DOES ENVIRONMENTAL SUSTAINABILITY SELL? INVESTIGATING FACTORS FOR THE PURCHASE DECISION OF CRAFT BEER

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Abstract

Title:	Does environmental sustainability sell? Investigating factors for the purchase decision of craft beer
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Keywords	Environmental sustainability; Purchase Decision; Purchasing Factors; Craft Beer; Small Scale
Thesis purpose:	The purpose of this study is to investigate if and to what extent environmental sustainability is a contributing factor in the purchase decision of craft beer among young adults. In addition, the study aims to understand how different purchasing factors are related to each other in the craft beer purchase decision. The purpose is to gain a greater understanding for the industry of small scale produced products in general.
Methodology:	This study uses a quantitative method where data was collected from paper surveys handed out outside the government owned alcohol outlet, Systembolaget. Beer drinkers were the main target where those who did not drink beer or had not consumed a specific craft beer within the last three months were excluded from the data.
Theoretical perspective:	The study is based on theories within environmental sustainability and in line with that ethical consumption, pro-environmental behavior and the attitude-behavior gap within the area of ethical consumption. The theoretical framework also demonstrates the purchase decision and further discusses different purchasing factors which can influence the purchasing decision. Based on the discovered decision factors, a framework was constructed in order to apply it to the decision making of craft beer.
Empirical data:	Empirical data include findings from 150 beer drinking young adults in Lund, Sweden. The collected data was analyzed in the statistical

software, SPSS, to provide us with descriptive statistics, cross tabulations, and correlation analysis.

Conclusion

Young adults seem to be conscious about the environment. However, when studied in isolation, the purchasing decision factors of locally produced and organic did not seem to be the reason behind the craft beer purchase among the respondents. Attributes that were found to be correlated were taste, beer interest, the brewery and price worthiness, as well as environmental sustainability, design and luxury. From these findings two segment groups were identified: the beer aficionados and the conscientious consumers.

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1 INTRODUCTION

The first chapter of the thesis provides an overview of the selected research area. Initially, the background information is presented which will serve as the foundation for the problem discussion. The research question is then introduced, followed by the purpose and intended contribution of the thesis. Finally, the chapter ends with an outline of the study to explain to the reader of what is to follow.

1.1 Background

According to the 2015 foresight report provided by OpenUp in collaboration with Livsmedelsakademin, there seem to be an increased demand among consumers towards products from small scale businesses when analyzing the food and beverage industry in Sweden (OpenUp, 2015). The report explains that it is evident that macro businesses, which before have been most reliable among consumers, have lost trust in line with food scandals and lack of transparency, and at the same time small scale businesses are gaining more space in the market while being associated to qualities such as honest and real (OpenUp, 2015). Several underlying reasons for the shift in demand from big scale to small scale production are discussed in the report, where one is an increased awareness of sustainability among consumers (Openup, 2015), which is a relationship we will further explore in this study.

Globally, sustainability has become a mega trend (Lewandowska, Witczak and Kurczewski, 2017) and is today explained as one of the biggest challenges for humanity in the Anthropocene (Wu, 2013). The concept of sustainability is complex and differs in its definitions. Traditional explanations include the triple bottom line, explained by the three P's; profit, people and planet, that companies have been taken into account when running a business (Elkington, 1997). Accordingly, the concept of Corporate Social Responsibility (CSR) covers the aspects of ecological, economic, and social responsibilities (Granqvist, 2012). It has been argued that social responsibility is a "guiding principle for every decision made and in every area of a business." (Buhanita, 2015). However, some scholars mean that the ecological dimension of CSR is significantly smaller than the other dimensions (Buhanita, 2015), while others differ between "corporate social responsibility" and "corporate responsibility towards the environment" (WBCSD, 2000).

In this study we will separate the dimensions of sustainability and particularly focus on the environmental dimension of sustainability, which in turn also varies in its definitions. Environmental sustainability has previously been explained as the "maintenance of important environmental functions, and hence the maintenance of the capacity of the capital stocks to provide those functions" (Ekins, 2011). When discussing environmental sustainability within businesses, actions such as reducing the ecological footprint (Gimenez, Sierra and Gordon, 2012), degrading of natural resources, minimizing waste and energy, and enabling recycling and remanufacturing (Gunasekaran and Spalanzani, 2012) have been brought up.

An increased number of studies prove how the daily human actions are threatening the stability of the Earth System and today, four of the nine planetary boundaries that define the environmental limits of earth have already been crossed: climate change, biodiversity loss, land system change, and biogeochemical flows (Steffen et al, 2015). Both businesses and consumers are adapting to the negative changes in the environment, which can be understood from the growing concept of ethical consumption (Nicholls, 2002; Adams and Raisborough, 2010). Ethical consumption includes human and ecological cost of consumption, which holds that consumers are trying to improve the related issues by 'responsible' consumer choices (Adams

& Raisborough, 2017). A number of definitions of the rising ethical consumption behavior have been debated but most scholars adhere Cooper-Martin and Holbrook's (1993, p. 113) definition of ethical consumer behavior as "decision making, purchases, or other consumption experiences that are affected by the consumer's ethical concerns" (Davies and Gutsche, 2016; Bray, Johns & Kilburn, 2011). In line with the growing concept of ethical consumption, the factor of environmental sustainability is of great interest to examine when studying the consumer purchase decision.

Brunk and de Boer (2015) state that in line with the increased interest in ethics among consumers when making their purchase decision, companies have become more concerned about how they are perceived by consumers. Several researches suggest that by implementing environmental initiatives, companies can maximize cost-savings, improve their quality, efficiency, and brand loyalty (Lim, 2015; Gunasekaran et al., 2012; Grove, Fisk & Piekett, 1996; Walsh & Dodds., 2017). Therefore, environmental sustainable actions can increase the competitive advantage and provide benefits for both sellers and buyers.

