

Determinants of Factors Influencing Beer Consumption and its Impact on First time Drinkers: Evidence from Indian Beer Market

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ABSTRACT

Beer consumption has increased in the recent years due to increase in disposable income and change in perception of the consumer vis a vis other alcoholic beverages. Rise in young population and elimination of social stigma from women drinkers has boosted beer market in India. This study identifies several factors which influences the consumption and selection of a beer brand for the first-time drinkers. Survey was conducted through questionnaire administered to 215 beer consumers selected through non probalistic convenience sampling and the data sop gathered was analysed with SPSS tool to get the result and interpretation. Structured questionnaire was used consisting of questions divided into three segment of factors viz: extrinsic factors, intrinsic factors and influential factor preferences. Results revealed that the extrinsic factors play a significant role in selection of beer. Among intrinsic factors, alcohol content has a significant influence on the preference of beer. Research also validated that there is a significant impact of personality of the consumer with respect to the choice of his/her first beer and different personalities have different preferences of brand. Similarly friends influence on selection of beer brand was significant. It was inferred that, it is better to identify the personality of the consumer segment which company is planning to target keeping all social, emotional and other factors in consideration as these factors also have an significant influence on the consumer selection of beer. This study is an original work on the influence of factors like personality on the first-time drinkers in India and the results can be directly implicated for any future study to be conducted on similar research.

Keywords: Beer, Influence, Personality, Consumption, Consumer Behaviour, Psychological Factors.

INTRODUCTION:

Brew is generally arranged utilizing four essential material malted oat grains, water, yeast and hops, and experiences the procedure of fermentation over a specific timeframe. Further seasoning ingredients, for example, herbs and organic products, are utilized as a part of making beer. There are different types of beer accessible in the market; among which, lager and ale are the two most commercially purchased beer. Essential contrast between an ale and lager is the temperature level at which they are fermented. Lager beer is prepared at high temperature (60°-80°F), while, ales are blended at bring down temperature of (45°-60°F). (Sinha, 2018) Expanding Production, distribution and easy accessibility of liquor combined with the changing estimations of society has brought about the change in the preferences of Indian customer.(Gururaj G, 2006) Beer business is an essential worldwide business, taking in yearly revenues of \$294.5 billion. Numerous nations expend a lot on alcohol every year and among these, beer is the most widely consumed beverages on the worldwide basis It is additionally the third most famous all things considered, after water and tea. Worldwide business incorporates fermenting, transporting, distribution, advertising, and consumer utilization of beer. Brewing is the most imperative part of the business, as this progression is the point at which the product is created. Business of creating and making beer is essential for some nations' economies around the globe.

Although the brewing business has generally been genuinely divided, recent trends observed exhibits consolidation. In fact one single brewing organization, Anheuser-Busch, situated in the US province of Missouri, currently guarantees 20.6% of the market share all around. (Feng, 2017)

Beer market in India is set for solid development in 2018 as reported by BMI Research of Business Monitor International following quite upticks in beer sales.

Regardless of a vast consumer base and energetic demographics, India's beer market has, up to this point, been slow to take off. India has one of the most minimal levels of brew utilization per capita in Asia. Report says that the liquor utilization at 5.1 litres for per capita in 2018, extensively lower than the regional average of 20.9 litres for per capita. Conservative attitudes, authorizing regulations, licensing issues limitations on the offer of liquor in specific states and an inclination for local spirits, by customer for example, whiskey are key reasons behind the slow development of India's beer industry. (Dept., 2018)

There are a few motivations to believe that the Indian brew industry will grow fundamentally in the coming time frame.

The solid development rate for the beer business means that the tremendous growth opportunities opens for beer brands marketing as well manufacturers in India. Most of the significant refineries and brewing works have now made a base in India, either through production unit or through wholesalers and joint ventures. (Sinha, 2018)

The study of the consumer and their preferences can help the industries to bring new brands of beer in the market and for that understanding the psychological aspects of consumers can be a vital factor.

LITERATURE REVIEW:

This review of literature is conducted to understand various works on consumer perception for the beer brand. It describes the contribution of the research in the context of consumer perception also the personality of the consumer on purchase behaviour. However, not many empirical studies have been done on first time drinker and their relationship with the personality traits.

Carvalho;Minim;Nascimento;Ferreira;.and;Minim(2018)highlighted that there is a growing market segment with different buying habits and behaviours compared to traditional beer consumers. Demographically, these consumers are an attractive part of the beer market in terms of age, schooling and, more importantly, in terms of income, factors that indicate the probability of continued growth in the sector.

