Relationship Between Increased Beer Health Benefits Awareness and Consumers Purchase Behavior

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INTRODUCTION

BIBLIOGRAPHIC SYNTHESIS

HYPOTHESIS

METHODOLOGY

RESULTS

CONCLUSION

HEALTH BENEFITS CAN BOOST SALES

INTRODUCTION

BIBLIOGRAPHIC SYNTHESIS

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• 1991 = French Paradox documentary dramatically increased red wine sales (Dodd and Morse, 1994)

• 9 out of 10 Latin America, Asia-Pacific and Africa/Middle East consumers are willing to pay a premium price for Food & Beverage product carrying health benefits (Nielsen Survey, 2015)

• 8 out of 10 Europe and North America consumers accept a price increase based on health claims (Nielsen Survey, 2015)

AIM OF THE STUDY

And, if beer enters the functional food category, as some studies show it (Kubo et al., 2013; McLernan et al., 2012; Lucas et al., 2005) , and consumers know it. Would the world ready for the the BELGIAN PARADOX?

BELGIAN PARADOX?

BIBLIOGRAPHIC SYNTHESIS

Key elements of our study

FUNCTIONAL FOOD

BEER & HEALTH BENEFITS

COUNTRY BEER CONSUMPTION

CONSUMER BEHAVIOR
3 EUROPEAN COUNTRIES FOR REAL-LIFE TEST:
- Beer is a traditional European beverage (Franz, Meussdoerffer, 2009).
- Availability of consumer base.
- Recent increase of consumption (interest for craft beer).

<table>
<thead>
<tr>
<th>Country</th>
<th>Beer Consumption per Inhabitant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country 1</td>
<td>30 liters per inhabitant</td>
</tr>
<tr>
<td>Country 2</td>
<td>31 liters per inhabitant</td>
</tr>
<tr>
<td>Country 3</td>
<td>36 liters per inhabitant</td>
</tr>
</tbody>
</table>

- Increase of consumption since 2015.
- Increase of consumption since 2010.
- Consumption is stable.

WHAT IS A FUNCTIONAL FOOD?
- A food can be said functional if it contains a component that benefits one or a limited number of functions in the body in a targeted way (Roberfroid, 2000).
Maybe you could add here as a reference the highest and the lowest country as a reference.

Galli, Federica; 28/04/2018

I do not know if we can really say that there is a cultural relationship between these countries and beer. After all these are wine countries. However, we can say that beer is becoming in all these countries a serious wine competitors and it appeals especially to certain consumer groups (millennials, craft beer lovers, etc)

Galli, Federica; 28/04/2018
INTRODUCTION

BIBLIOGRAPHIC SYNTHESIS

BEER AND ITS HEALTH BENEFITS (Dommenech 2015)

- Reduce risk of heart disease
- Strengthen your bones
- Prevent kidney stones
- Improves immune system
- Improves memory
- Protect your eyes

ONLY FOR A MODERATE BEER CONSUMPTION

FUNCTIONAL FOOD

CONSUMER INTENT TO PURCHASE

COUNTRY BEER CONSUMPTION

HYPOTHESIS

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Key elements of our study

MAIN FACTORS INFLUENCING THE INTENT TO PURCHASE FUNCTIONAL FOOD

- Interest in the product
- Age
- Educational level
- Gender

Research question

In a context of increasing competition on beer market how could the use of nutritional / health benefits communication as a marketing argument could change the «intention to purchase» beer of French, Greek and Italian consumers?
If the question rises about the moderate alcohol consumptions, a recent article in Lancet redefined as about 1 medium beer a day for both men and women. So far, only UK health recommendations are in line with this.

Galli, Federica; 28/04/2018

Lancet 2018 Vol 391 (10129) p:1513-23
Galli, Federica; 28/04/2018

Lancet 2018 Vol 391 (10129) p 1460-1461
Galli, Federica; 28/04/2018
**Hypothesis 1**: Generally, a consumer’s “intention to buy “and willingness to make a beer purchase are reinforced by the claims that beer has health benefits.