However, not all efforts of environmental sustainability have proven to be successful. Despite the increased environmental concerns among consumers (Söderqvist, 2018), and the many marketing efforts to promote environmental sustainability (Kotler, 2011), many researchers have found a resistant among consumers to consume in an environmental sustainable manner (Cherrier, Szuba, Ozcaglar-Toulouse, 2012; Kollmuss & Agyeman, 2002). Studies have found an intention-behavior gap (Bray et al, 2011; Belk, 1985), where consumers may say they have a strong desire to change the marketplace through their behaviors (Bilgin, 2010), but ultimately they have an uncontrolled passion for material things (Eckhardt, Belk, & Devinney, 2010). And despite that consumers describe themselves as ethical consumers in surveys, they resume consuming the product they have always bought (Devinney, Auger, Eckhardt, & Birtchnell, 2006). One of the reasons why the intention-behavior gap occurs may be explained through the concept of green marketing myopia. The concept is based on the satisfaction of two objects: improved environmental quality and customer satisfaction, where the main reason why consumer tend to avoid environmental friendly products in the end is due to beliefs that these require sacrifices, such as higher price, worse quality, and inconvenience (Ottman, 2006). On the other hand, by turning the concept around, a higher price of a commodity may imply to the consumer that the product is more sustainable.

The purchase decision process is a widely studied field and several studies mention environmental sustainability as a contributing factor in the consumption behavior. However, research also show that it is of great importance to meet consumer expectations in addition to the provided sustainable attribute, where factors such as quality, taste and design also need to be taken into concern (Jagel, Keeling & Reppel, 2012). Furthermore, Roper (2002) adds that in sustainability marketing efforts where core benefits of the product are ignored, mainstream consumers will be lost and only a niche segment will be reached. On the other hand, some industries discuss that in contemporary society, people tend to have a desire to separate themselves from the so-called mainstream (Spendrups, 2017). Consumers have advanced their knowledge in certain product categories to distinguish themselves from being a regular consuming individual with a desire for material things (Spendrups, 2017). The interest in these specific categories is part of what is called colonization or cultivation of products (Spendrups, 2017). Recently, premium styles of coffee, salt, and olive oil have gained in popularity, but today, beer is also of great interest (Spendrups, 2017). Therefore, it is interesting to further understand the purchase behavior of the industry of beer, and more specifically craft beer.

The craft beer and craft breweries can be counted into the group of small-scale producers, and they have previously been recognized for its innovative and creative way of operating, as well as its focus on sustainability (Ness, 2018). Craft beer vary both in its definitions and characteristics, where some consumers tend to buy craft beer due to its unique taste (Pokrivcak et al., 2019), while others may base the purchase decision on packaging design (Spendrups, 2017), social influence (Swinnen, 2011), willingness to try something new (Davis, 2013), or a demand for locally produced beer (Henningsson, 2016). In order to add more relevant information to the purchase decision of craft beer, this study will further investigate the factors influencing the purchase decision of craft beer in Sweden, and how these factors relate to each other.

1.2 Problem Formulation

Small-scaled produced food and beverages are gaining in popularity in Sweden (OpenUp 2015), which is evident in grocery stores where the selection of products within the small-scale category is constantly increasing. A successful example where small-scaled produced products are made available in stores is the concept "Smaka på Skåne – närproducerat och noga utvalt" meaning "A taste of Skåne – locally produced and carefully selected", where a network of engaged traders want to make it easier for consumers to find high quality food and beverages from local producers, and also support small-scale manufactures (Smaka pa Skane, n.d.a). Three criteria decide if a product can be included in the initiative of "Smaka på Skåne" including: (1) the commodity is produced in the county of Skåne, (2) craft production, and (3) it requires of documentation of the production process (Smaka pa Skane, n.d.b). Examples of products displayed in grocery stores with the label of "Smaka på Skåne" are honey, milk, craft beer, fish and spices.

In line, a great interest and an advanced knowledge for specific product categories has emerged among many consumers, known as cultivation, where premium selections of products such as olive oil, coffee, and salt has been recognized by consumers (Spendrups, 2017). The growing phenomenon where people tend to develop deeper knowledge in specific product categories has also raised more attention towards sustainability. Small scale and micro businesses have been associated to environmental sustainability due to factors such as, locally produced and high transparency (OpenUp, 2015). The popularity of small-scaled manufactured products seem to be associated to the interest of the product category among the consumers, however, at the same time there seem to be a shift in demand among consumers where commodities from small-scale manufacturers are gaining in popularity due to, for example, an increased awareness of sustainability (OpenUp, 2015). This study aims to provide a greater understanding of it and to what extent environmental sustainability is a contributing factor of the purchase of small scale produced commodities, and how it may be related to other factors, such as the interest for the product category.

The abrupt climate change and the increased concern among the population regarding the environment have resulted in a wide landscape of companies that have embraced environmental sustainability into their business model in an attempt to increase profit while having less of an impact on the environment. Given the increased environmental concern among Swedes (Söderqvist, 2018), the rising number of businesses engaged in environmental sustainability (Brunk and de Boer, 2015), and by looking at the increased popularity of small scaled produced products which have been recognized for its sustainable characteristics (OpenUp, 2015), one can suspect that environmental sustainability may be a contributing factor in the purchase decision of small-scaled produced products. Accordingly, Adams and Raisborough (2010)

states that *"ethical consumption is a growth market"* where consumers tend to make more responsible consumer choices by, for example, taking environmental cost into account in their purchase decisions. Therefore, it can from this point of view be argued that environmental sustainability sells and could, thus, increase profits for companies selling "green" products or services.