Stacey & Kazmin(2017)elucidate that different states in India have different laws and regulations to control the production, distribution and marketing or even the pricing of the alcohol. Further with increasing case of accident due to drunken driving cases, government was influenced to implement rule of curbing the bar and a strict rule on drinking and driving which was a huge loss for business in the beverage industry. Ban on bars and pubs also affected the spirit and beer consumption where the companies were mostly target the young consumer with good income and social lifestyle. States with different rules and policies was making it difficult for the company to do business. Moreover Indian states are mostly dependent on the alcohol tax that generates country's revenue, leading to price fluctuation and hence affecting the business of alcohol in the country.

Banerjee (2016)identified that the individual personality of the consumer along with the brand personality plays a significant role in brand preferences. This implies that during the buying decision both brand and the individual personality significantly influences their buying behaviour. Author further states that consumer also consider corporate and brand personality as one of the major factor influencing their preference .Focus is on brand personality along with individual and has shown results of being significant.

(Kazmin, 2016)mentioned in one of the paper, the Indian states taxes are taken up by the 60% of the consumer prices of the spirit. The fragmented tax structure of the country also created inefficiencies for the companies, as many states reported to have high "import" duties on beer and other alcohol which are made in other parts of the country. There was a major challenge in the supply chain, mostly associated with corruption and bureaucratic problems.

Siddhartha.;Dinesh.;&Kalro(2016)study implicated that key factors that drive the shopping behaviour of consumer are: store location, product quality, price of competitor, offer and discounts available.Study also reveals the strategy of pricing, packaging and naming done by retail industry in India and reported that the perception of consumer is affected by imitating strategies, brand familiarity and brand knowledge. Other attributes include low cost of sourcing, packaging with adopting new technology, fast moving nature, high margins.

Trez (2016)has shown that the customer identity and the brand identity with respect to brand attributes are some major factors that needs to be considered for any market growth of beer. Communication about the brand to the customer is also a motivating factor for the choice of beer.

Vashishth & Tripathi(2016) study indicated that the availability of the product, the taste and the brand name

influence the consumer decision to buy the beer. Study is basically done using PESTLE analysis of Indian beer industry. It further indicated that government has supported the demand of beer in terms of strategy of boosting the indirect tax generated. It also shows that the rise in the GDP of India is linked with relative buying capability of the consumer. There is a recent increase of the café culture in India that changed the social trends toward the beer consumption. Indian consumers are also becoming more health conscious thus their preference on light beer is increasing. Paper also highlights the recent advancement in the technology which influenced the foreign beer brands to enter the Indian market thus there is leading to lower cost of production in Indian beer industry. Authors concluded that there is an availability issues and consumers are price sensitive when it comes to buying a premium beer. Brand name and discount also influences the consumer choice of beer

Hassan Ghorbani(2014)found that the personality traits of the consumer have a significant relationship with the brand loyalty as consumer with different personality tend to show positive effect on the loyalty and identity of the brand. Study was conducted with variable using the big five model and showed the relationship between the personality and the behaviour the consumer exhibit for buying decision and visit to the store. They focused on brand identity and the personality traits. Study revealed that more reviews are given on brand loyalty, brand identity and the personality of the consumer and compared various theories related to it. Clarity on the relationship between the personality to loyalty and the brand identity was established. There are other factors which can be studied to analyse the effect of personality on brand loyalty or identity.

Murray & O'Neill(2012) concluded that the increase in consumer knowledge about the brand and the trend of globalization along with the advancement of technology have changed the business landscape for the beer industry. This shift in the traditional business is mainly due change in the marketing and approach to consumer by the companies. Study shows that the extensive and interesting beer list, the frequency of change, introduction of new product motivates the consumer to choose a brand.

Schultz(2012)articulates the aggressive marketing by the beer brands due to change in the incomes levels and reducing social stigmas among the Indian society. Study elucidates the marketing strategy adopted by different brands like SABMiller, Budweiser to penetrate different segments of the consumer. Beer market is lagging in local spirit market and it will take a long time for the beer market to dominate the traditional local spirits. Author has observed change in the attitude of women consumer towards the beer as they started accepting beer in social gathering and ladies' night which earlier was a seen as a social taboo Author also mentioned about the advertising strategy of different brands which was a major problem due to government regulations. Furthermore brands adopted different strategy for positioning the brand in the mind of customer e.g.: SABMiller "strengthen your resolve" and Budweiser "aiming rising class of young achievers and their success celebration", Carlsberg "royalty of strong beer". This paper also mentions about the future trends that the consumer will mostly prefer less alcohol content in beer in coming days as of health consciousness.

Seimiene(2012)has a theoretical approach which shows that consumer may choose the brand based on their aspirational and opposite personality. It was also found that not all consumer chooses the brand based on their own personality. Personality should also be categorised based on main and complementary.

