	50	1	2,3	2,3	100,0
	Total	44	100,0	100,0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	26	41,3	41,3	41,3
	2,00	37	58,7	58,7	100,0
	Total	63	100,0	100,0	

Appendix 9- Mann Whitney test Attributes valorisation divided by consumers

Mann-Whitney Test

Ranks

	Consumidores ocasionais e frequentes divididos pelo numero de cervejas que bebem	N	Mean Rank	Sum of Ranks
Valorização Factores intrínsecos	Consumidores Ocasionais	26	28,85	750,00
	Consumidores Frequentes	37	34,22	1266,00
	Total	63		
Desvalorização atributos intrisecos	Consumidores Ocasionais	26	27,50	715,00
	Consumidores Frequentes	37	35,16	1301,00
	Total	63		
Valorização - Desvalorização dos factores intrinsecos	Consumidores Ocasionais	26	35,15	914,00
	Consumidores Frequentes	37	29,78	1102,00
	Total	63		
Valorização atributos extrínsecos	Consumidores Ocasionais	26	33,12	861,00
	Consumidores Frequentes	37	31,22	1155,00
	Total	63		
Desvalorização atributos extrínsecos	Consumidores Ocasionais	26	28,54	742,00
	Consumidores Frequentes	37	34,43	1274,00
	Total	63		
Valorização - Desvalorização atributos extrínsecos	Consumidores Ocasionais	26	34,90	907,50
	Consumidores Frequentes	37	29,96	1108,50
	Total	63		

Appendix 10- Mann Whitney test for beer brands

Mann-Whitney Test

Ranks

	Consumidores ocasionais e frequentes divididos pelo numero de cervejas que bebem	N	Mean Rank	Sum of Ranks
Super Bock	Consumidores Ocasionais	26	28,25	734,50
	Consumidores Frequentes	37	34,64	1281,50
	Total	63		
Sagres	Consumidores Ocasionais	26	37,06	963,50
	Consumidores Frequentes	37	28,45	1052,50
	Total	63		
Heineken	Consumidores Ocasionais	26	33,12	861,00
	Consumidores Frequentes	37	31,22	1155,00
	Total	63		
Carlsberg	Consumidores Ocasionais	26	33,38	868,00
	Consumidores Frequentes	37	31,03	1148,00
	Total	63		
Cristal	Consumidores Ocasionais	26	26,71	694,50
	Consumidores Frequentes	37	35,72	1321,50
	Total	63		
Cergal	Consumidores Ocasionais	26	32,60	847,50
	Consumidores Frequentes	37	31,58	1168,50
	Total	63		