However, at the same time, the concept of green marketing myopia and the intention-behavior gap suggest the opposite: environmental sustainability does not necessarily sell. Eckhardt (2010) as well as Bray et al (2011) argue that there is a clear gap between the intention to buy ethically and the actually purchase behavior. In line, Ottman (2006) suggest that the reason why environmental sustainability may not sell is due to beliefs that green products require sacrifices such as worse quality, inconvenience, or a higher price - a concept known as green marketing myopia. As for the small-scale produced commodities, the theories of the intention-behavior gap as well as green marketing myopia make us question environmental sustainability as the main purchasing factor and whether or not it is factors such as the quality and the interest for the product category that in the end influence the consumers to a larger extent

There is a lack of agreement due to the various views concerning environmental sustainability as a contributing factor in the purchase decision of small scaled produced commodities. In order to exemplify this gap in theory, we will further investigate and present previously conducted research within this area, as well as study other factors of the purchase decision and how these attributes relates to each other. Jagel, Keeling & Reppel (2012) explains that in addition to the climate-friendly attribute, factors such as quality, taste, and design also need to be taken into concern, and should not be ignored, in order to meet consumers expectations. Additional relations to environmental sustainability could include packaging design of products which can be used to convey important messages to the consumer (Hellström and Nilsson, 2011) as well as social influences which has previously been shown to have a positive influence on green consumption (Eze and Ndubisi, 2013; Vermeir and Verbeke, 2006). In addition, the attribute of luxury has previously been related to sustainability (Eze and Ndubisi, 2013; Vermeir and Verbeke, 2006) and so has taste (Onel, 2017), environmental attitude (Vermeir & Verbeke, 2006), and gender (Parker, 2002). Parker (2002), argue that women have a greater sense of ethical sensitivity than males. As understood from previous research, different attributes may be related and influence each other in the purchase decision and it is, thus, important to not isolate the attribute of environmental sustainability from other factors. Therefore, this study will increase the understanding of how different decision factors relate to each other in the purchase decision of small-scaled produced products.

Based on previous studies we know that environmental sustainability is a growing segment and does to some extent influence consumers in their purchase decisions (Adams and Raisborough, 2010), while in other cases customers seem to be resistant to consume in an environmental sustainable manner (Cherrier, Szuba, Ozcaglar-Toulouse, 2012; Kollmuss & Agyeman, 2002) and rather make their purchase decision based on attributes of the relationship to other attributes (Jagel, Keeling & Reppel, 2012). We want to investigate this conflict in theory in the growing industry of small scale and local production, which is an industry that both has been recognized for its sustainable attributes, as well as being explained as a growing phenomenon based on consumers' willingness to gain knowledge within specific product categories. We aim to address the relationship between the rising trend of environmental sustainability, other purchasing factors, and consumer's purchase behavior by studying the empirical context of craft beer.

Within the category of small-scale businesses craft beer breweries can be found, and by looking at the sales statistics of Systembolaget, a rising trend of craft beer in Sweden is evident (Systembolaget n.d.a) despite the fact that craft beer per definition is more expensive than industrial beer. Craft beer is, among other things, often associated to small scale and locally produced (Pokrivcak et al, 2019; Ness, 2018) and its popularity has been explained by the consumers' willingness to increase their knowledge of beer and experience new tastes (Pokrivcak et al., 2019).

Previous studies have studied the craft beer industry, however, most of these studies have focused on countries, such as the United States of America (Taylor & DiPietro, 2017), Slovakia (Pokrivcak et al, 2019) and Mexico (Gómez-Corona et al., 2017). Taylor et al (2017), researched American consumers motivations to visit a microbrewery taproom, while Pokrivcak et al (2019) investigated the expansion of craft beer in line with the economic growth in Slovac. Gómez-Corona et al (2017) discussed the building blocks of the drinking experience of craft beer, with interesting findings including that craft beer compared to industrial beer is more relevant when talking about cognitive shopping experiences. In addition, the findings showed that women care more about relaxation, while men is more about excitement when drinking craft beer (Gómez-Corona,et al., 2017). Another study, written in Sweden, has been found that discusses craft beer in relation to sustainability (Ness, 2018). The study is limited to breweries of the English language, as well as discussing the area of sustainability from the companies' point of view and how these breweries promote their sustainability initiatives (Ness, 2018). Taking previous studies into account, both within the area of ethical consumption and the craft beer industry, this study will investigate purchase decision of small scale produced products by concentrate on the craft beer industry from the consumer point of view, and from that perspective investigate the different attributes influencing the purchase decision of craft beer.

Sweden will be the market of focus, which is an interesting choice given the strict alcohol regulations in the country since it is a government owned monopoly of alcohol in Sweden. The limited amount of alcohol outlets as well as strict open hours in the alcohol market in Sweden will hopefully make the population of Sweden interesting to explore in the context of ethical consumption and purchase decisions. The Swedish Food Federation for annual trend report from 2016 (Livsmedelsföretagen, 2017) explains that there is an evident trend among Swedes to buy locally produced food and beverages, where they rather prioritize high quality and a higher price than larger quantities. Craft beer may be included in the beverage category, but because of its unique characteristics it also differs from regular food and beverages.

Compared to regular food and beverages, craft beer has in previous research been associated as a high-involvement product (Aquilani et al, 2015) where consumers tend to seek higher quality (Mejlholm and Martens, 2006) with a higher demand for handcraft and locally produced (Calvo-Porral, Orosa-Gonzales, Blazquez-Lozano, 2018). A high-involvement product is purchased after a careful consideration, which commonly is described in line with products types such as cars, laptops, or designer bags. Industrial beer, on the other hand, is commonly considered to be a common product to buy and is therefore seen as a low-involvement product (Gómez-Corona et al., 2016). By being a high involvement product where more thoughts are put behind every purchase, there might be a higher possibility that environmental sustainability could be one of the factors that customers consider when making that decision. Therefore, craft beer, compared to industrial beer, is very interesting to study when it comes to the purchase decision. Ulver (2019), explains that the emerging foodie culture in Sweden, where the market of beer is included, is rising in line with a celebration of craft and authenticity, as well as a relation to climate friendly and environmental sustainability.