Wanninayake W.M.C.Bandara(2012)identified that understanding customers' attitudes towards foreign brands and to what extent the 'ethnocentric' feelings of customers influence their selection of local brands is an important factor for consumer to choose a foreign brand. Study even shows psychological aspects are negatively correlated with consumer favourable attitudes towards foreign beer brands. Study was done on the tool CATSCALE and showed ethnocentric group does not show any positive correlation with the attitudes towards foreign brands. Research suggested that the company should strategize their market plan according to the ethnocentric population. Study shows that the use of consumer ethnocentric as tool to face the worldwide competition for the brands have increased.

Abhimanyu, Anjor, Bart, & Anneleen(2011)found that many Regulations like FDI restriction, difficulty in getting licences, high import duties and price controls has restricted the growth of beer market in India. However as the market is with changing with deregulation and changes in policy foreign investment has increased which impacted the market. Further quality of the product and shift in backward linkage like contract farming schemes (develop plants in different locations) in brewery sector is benefiting the rural development.

Marija Cerjak,(2010) gives several other factors where it is found that consumer can prefer the brand that gives the value in pre-consumption phase (brand, quality, label) and post consumption phase (taste, convenience where taste is the essential part of intrinsic quality dimension).Authors further established that choice of food and beverages by consumer dependent more on emotional or routine based process. Consumer loyalty is another factor in the brand to success in the market. A conjoint analysis was conducted and it revealed that while choosing a beer, price of product, brand name and sensory characteristics are most important attributes for

the consumer group and has major influence on the validity of Conjoint Analysis for unfamiliar brands. Consumer's previous experience with brand also influences their preferences and product acceptance. Purchase intention of a consumer can be predicted after he tastes the unfamiliar beer. Similarly, stimulus presentation is more in unfamiliar brand whereas verbal presentation is more in familiar brand.

Bhavna(2007)depicts significant change in trend of beer consumption that started in February 2007, when there was a major change in the industry as beer and wine was separated from other beverages which lead to change in the policy by government thus changing the whole market. As beer has low content of alcohol, it is socially preferred and thus increased the revenue for the companies adhering to the rule and regulation implemented by the government. Article focuses of the change in trend of the beer brands in India

Report on Beer trends shift upward, 2001) provided the evidence of the ability of beer companies to increase the prices in the market due to good economy of India thus allowing the company to increase the price of their product to gain better market hold.

.Suman(1993)articulates that the restriction on alcohol and beer industry certainly started in 90s where it was said by researcher that India is a not a huge beer market, but there is a potential market for the industry. Law and policies that discourage Indian citizens from drinking alcoholic beverages was implemented government did not allow any new investment in alcohol; during 1974-1989 and also did not issue any new brewing licences. But as soon as the ban was removed, there were flood of application for licenses which marked the entry of many brands like United Breweries. By 2012, UB brand with kingfisher was leading the industry with 46% share.

Belk (1988)articulates that the importance of self-extension and sense of self can be related to the consumer buying behaviour. The possession of the objects can be related to consumers on self-identity and personality.

STATEMENT OF THE PROBLEM:

With the significant long-term growth potential of the beer industry in India, the consumers psychological state is also changing, there are lot of factors now-a-days that significantly affect the choice of product for the customer and the brand preference. Beer drinking youth, the social status, emotional stability all are changing, moreover consumer has now become more heterogeneous in choosing their beer when the choose a brand for the first time. Garnering insights into attributes and personality of the consumer and its effect on the choice and loyalty of the beer brand when they selected first beer which will also help to identify and evaluate the factors that influence customer to choose their first beer for consumption and thereby marketers to align their strategies accordingly to attain market leadership

OBJECTIVES:

1. To identify the factors affecting the selection of beer brand.
2. To analyse the effect of extrinsic factors on the selection of beer for the first time
3. To evaluate the relationship between the influence of social, friends and emotional status to the beer preference of first time drinkers

CONCEPTUAL FRAMEWORK:

The variables are divided into three different groups for study

1.Extrinsic factors

Dependent: Consumer first beer brand

Independent: Price, Quality, Availability, Promotion and Brand Awareness

Figure1: Extrinsic Factor



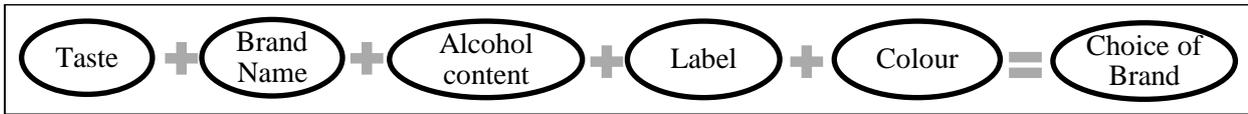
Source: Primary Data

2. Intrinsic factors

Dependent: Choice of brand

Independent: alcohol content, taste, brand name, label on the product, colour of the bottle