**Hypothesis 2**: Some consumers are more interested in the health benefits of beer than others and their willingness to make a purchase based on these claims are significantly higher.

**Hypothesis 3**: European people such as French, Italian and Greeks have relatively the same interest for beer consumption for health benefits purposes.
I will say here teh only a small percentage of the interviewed (less than 10% didn’t understand the poster).

Galli, Federica; 28/04/2018

These people were removed from data analysys.

Galli, Federica; 28/04/2018

On the other hand about 15% of the people judget the poster information not reliable. These people were kept in the data analyses

Galli, Federica; 28/04/2018
1) Pivot table:
- Interactive table that has some functions such as sorting, filtering and calculation (Grech, 2018)
- To see the effect of some crossings: 4 factors variables: “age”, “gender”, “educational level” “country”
- 2 response variables which are “beer consumption” and “beer consumption frequency” evolutions
- “pivot” package, R Software

2) MCA:
- To determine proximities between some modalities of different variables
- To study the association between two or more qualitative variables / descriptive technique
- To facilitate the interpretations and answer our hypotheses
- “ade4” package, R Software

RESULTS

NUMBER OF ANSWERS

299
284
264

GENDER

33% male
53% female

AGE

33%: 18 - 24
27%: 25 – 34
40%: 35+

PROFESSIONAL OCCUP.

33% students

MCA & PIVOT TABLE

Females increase their beer consumption frequency when they are aware of the health benefits
From once a month to once a week consumption or from once a week to everyday
I will add a demographic slide. see the next one.
RESULTS

INTRODUCTION - BIBLIOGRAPHIC SYNTHESIS - HYPOTHESIS - METHODOLOGY - RESULTS - CONCLUSION

MCA & PIVOT TABLE

- AGE
  - Differences of consumption between ages
    - Greece and Italy: the 35+ age category shows the highest increase of consumption in quantity
    - France: No changes of consumption between ages

RESULTS

INTRODUCTION - BIBLIOGRAPHIC SYNTHESIS - HYPOTHESIS - METHODOLOGY - RESULTS - CONCLUSION

MCA & PIVOT TABLE

- EDUCATIONAL LEVEL
  - No matter the educational level, the beer consumption level remains stable

RESULTS

INTRODUCTION - BIBLIOGRAPHIC SYNTHESIS - HYPOTHESIS - METHODOLOGY - RESULTS - CONCLUSION

MCA & PIVOT TABLE

- COUNTRY
  - Generally telling consumers that beer has some health benefits:
    - Doesn’t change the quantity consumed in the 3 countries
    - Italy and Greece: consumption frequency increases after talking about health benefits
  - In France it doesn’t change the consumption in quantity and in frequency

RESULTS

INTRODUCTION - BIBLIOGRAPHIC SYNTHESIS - HYPOTHESIS - METHODOLOGY - RESULTS - CONCLUSION

Hypothesis 1:

Generally, a consumer’s “intention to buy” beer is reinforced by the claims that beer has health benefits

Hypothesis 2:

Some consumers are more interested in the health benefits of beer than others, and there is a willingness to purchase beer because of this claims is higher

Hypothesis 3:

European people such as Frenchs, Italians, and Greeks have relatively the same interest for beer consumption for health benefits purposes.

NOT VALIDATED

VALIDATED (women & Greeks/Italians +50 yrs old)
Hypothesis 2 findings are in line with available literature. Women and more mature consumers are more interested in healthy food.

Galli, Federica; 28/04/2018
RESULTS

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LIMITS

- Bias introduced by snowball sampling
- An analysis of other big consumer countries (CHINA / USA / BRAZIL) could improve this study
- More proximity with consumers to understand their choices (possible next steps: qualitative approach such as interview and consumer group)

THANK YOU FOR YOUR ATTENTION

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