In order to gain a greater understanding of the purchase decision of craft beer, we will use the age group of young adults. Young adults have interesting characteristics both when it comes to knowledge regarding sustainability as well as alcohol habits. In Sweden young adults drink the most amount of alcohol where beer is the most purchased alcohol type (Guttormsson & Gröndahl, 2018). Many young adults in Sweden make a living on student loans with a very limited budget every month, yet, they seem to be willing to pay a premium for craft beer. In this study we want to research the relation of young adults and the purchase decision of craft beer; what factors that make them willing to pay premium price for craft beer and if environmental sustainability could be a contributing part of the decision, both in isolation and in relation to other purchasing factors.

In the 2018 general election in Sweden, the climate was the most important subject according to young adults, followed by immigration (Horvatovic, 2018). In the same study, it was shown that issues regarding the environment decreased in line with age, when asked about the most important questions in the election (Horvatovic, 2018). 94 % of young adults between the ages of 16 – 25 believe it is important to live climate smart, according to a study done by Sifo (Röhne, 2017). Young adults seem to have a different approach towards the climate and environment as compared to the older generation. Since young adults seem more concerned about the environment in Sweden, as well as willing to pay premium for craft beer, one can suspect a higher degree of relation to the attribute of environmental sustainability in the purchase decision.

In conclusion, this study aims to investigate the growing segment of small scaled produced products by using the industry of craft beer, with a specific age group of young adults and a main focus on the environmental dimension of sustainability. Young adults are the future of the country and by understanding how they function in their purchase behavior other small-scale manufacturers could learn how to build long term relationship and trust, as well as being able to focus on the right motivating factors in their marketing strategies. By developing an understanding of young adults' decision making process when it comes to the purchase of craft beer, not only professionals in the industry will understand if and to what extent environmental sustainability is a contributing factor in consumers purchase decision, as well as increasing their understanding of how different decision attributes are related to each other, but other industries will gain insights as well.

1.3 Research Question and Purpose

Having identified the paradox in literature of to what extent environmental sustainability actually is a contributing factor in the purchase decision among young consumers, and after developing a further understanding of the purchase decision in general and in the industry of craft beer, the following research questions has been developed to guide the literature review and the empirical study.

How does environmental sustainability influence the purchase decision of young craft beer consumers? And how is environmental sustainability related to other factors in that purchase decision?

Considering the research, we aim to contribute to the current purchase decision-making literature with focus on young adults and within the industry of local and small-scale production Furthermore, we will employ a conceptual framework based on previous research within the

area of consumer behavior, as well as general studies, to get a starting point to further understand the factors influencing craft beer purchase behaviors and how they relate to each other.

1.4 Intended Contributions

The research aims to provide insights for a better understanding of how young adults relate to the increasing trend of sustainability and ethical consumption and, thus, we intend to add value to current theories within the area of ethical consumption. In addition, the purpose of the study is to investigate if ethical consumption, more specifically environmental sustainability, is an underlying factor of the purchase of products from the rising trend of small scale and local businesses, and also how it is related to other purchasing factors. Although sustainable activities in businesses are increasing, knowledge about young consumers perceptions of these activities and how they influence their actual purchase is limited. As research has found that consumers generally associate the growing industry of small-scale businesses with ethical goods, we intend to investigate the consumer perspective of young adults on the small-scale businesses´ engagement in environmental sustainability and provide guidance regarding how (and if) small-scale businesses should communicate their sustainable activities. Practitioners who work within small scale business may use obtained insights for creating effective communication strategies and the knowledge about the factors that contribute to the purchase of the products may help practitioners in the industry to understand the actions needed to be done to gain new consumers, and how to adapt their strategies by the right use of attributes in order to reach the desired customers segments.

1.5 Outline of the Thesis

Chapter one of the thesis serves to provide the reader with background information on the research topic and the research question, as well as the research purpose. Moreover, the chapter includes the reasoning for the relevance and significance of the study along with the intended contributions. Following the introduction chapter, the second chapter puts forward the theoretical framework and discusses literature on the phenomenon of environmental sustainability, ethical consumption, and the consumer decision making process with focus on factors influencing the purchasing decision. To examine factors that influence consumers' craft beer purchase decision, we present the theoretical framework and its components, including a developed framework based on previous research, to guide the empirical data collection. Finally, chapter two will present the general and statistical hypotheses that will be the foundation of the analysis of the study.

In the third chapter the definition of small scaled and micro businesses will be presented, and the industry of craft beer introduced. The aim of this chapter is to gain a greater understanding of small-scale businesses, craft beer industry and the alcohol habits in the country of Sweden in order to further develop the outline of the empirical data collection. In chapter four, the philosophical and methodological choices underlying the research are presented. The chapter also consists of a description of the research strategy, data collection, sample design and data analysis used in conducting the study, as well as discussing the limitations and reliability and validity of the study. Within the fifth chapter, the findings obtained from the empirical study are presented, followed by chapter six consisting of an analytical discussion of the findings, linking them together with the applied theories and concepts. The seventh chapter aims draw conclusions and answer the research question of how the attribute of environmental sustainability influence the purchase decision of craft beer as well as the relation to other factors

in the decision making. Findings are also to be applied to other businesses within the small-scale production industry who can gain interesting insights. Furthermore, the appropriate implications, both theoretical and managerial, of the study are discussed, which includes how our findings are relevant to other businesses. In addition, chapter seven presents the limitations of the thesis, and possible opportunities for future research.

2 THEORETICAL FRAMEWORK

The theoretical framework will present theories and research from previous studies that will guide and provide helpful information for the following data collection.

2.1 Environmental Sustainability

The spreading concept of sustainability is complex and varies in its definition (Wiese, Kellner, Lietke, Toporowski & Zielke, 2012). Traditional definitions of sustainability include the triple bottom line, which holds that businesses results should be based not only on economic performance but should take into account the social and environmental impact as well (Elkington, 1997). This explanation with the three dimensions overlaps with the concept corporate social responsibility (CSR) (Wilson, 2015), which also includes the aspects of environmental, economic and social responsibilities (Granqvist, 2012). At the same time, sustainable development has been famously defined in the Brundtland Report as "meeting the needs of the present without compromising the ability of future generations to meet their needs" (WCED, 1987, p. 43).