Figure 2: Intrinsic Factor



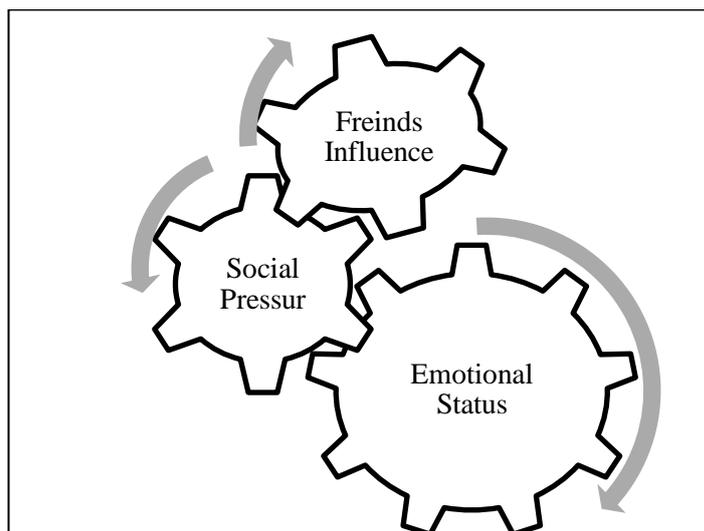
Source: Primary Data

3. Personality Factors

Dependent: personality based on geographic location

Independent: Friends influence, Social pressure, Emotional status

Figure 3: other personality factors



Source: Primary Data

HYPOTHESIS:

H0: There is no significant impact of the attributes of beer brand on the choice of beer brand for the first-time drinkers

H1: There is significant impact of the attributes of beer brand on the choice of beer brand for the first-time drinkers

H0: There is no significant effect of friends, social, emotional influence on customer buying decision.

H1: There is a significant effect of friends, social, emotional influence on customer buying decision.

METHODOLOGY:

The study is a quantitative research and it is associated with the survey of the consumer from the beer market. Study was done with primary data collected with a questionnaire from 215 customer who are beer drinkers and prefer crafted beer. The questions were designed on a Likert scale. Research emphasizes on the in-depth analysis of the personality with personality-based questions and the preference of the beer. The respondent were in age group of 15-60 years adults from the selected location.

RESEARCH DESIGN:

The beer drinking population was the target and the data are collected from the people who prefer beer as beverage and the Responses were recorded for analysis.

Sample size:

215 respondents from different backgrounds.

Instruments:

To provide and gather more information for the evaluation of the objective, descriptive method was used which includes questionnaire. Profile of the respondent in the questionnaire was captured as age, gender and occupation of the customer. The next set of questions were based on the attributes of the study variable followed by an evaluation on the personality-based data.

Statistical tools and technique used:

Data so gathered the data was analysed using the following statistical tools.

1. Factor analysis which is used to reduce the dimension of the question and obtain the factors for the analysis
2. Regression to analyse the variables with the factors selected and check the significant effect of each of the variables
3. Excel to get the graphs and basic descriptive statistics of gender, age, personality and occupation.
4. Correlation test is used to analyse the relationship between different variables.
5. ANOVA was used to check the significant effect of variables on the objective of the study

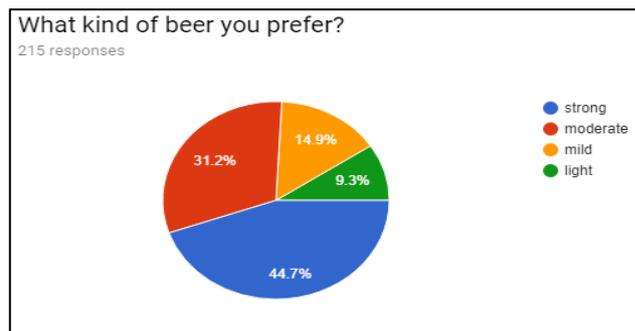
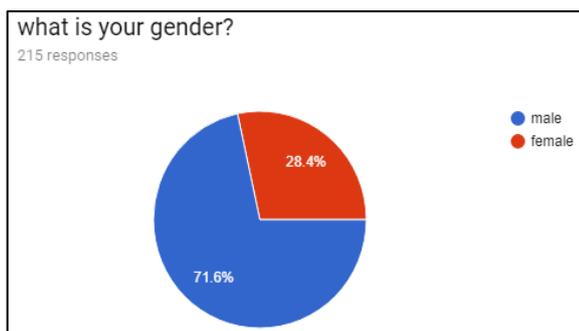
LIMITATION OF THE STUDY:

Study is only done on the beer preferences and not on all the beverages. The questions were asked mostly as big five personality based and the responses are limited to those personality traits. Questions were based on the first encounter with beer and as memory was vague, respondents could not clearly remember as what attributes they think is important for the selection of beer.