Despite the attention to the multiple dimensions of sustainability, there is also a need to study the dimensions separately. In line with, among other things, new weather patterns due to climate change, and a higher awareness among consumers regarding environmental issues, the environmental dimension of sustainability has become increasingly important. Therefore, this study will focus on the environmental aspect of sustainability. A traditional definition of environmental sustainability is based on the previous mentioned Brundtland Commission's definition of sustainability by relating environmental sustainability with measures taken to combat the ecological footprint companies leave behind as a result of their business, including waste and pollution reduction, emissions reduction, energy efficiency and a decrease in the consumption of hazardous and toxic materials (Gimenez, Sierra and Gordon, 2012). Grove, Fisk, Pickett and Kangun (1996) describe environmental sustainability by the "3 Rs" including "reusing, recycling and reducing" and the concept has also been related to the environmental damage caused by companies that threatens human health, welfare, and other things we value (Stern, 1997). Bansal and Roth (2000), explains environmental sustainability within businesses with actions such as "reducing energy consumption and waste generation, using ecologically sustainable resources, and implementing an environmental management system."

Above, general and traditional definitions of environmental sustainability have been discussed. Companies can embrace environmental sustainability into their business strategy in several ways, and, thus, be able to combat their ecological footprint. Commonly used dimensions of environmental sustainability includes locally produced, as transportation distances decreases and thus result in less emissions (Paloviita, 2010), organic, efficient production (Gimenez, Sierra and Gordon, 2012), environmental friendly packaging (OpenUp, 2015), and renewable energy (Gimenez, Sierra and Gordon, 2012). While customers are in the process of making a purchase decision, these are different dimensions they may be looking at if making a decision based on environmental sustainability. In this study, the dimensions of locally produced and organic will be of main focus since they are related to the selling of craft beer in the Swedish alcohol market. However, locally produced does not necessarily mean that the product itself is more environmental friendly (Paloviita, 2010) even though the customers may have the perception that it is. For example, in the context of craft beer, a Swedish microbrewery could import hops and barley from other countries being transported long distances with a bad impact on the environment, and still be displayed as local for the customers in the store (Hansson,

2011). When the craft beer market had its boom in Sweden, it created a shortage of the locally cultivated ingredient hops (Svenska Dagbladet 2017). Both craft beer and organics labels of alcohol is an increasing phenomenon in Sweden, and it is of great importance to understand how they are related from the consumer perspective.

2.2 Ethical Consumption

Ethical consumption is a term that is widely used in the context of sustainability (Starr, 2009). A number of definitions of ethical consumption behavior has been debated but many scholars uses the definition by Cooper-Martin and Holbrook's (1993, p. 113):"decision making, purchases, or other consumption experiences that are affected by the consumer's ethical concerns" (Davies and Gutsche, 2016; Bray, Johns and Kilburn, 2011). It is generally spoken that ethical consumption is growing (Nicholls, 2002) since consumers are becoming more aware of the human, environmental, and ecological cost of consumption and thus consumers are trying to improve the related issues by responsible consumer choices (Adams and Raisborough, 2010). Examples of responsible consumer choices include purchasing local and organic products, products made of recycled plastic, and fair-trade products (Carrigan, Szmigin, Wright, 2004).

Ethical consumption consist of two different components: social and environmental (Sudbury-Riley and Kohlbacher, 2016). For the purpose of this study, we will only focus on the environmental component. Environmentally ethical consumers are concerned about the effect their consumption has on the environment, thus, they look for products that have minimal environmental impact, such as products that are pollution-reducing or products that have recycling options (Carrigan et al, 2004).

Hunt and Vitell (1986) believe ethical decision making begins with the recognition of an ethical issue and is affected by several variables that originate externally. Consumers evaluate all available alternative behaviors via the philosophical approaches of deontology (obligations and rules) and teleology (guided by the consequences of actions) to reach a decision of whether something is ethical or unethical which controls their intention and thus their behavior (Bray et al, 2011). The Theory of Planned Behavior (Ajzen,1988) identifies three factors that influence consumer behavior: expressed attitudes, perceptions of social pressure, and the control which an individual actually has over the purchasing decision.

2.2.1 Pro-Environmental Behavior

An increasing number of scholars have explored consumer pro-environmental behavior and sustainable consumption. The terms generally refer to "any action that enhances the quality of the environment" (Steg et al., 2014, p. 104) or "purchasing products that are environmentally beneficial" (Mainieri et al, 1997). It is commonly understood that consumer who have a positive attitude towards green products are more likely to recognize companies' sustainable efforts such as reduced packaging materials used, the origin of the product (e.g. locally produced), and the reduction of pesticides and GMO's (e.g. organic foods) (Vermeir & Verbeke, 2006). Consumers who have a positive attitude towards green food products have a perception of that they generally taste better, is fresher, and is of better quality (Onel, 2017)). When studying pro-environmental behavior, the Theory of Planned Behavior (TBD) is commonly used (Nguyen, 2016). The theory holds that if an individual is engaged and has a positive attitude towards a certain behavior, it strengthens the individual's intention to perform on the behavior in question (Ajzen, 1991). The theory also discusses social pressures to perform or not perform the

behavior, known as subjective norms, as well as perceived behavioral control, which is the extent to which an individual has control over the behavior (Ajzen, 1991).

Concerning sustainable consumption, studies based on the theory found that consumers are more likely to engage in actions that are beneficial for the environment if they believe that it provides them with social approval and positive consequences (Nguyen, 2016). Moreover, reviewing studies on craft beer consumption, attitudes, subjective norms, and perceived behavioral control account for the majority of the underlying factors of consumer's intention to purchase craft beer (Smith, Terry, Manstead, Louis, Kotterman, and Wolfs, 2007).

Other research streams have focused on the impact personal- and social norms have on pro-environmental behavior. Janson, Norlund and Westin (2017) found that personal norms are more effective in explaining pro-environmental behavior due to their higher level of internalization. Meaning that self-expectation of a specific action and the conception of what is right and wrong will affect the consumer's consumption behavior (Janson et al, 2017). Furthermore, social norms affect the purchase behavior of consumers. That is, consumption based on expectations of others (Janson et al, 2017). This is commonly studied in the field of social psychology, defined as social influence; a phenomenon where people's feeling, behaviors and thoughts are influenced by others (Ciasullo et al, 2017).

2.3 Does Sustainability Sell?

If managed to sell the concept of sustainability, studies show that it can help businesses maximize cost savings, encourage innovation, reduce risk and increase efficiency, thus, environmental sustainability could be a necessary tool used by businesses to create a competitive lead as it differentiates products and services and builds trust among environmental conscious stakeholders (Lim, 2015; Gunasekaran et al., 2012; Grove, Fisk & Pickett, 1996; Walsh & Dodds., 2017). Current discussions regarding the rising trend of ethical consumption and of pro-environmental behavior may imply to people running businesses that they should take advantage of environmental sustainability in order to increase profit. However, the area is complex, and all points of views should to be taken into account when adding greenness to a business.

2.3.1 Intention-Behavior Gap

The models based on Hunt and Vitell's study (1986) and the theories of Ajzen (1988) assume ethical consumer behavior as a result of attitudes and intentions (Bray et al, 2011). However, recent studies have found a gap between consumers' intentions to consume ethically, and their actual purchase behavior. Some studies have found that one type of consumer may care more about ethical issues, and accordingly that type of consumer is more likely to consume ethical products (Bray et al, 2011). Hines and Ames (2000) found that ethical sensitivity increases with consumer's age, Parker (2002) found that ethical sensitivity is greater among female consumers, Barnett (2005) found that it increases with affluence, and Dickson (2005) found the sensitivity to be greater at lower educational levels.

In similarity to the scholars Marx and Baudrillard's view of the marketplace, Bilgin (2010) highlights that consumers may say they want to change towards a more sustainable buying, but in the end, the material things play a bigger role (Eckhardt, Belk, Devinney, 2010). Despite the fact that many consumers consider themselves as ethical consumers, it is not shown in their actual purchase behavior (Devinney, Auger, Eckhardt, Birtchnell, 2006). Again, this highlights the gap between consumers expressed attitudes and intentions, and their actual behavior (e.g.,

Belk, 1985). This problem arise as the consumers' focus of ethical behavior is on the socially desirable behavior, and consumers say they care about the ethical issues just because others think they should care about it (Ulrich and Sarasin, 1995). Nonetheless, consuming more ethically can result in higher expenses, more time and effort spent in trying to find the most ethical product, or the need of boycotting one's favorite brand. For this reason, consumers may choose to remain consciously or subconsciously unaware of the human, environmental, and ecological cost of their consumption (Eckhardt et al, 2010).

With regard to the organic and local food and beverage sector, several scholars have established that consumers in fact hold positive attitudes towards local and organic food and beverages but that there is gap between consumers intention to buy green food and the translation into an actual purchase (Frostlig-Henningsson, Hedbom, and Wilandh, 2014; Moser, 2016). This becomes apparent by looking at a report done by the European Commission where the great majority of consumers (84%) believed that the environmentally friendly aspect of the product is of great importance when purchasing products, in comparison to the consumers who stated that they often buy green products (26%) (Eurobarometer, 2013). One explanation to this discrepancy is that consumers are impeded by various purchase barriers, such as lack of knowledge, high price premiums, and lack of trust (Aertsens, Mondelaers,Verbeke, Buysse, & van Huylenbroeck, 2011; Aschemann-Witzel and Niebuhr Aagaard, 2014; Nuttavuthisit & Thøgersen, 2017).

In order to further understand the complexity of selling environmental sustainability, one could use the concept of green marketing myopia. Green marketing myopia is rooted from marketing myopia, first expressed by Levitt (1960), and explains the failure behind many green products (Ottman, 2006). Ottman (2006) uses two objects to describe the concept of green marketing myopia: improved environmental quality and customer satisfaction, and he means that many customers avoid green products due to beliefs that these are more expensive, worse quality, and more inconvenient. However, Ottman (2006) explains that many green products in the market are in reality very desirable due to cheaper price and better performance and in these cases often marketed separately from its greenness so that consumer do not misperceive their actual benefits.

This study at hands aims to identify if environmental sustainability is a barrier or an underlying factor to consumers actual purchase of a small scale produced commodity.. In addition, the study allows for the analysis of the correlation between consumers attitudes of craft beer and real purchase behavior based on gathered market data.

2.4 Consumer Behavior

Consumer behavior is the discipline that views how consumers spend their time, money, and effort on consumption-related items (Schhiffman and Lazer, 2007). More specifically, the concept of consumer behavior is "the process of activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires" (Belch, 1978) and "the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires" (Solomon, Bamossy, Askegaard and Hogg, 2006). Included within the concept of consumer behavior is the purchase decision (Belch, 1978), which is an aspect this study will take a closer look at in order to gain a further understanding regarding the role of environmental sustainability. By exploring previous research about consumer behavior, we aim to get a better understanding of how consumers think in their purchase decisions and if the

greenness of a product influence the purchase behavior of the consumers, both in isolation and in relation to other factors.