DATA ANALYSIS & INTERPRETATION:

Respondent Profile

CHARTS AND GRAPHS:



Source: primary data

Most of the respondent started drinking beer at the age of 19-29 (95.8%) followed by 15-18(3.03%) most of the respondent prefer strong beer (44.7%) followed by moderate (31.2%)

In terms of respondent profile 71.6% were male and28.4% Female.In terms of personality traits openness was(31.6%), extrovert (23.7%), conscientiousness (23.7%), agreeableness (14.9%) and neuroticism (6%) respectively.

QUANTITATIVE ANALYSIS:

Factor analysis of Beer Brand attributes:

From Factor Analysis Four factors were extracted. Finding of Analysis were as Follows:

The KMO results shows the value to be 0.635 which is more than 0.5 hence the factor analysis can be done for the model.

The Bartlett’s Test of Sphericity has a value is significant with value $0.00 < 0.05$ hence the variable is correlated and suitable to study the factor analysis.

Table 1: test for correlation and significant model

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.635
Bartlett's Test of Sphericity	Approx. Chi-Square	367.821
	df	45
	Sig.	.000

Source: primary data

Table 2: Eigen Values

Component		Factor 1	Factor 2	Factor 3	Factor 4
Initial Eigenvalues	Total	2.515	1.525	1.430	1.001
	% of Variance	25.148	15.252	14.302	10.006
	Cumulative %	25.148	40.400	54.702	64.709
Rotation Sums of Squared Loadings	Total	1.713	1.691	1.621	1.446
	% of Variance	17.131	16.913	16.210	14.455
	Cumulative %	17.131	34.044	50.253	64.709

Source: primary data

The eigen values shows that the model is divided into 4 factors which contributes 64.709% of the overall model to be explained. Also factor 1 with % of variance 17.131% contributes higher in the model.

Table 3: Rotated component matrix

Rotated Component Matrix^a				
	Component			
	1	2	3	4
Price influenced me to choose my first beer?	.154	-.136	.149	.705
I was more looking into the quality of the beer when bought first time	.246	.742	.120	-.029
I was aware of the brand while choosing my first beer	-.230	.714	.268	.102
The availability of the beer in my area influenced me to buy my first beer	.012	.261	-.101	.698
The beer brand was promoted well through various medium, which influenced me to buy my first beer	.066	.597	-.119	.529
The alcohol content matters the most while choosing the beer	.049	-.116	.789	.308
The taste of the beer matters the most while choosing the beer	.078	.211	.724	-.202
The label on the bottle attracts me the most while choosing a beer.	.876	-.024	.180	.022
The bottle colour also influences my choice of beer.	.867	.113	.048	.177
The name of the brand can be a factor for choice of beer.	.210	.340	.554	-.054
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 12 iterations.				

Source: primary data

The rotated component matrix shows the distribution of the variables to factors. Based on this, factors are divided, the value more than 0.5 is considered in the factors and negative values shows variable is negatively influencing the factors.

Table 4: Identified factors

external attributes	The label on the bottle attracts me the most while choosing a beer.
	The bottle colour also influence my choice of beer.
quality and awareness	I was more looking into the quality of the beer when bought first time
	I was well aware of the brand while choosing my first beer
brand and internal attributes	The alcohol content matters the most while choosing the beer
	The taste of the beer matters the most while choosing the beer
	The name of the brand can be a factor for choice of beer.
price ,place and promotion	The availability of the beer in my area influenced me to buy my first beer
	Price influenced me to choose my first beer ?
	The beer brand was promoted well through various medium ,which influenced me to buy my first beer

Source: primary data

The four factors identified were 1) extrinsic factors 2) quality and awareness, 3) brand and intrinsic factors and 4) place price and promotion.

Table 5: personality with factors

Descriptive Statistics			
	Mean	Std. Deviation	N
Extrenal Attributes	6.2651	2.37971	215
Quality And Awareness	6.7535	2.31405	215
Brand And Internal Attributes	11.3070	2.68236	215
Price,Place And Promotion	8.2977	2.91543	215

Source: primary data

The result shows that the out of 215 responses, average people with different personality have given brand and internal attribute (mean=11.3070), followed by price place and promotion (mean=8.2977) as second attributes. The standard deviation is found to be high with factor 4 “price, place and promotion” (SD=2.915)

Table 6: correlation matrix personality with factors

Correlations						
		Kindly Select the Personality Trait you Belong	Extrenal Attributes	Quality and Awareness	Brand and Internal Attributes	Price,Place and Promotion
Pearson Correlation	Extrenal Attributes	-.055	1.000	.093	.262	.199
	Quality and Awareness	.061	.093	1.000	.304	.284
	Brand and Internal Attributes	-.087	.262	.304	1.000	.098
	Price,Place and Promotion	.029	.199	.284	.098	1.000
Sig. (1-tailed)	Extrenal Attributes	.209		.088	.000	.002
	Quality and Awareness	.188	.088		.000	.000
	Brand and Internal Attributes	.103	.000	.000		.076
	Price,Place and	.336	.002	.000	.076	