2.5 Factors Influencing Consumers Purchase Decision

Consumer's purchase of food and beverage products are influenced by many different factors (Faizel, Nassir, Ashhari, and Othman, 2016). Findings from previous research has found that consumer take into account, for example, the price, brand name, production method, country of origin, health benefits, availability, variety, style, packaging design, social influences and locally and organic produce, when buying food and beverages (McCutcheon and Bruwer, 2009; Cronin, Smith,Gleim, Ramirez, & Martinez, 2001; Annunziata and Scarpato, 2014). Since this study will explore consumers purchase behavior in the empirical context of craft beer, we have identified a number of factors that we have assessed may affect the purchase decision of craft beer in specific. The assessment has been done by combining factors identified in previous research and factors identified in the pilot study performed by the researchers to identify factors that affect consumers purchase decision when purchasing craft beer. In addition, when performing the pilot study, it was recognized that age and education would have minimal influence on consumer´s behavior in this study since the data will be collected from a small city in Sweden where a large proportion of the inhabitants are students in the same age segment and with the same level of education. Thus, the researchers have excluded age and education as demographic factors that may affect the purchase decision, despite the fact that other studies have shown that these may have a great influence on the result.

The identified factors are as follows: gender, social influences, taste, alcohol content, packaging design, sense of luxury, price worthiness, locally produced, organic, interest, to try something new, and like the brewery, which will be discussed more in detail in the following sections.

2.5.1 Gender

A vast amount of previous research have examined the role of gender in the decision to adopt pro-environmental behavior, yet, the result from the empirical studies have not been conclusive. Some studies have found that women participate more in pro-environmental behavior and have higher intention to purchase more environmentally friendly products (Hunter, Hatch, and Johnson, 2004; Stern, Dietz, and Kalof, 1993; Zelezny and Schultz, 2000), while other studies have found that men are more knowledgeable about issues regarding the environment than women and consume accordingly to their knowledge (Diamantopoulos, Schlegelmilch, Sinkovics, Bohlen, 2003). On the other hand, a study done on undergraduate students at private universities in Malaysia found that there is no significant difference between genders attitudes towards green products (Tand and Lau, 2010).

Moreover, examining the role of gender in the purchase decision of alcoholic beverages studies have found that there is a significant difference (Cavanaugh, 2014; Hearn & Hein, 2015; Lian & Yen, 2014; Workman & Lee, 2012). Holmila and Raitasalo (2005) even stated that it is safe to say that the empirical results are universal. Looking at Sweden in specific, research done by CAN show that men drink three times as much beer than women (Guttormsson and Gröndahl, 2017).

This study will explore the impact of gender on the purchase behavior of green products and craft beer. Since previous research differ in its conclusion regarding gender and the purchase

decision, it will be of interest to add value to the mixed discussions and add implications regarding the craft beer industry.

2.5.2 Social Influences

The state in which a consumer comply to recommendations or expectations of another can be described as social influence (Deutsch and Gerard, 1955). In a study on green purchase behavior it was found that green consumer have a high level of trust in others and adhere to their recommendations when purchasing green products (Gyupta and Ogden, 2009). Other studies have found that social groups and norms have a significant influence on consumers actual purchase of ethically produced and green products, where group belonging also contribute to the purchase (Eze and Ndubisi, 2013; Vermeir and Verbeke, 2006). Therefore, we suspect that, in this study, there may be a correlation between social influences and the environmental sustainability attributes of locally produced and organic.

It is important to distinguish the two types of norms: social and personal (Jansson, Nordlund, and Westin, 2017). Social norms are based on the perceived behavioral expectations within a group of people that individuals conform to because of social pressure (Ajzen and Fishbein, 2005;Thøgersen, 2006). More internalized norms are generally referred to as personal norms. Personal norms follow internalized expectations and internalized moral obligations of how one believe they ought to act in a particular situation (Schwartz, 1977; Stern et al., 1999; Thøgersen, 2006). Studies have proven that that internalized norms influence both pro-social behavior and actual purchase behavior (Biel and Thøgersen, 2007; Thøgersen, 2006) and that there is a positive correlation between personal norms and pro-environmental behavior in the purchase behavior of consumers (Tanner and Kast, 2003; Thøgersen and Zhou, 2012).

On the topic of social influences, consumption of a product can also be to impress others (Sassatelli, 2007). The idea is called conspicuous consumption and was originally proposed by Veblen in 1899. The theory holds that individual's consumption is mainly determined by the specific purpose of displaying one's wealth (Sassatelli, 2007). The higher the cost of a product, the higher the display value (Veblen, 1994 orig. 1899). This explains why craft beer can be a subject to conspicuous consumption. As craft beer is often more expensive than industrial beer (Systembolaget n.d.a), consumers who buy the product may buy it to express their wealth and a higher social status.

On the other hand, the domain of luxury seem to be going through a paradigm shift (Hennings, Wiedmann, Klarmann, and Behrens, 2013). Today, luxury is not only associated with indulgence, excess, and waste (Dubois, Czellar, Laurent, 2005; Kahn 2009), luxury has also become associated to sustainability (Bendell and Kleanthous 2007; Kendall 2010). As consumers are becoming more aware of social and environmental issues (Adams and Raisborough, 2010) consumers are shifting from conspicuous consumption to conscientious consumption (Hennings et al., 2013) and are expecting brands to reflect their concerns and aspirations for a more sustainable world (Bendell and Kleanthous 2007, p. 5). Accordingly, consumers either support or boycott companies that emphasize or ignore the importance of incorporating social and environmental measures (Ki and Kim, 2016).

2.5.3 Product Attributes

In this section previous research on different attributes that are directly related to the product are discussed.

2.5.3.1 Taste and Alcohol Content

Product attributes play a significant role when consumers consider brands for their purchase decision (Kotler, 2002). When attributes of products was first studied researchers viewed attributes as physical characteristics of a product that could be impartially measured (Wu, Day, MacKay, 1988). Later research have included a more extensive evaluative criteria of both objective and subjective properties, such as price as an objective criteria and quality as a subjective criterion (Grapetine, 1995; Jamal and Goode, 2001). Other research has also explored how consumers employ intrinsic and extrinsic cues when making a purchase decision (Akdeniz, Calantone, & Voorhees, 2013; Richardson, Dick, and Jain, 1994). Intrinsic cues concern product attributes that are part of the physical product that cannot be changed without modifying the tangible properties of the item itself, such as the taste and alcohol content of a product (Akdeniz et al., 2013; Bello Acebr´on & Calvo Dopico, 2000; Olson, 1978). Conversely, extrinsic cues apply to product attributes that are not part of the physical product but can be changed without modifying the tangible properties of the item itself, such as the price and labelling and packaging (Akdeniz et al.,2013; Richardson et al., 1994).