Correlations						
		Kindly Select the Personality Trait you Belong	Extrenal Attributes	Quality and Awareness	Brand and Internal Attributes	Price,Place and Promotion
	Promotion					
N	Extrenal Attributes	215	215	215	215	215
	Quality and Awareness	215	215	215	215	215
	Brand and Internal Attributes	215	215	215	215	215
	Price,Place and Promotion	215	215	215	215	215

Source: primary data

The correlation matrix shows that the quality and awareness is correlated with brand and internal attributes with Pearson coefficient 0.304 higher than any other correlation

It also shows that there is no significant correlation between people choosing quality and awareness with external attributes (p value =0.088 >0.05, we fail to reject the null hypothesis, they are not correlated. similarly, brand and internal attributes with price place promotion doesn't have significant correlation with respect to people personality. (p value=0.076 > 0.05).

FRIENDS INFLUENCE:

Table 7: Descriptive of friends influence on beer

Group Statistics					
	Did your friends influence you to start beer?	N	Mean	Std. Deviation	Std. Error Mean
Extrenal Attributes	yes	133	6.2481	2.51783	.21832
	no	82	6.2927	2.15159	.23760
Quality and Awareness	yes	133	6.5038	2.32452	.20156
	no	82	7.1585	2.25240	.24874
Brand and Internal Attributes	yes	133	11.6391	2.48736	.21568
	no	82	10.7683	2.90720	.32105
Price, Place and Promotion	yes	133	8.3759	2.99141	.25939
	no	82	8.1707	2.80126	.30935

Source: primary data

Average of 6.24 people have selected external attributes to be the important factor for selection of beer and also agree that their friends have influenced them to buy their first beer.11.63 of average is people who responded as brand and internal attributes and friends influence in buy the first beer.

Table 8: test results of friends influence for beer

Independent Samples Test										
		Levene's Test for Equality of Variances	t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Extrenal Attributes	Equal variances assumed	4.747	0.03	-0.133	213	0.894	-0.04456	0.3349	-0.7047	0.61557
Quality and Awareness	Equal variances assumed	0.124	0.725	-2.03	213	0.044	-0.65478	0.32256	-1.2906	0.01895
Brand and Internal Attributes	Equal variances assumed	1.892	0.17	2.336	213	0.02	0.87081	0.37276	0.13604	1.60557
Price,Place and Promotion	Equal variances assumed	1.598	0.208	0.5	213	0.617	0.20521	0.41006	-0.6031	1.01351

Source: primary data

The results shows that Quality and awareness and Brand and internal attributes are the factors which have significant value 0.044 (df= 213,f=0.124)and 0.020(df=213,f=1.892) which is less than 0.05 (confidence interval 95%) hence we reject the null hypothesis and accept the alternate hypothesis that the factors like “QUALITY, AWARENESS,BRAND VALUE AND INTERNAL ATTRIBUTES” influences the purchase of beer and also influenced by their friends.

SOCIAL INFLUENCE:

Table 9: descriptive of social influence for beer

Group Statistics						
		Did social status influence you to start beer?	N	Mean	Std. Deviation	Std. Error Mean
Extrenal Attributes	yes		60	6.9000	2.26768	.29276
	no		155	6.0194	2.38358	.19145
Quality and Awareness	yes		60	6.8500	2.42043	.31248
	no		155	6.7161	2.27851	.18301
Brand and Internal Attributes	yes		60	11.7500	2.62081	.33835
	no		155	11.1355	2.69458	.21643
Price,Place and Promotion	yes		60	9.0333	2.88753	.37278
	no		155	8.0129	2.88522	.23175

Source: primary data

Average of 6.90 people who selected external attributes to be the important for selection of beer also agree that their social status have influenced them to buy their first beer.An average of 11.75 of people who responded as brand and internal attributes and friends influence in buy the first beer said social status as influence for selecting first beer.

Table10: test results of social influence for beer

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Extrenal Attributes	Equal variances assumed	.012	.912	2.463	213	.015	.88065	.35762	.17571	1.58558
Quality and Awareness	Equal variances assumed	1.174	.280	.380	213	.705	.13387	.35255	-.56106	.82881
Brand and Internal Attributes	Equal variances assumed	.203	.653	1.511	213	.132	.61452	.40663	-.18701	1.41604
Price, Place and Promotion	Equal variances assumed	.440	.508	2.326	213	.021	1.02043	.43879	.15551	1.88535

Source: primary data

The results shows that Extrenal attributes and price, place, promotion are the factors which have significant value 0.015 (df= 213,f=0.012)and 0.021(df=213,f=0.440) which is less than 0.05 (confidence interval 95%) hence we reject the null hypothesis and accept the alternate hypothesis that the factors like “Price, Place, Promotion, External Attributes” influences the purchase of beer who has also influenced by their social status.

EMOTIONAL STATUS:

Table11: descriptive of emotional influence for beer

Group Statistics					
	Did the emotional situation influenced you to start beer	N	Mean	Std. Deviation	Std. Error Mean
Extrenal Attributes	yes	52	7.3269	2.44726	.33937
	no	163	5.9264	2.26230	.17720
Quality and Awareness	yes	52	6.5385	2.46912	.34240
	no	163	6.8221	2.26601	.17749
Brand and Internal Attributes	yes	52	11.5385	2.96689	.41143
	no	163	11.2331	2.59051	.20290
Price,Place and Promotion	yes	52	9.1346	2.88355	.39988
	no	163	8.0307	2.88338	.22584

Source: primary data

Average of 7.32 people who has selected external attributes to be the important for selection of beer also agree that their emotional status have influenced them to buy their first beer.an average of 11.53 of people who responded as brand and internal attributes and friends influence in buy the first beer said emotional status as influence for selecting first beer

Table12: test results of emotional influence for beer

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Extrenal Attributes	Equal variances assumed	1.186	.277	3.810	213	.000	1.40054	.36758	.67599	2.12510
Quality and Awareness	Equal variances assumed	.813	.368	-.769	213	.443	-.28362	.36890	-1.01079	.44354
Brand and Internal Attributes	Equal variances assumed	.592	.442	.714	213	.476	.30533	.42770	-.53773	1.14840
Price,Place and Promotion	Equal variances assumed	.026	.873	2.404	213	.017	1.10394	.45923	.19872	2.00916

Source: primary data

The results shows that Extrenal attributes and price, place, promotion are the factors which have significant value 0.000 (df= 213,f=1.186)and 0.017(df=213,f=0.026) which is less than 0.05 (confidence interval 95%) hence we reject the null hypothesis and accept the alternate hypothesis that the factors like “Price, Place, Promotion, External Attributes” influences the purchase of beer who has also influenced by their emotional status.

OTHER PERSONALITY VARIABLES TO BEER VARIABLES:

Table 13: model summary of personality traits to attributes of beer

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.398 ^a	.159	.143	2.71468

a. Predictors: (Constant), Price, Place and Promotion, Brand and Internal Attributes, External Attributes, Quality and Awareness

Source: primary data

39.8 % of the attribute of the beer brand explains the personality of the consumerwhereas the standard error for the model is 2.71

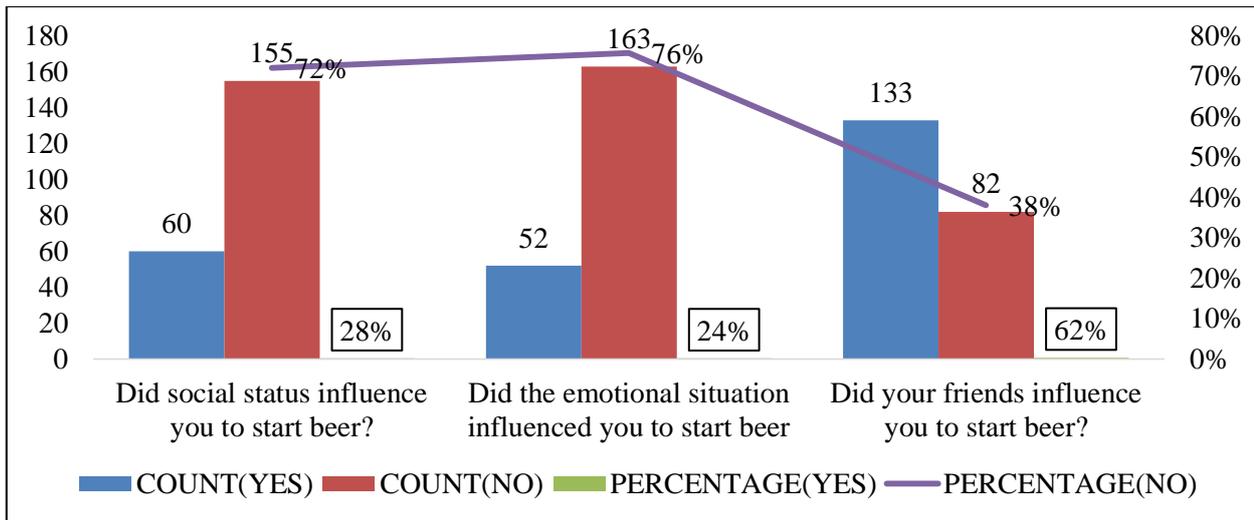
Table14: ANOVA of personality traits to attributes of beer

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	291.824	4	72.956	9.900	.000 ^b
	Residual	1547.590	210	7.369		
	Total	1839.414	214			

a. Dependent Variable: personality
b. Predictors: (Constant), Price, Place and Promotion, Brand and Internal Attributes, External Attributes, Quality and Awareness

Source: primary data

The result shows that the significant value $0.000 < 0.05$ for 95% confidence interval so the overall model is significant with $df=4,210$ and f value= 9.900 .



Source: primary data

28% selected that social status was the influence for selecting the first beer but 72% disagreed to the same. 24% selected that emotional status was the influence for selecting the first beer whereas 76% disagreed with the same. 62% agreed that friends have influenced then for selecting their first beer only 38% disagreed to same

Following statement satisfy Hypothesis 1:

The study on the personality and the beer consumption has provided various factors that mainly effect the purchase decision of the first-time drinker. The factors that were identified from the data are Quality, external attributes that is price quality availability brand awareness, internal attributes taste, label name colour. From the rotated component matrix, it is found that the question “the label in the bottle attract me the most while choosing a beer” has contributed to the first factor 86.7%. for factor 2, “I was more looking into the quality of the beer when bought first time” has contributed 74.2%. Factor 3, the major contribution of “the alcohol content matters the most while choosing the beer” with 78.9%. Similarly, “Price influenced me to choose my first beer” has contribute about 70.2% to the factor 4.

Thus, the data analysis proves that there is a significant impact of the attributes of beer brand on the choice of beer for the first-time drinkers.

Following statement satisfy Hypothesis 2:

From test result it is found that, the factors like “quality, awareness, brand value and internal attributes” with p value (<0.05) significantly influences the purchase of beer who has also influenced by their friends. the factors like “price, place, promotion and external attributes” (p value <0.05) significant influences the purchase of beer who has also influenced by their social status and emotional status.

60% selected that social status was the influence for selecting the first beer but 72% disagreed to the same. 24% selected that emotional status was the influence for selecting the first beer whereas 76% disagreed the same. 62% agreed that friends have influenced then for selecting their first beer only 38% disagreed to same.

Thus, the data analysis proves that there is a significant effect of friends, social and emotional influence on the choice of beer and consumer buying decision.

FINDINGS:

The first beer mostly respondent started is Kingfisher

45% of the respondent prefer strong beer

19-29 is the age when they bought their first beer

External attributes are the major factor which is considered while choosing the beer and has variance of 17.131%.

Label in the bottle is one of the major attributes for external attributes that effects the buying decision of the customer which contributed to 86.7%.

62% believe that their friends influence was more than social and emotional influence

Alcohol content is also an important attribute for selecting the first beer

Quality and price significantly effects the buying decision of the first-time beer drinkers

People who are influenced by friends for selecting their first beer have responded that quality, brand awareness and internal attributes are the factors they look for while selecting their beer

Price, place and external attributes are important for people who are influenced to choose their first beer by social and emotional status

Quality and brand awareness has a significant effect on the choice of beer for different personality

SUGGESTIONS:

The study done on beer attributes and personality will help the company to target the customer segment. Thus, more research is recommended on this field of study. The understanding of the various influential factors which affect product consumption by consumer is necessary. Companies should access to related to consumer preferences and behaviour, and analyse the same to align and implement the promotional strategy of any beer brand. It is also recommended to use the research results of identifying the consumer based on various flavours of beer being introduced in the market. Further study can also be done to check whether the promotional strategy changes the buying behaviour of the consumer or not. 360-degree analysis is recommended for the company on customer personality, brand personality and brand identity.

CONCLUSION:

The choice of beer for a youth can be based on various factors like his income, social status, emotional situation etc. Different customer has different personality and when it comes to choosing their beer, they tend to show different psychological factors influencing their purchase decision. Study has shown that many personality traits are influencer for the consumer who bought their first beer. Personality affects the choice of product because the consumer experience and his need are only being influenced by his personality It is therefore crucial for a brand to understand the consumer personality and his buying intention so that it can be easier for them to target the right customer for the right product. Study has shown the result that the choice of beer for different personality is different and for the first-time drinker attributes that were vital in choosing their first beer was quality, alcohol content, label on the bottle, price which plays a significant role in the consumer buying decision. Beer choice also depends of some personality traits which are common in a geographic area. Consumer with different traits (self-confidence, self-conscious, dependence, straight forwardness) have different choice of beer.

Hence the relationship of the external attributes, internal attributes of the beer and personality traits of the customer is positive and significantly affects the choice of beer.

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