2.5.3.2 Packaging Design

The main functions of food packaging is to protect the content from damage and to contain the content within the packaging. Product packaging is, however, not only used as a means of ensuring safe and efficient delivery, it is also one of the most important communication vehicles for companies to deliver their brand message to the consumer (Hellström and Nilsson, 2011). Thus, packaging design could be used to deliver a message of the environmental sustainability attributes of the product and, hence, be related to the attributes of locally produced and organic used in this study. Appealing packaging plays a significant role in product display and consumer in-store attention (Ghani and Kamal, 2010; Honea and Horsky, 2012). Research show that using packaging as a marketing communication vehicle heightens the potential to capture consumer attention, which in turn influence consumers product selection process (Hall, Binney and O´Mahony, 2004). Consequently, companies make the product packaging attractive to consumers in order to communicate and affect consumers at the point of purchase (Atkin, Garcia, and Lockshin, 2006; Wingley and Chiang, 2009). Most studies regarding consumers point of purchase confirm that company's measures to influence consumers with attractive packaging are successful (Silayoi and Speece, 2007; Venter *et al*, 2011; Honea and Horsky, 2012). When consumers are unable to examine the product qualities or have little knowledge about the product, product packaging design may draw consumers attention towards the product and act as a reliable indicator of the content (Silayoi and Speece, 2007).

Furthermore, researchers suggest that product packaging design influence consumer's purchase decision, particularly in products that entail minimal effort and consideration, known as low-involvement products (Silayoi and Speece, 2004; Sehrawet and Kundu, 2007). Typical low-involvement products include food and beverages since they are usually of low value and of high volume (Hingley et al., 2007). However, as previously discussed, craft beer has been associated to be a high-involvement product and of great interest to investigate whether the packaging design is a contributing factor in the purchase decision. In the food- and beverage industry, visual communication in packaging is of great importance to affect individuals at the point of purchase and to differentiate the product from increasing competition (Omar et al., 2011; Wang, 2013).

2.5.3.3 Price Worthiness

Price has a significant influence on consumers' purchase behavior and is a determinant in the buyer's purchase decision (Monroe, 1973). Research on the role of price in influencing consumers' perceptions and purchase behavior has shown that buyers are accompanied by various biases that astray from the normative prescriptive approaches. In the traditional sense, price reduction is associated with a higher demand but sometimes a price reduction is followed by a decrease in demand because of consumers' perception of that a lower price indicates lower quality (Monroe, 1973; Tellis and Gaeth, 1990). This phenomenon is known as the price-quality heuristic and is used when consumers do not have enough time or knowledge to evaluate alternatives or judge the quality of the product (Rao and Monroe 1988; Suri and Monroe, 2003).

Studies have also shown that consumers store a set of internal reference prices in their memory that are based on past pricing activity of a product (Maxwell, 2002). If consumers encounter small price changes within their price threshold their purchase choice will not be affected (Han, Gupta, & Lehmann, 2001. However, a price higher than the internal reference point is perceived as a loss, and thus, consumer are less willing to purchase the product (Han, Gupta, & Lehmann, 2001). Consumers response towards different price changes is described as price sensitivity (Monroe, 1973). Buyers who react strongly to price changes are described to be high price sensitive, whereas buyers who respond moderately or only slightly to changes in price are described to be low price sensitive (Goldsmith & Newell, 1997; Monroe, 1973; Wakefield & Inman, 2003).

Price sensitivity is affected by different factors, one of which is the purpose of the product (Wakefield & Inman, 2003). Individuals tend to be less sensitive to price changes when the product is used for functional as compared to hedonistic purposes (Wakefield & Inman, 2003). This effect is highly related to consumers income (Wakefield & Inman, 2003). Consumers with low income react more sensitive to price changes of products with hedonic value, whereas, consumers with high income are less price sensitive for hedonic goods compared to functional goods (Wakefield & Inman, 2003).

2.5.4 Locally Produced and Organic

As the world is facing devastating environmental challenges, consumers have become more prone to change their consumption behavior towards more environmentally sustainable purchases (Sandhu, Ozannem, Smallman and Cullen., 2010). Environmentally sustainable products, also known as green products, are defined as products that have reduced negative impacts on the environment (Biswas and Roy, 2015). A vast amount of previous studies regarding the topic have studied the key factors of green consumerism and have found that factors such as, green promotions, green features of the product, and environmental awareness related to the particular product all affect consumers purchase decision (Boztepe, 2012; Thogersen, Jorgensen, Sandager, 2012).

It has been indicated that consumers who have a positive attitude toward environmental protection are more favorable to purchase more sustainable products than consumers who do not have the same mentality (Kim & Chung, 2011; Thøgersen, 2000). There are, however, other factors that play a role in the final decision of the purchase of sustainable products, such as demographics, age, and education (Kim & Chung, 2011; Thøgersen, 2000; Jackson, 2005; Vermeir & Verbeke, 2008). Grankvist, Dahistrand, and Biel (2004), for instance, found that high-educated young females usually have a more positive attitude towards eco-label products than other groups. Other studies claim that the sustainable attributes of a product does not have

any influence consumers purchase decision or that the sustainable attributes only influence the purchase decision of a consumer if the consumer have a pro-environmental attitude (Chow, Tang, and Fryxell, 2003; Dočekalová & Straková, 2011; Thøgersen, 2000).

Moreover, the influence of sustainable attributes of products on purchase decision differs across products types. (Thøgersen, 2000). The green aspects of a product has less influence on, for instance, everyday products than for white goods products (Sammer and Wüstenhagen, 2006). Yet, research show that consumers are most aware of environmentally friendly products that are consumable, which includes food and beverage items (Thøgersen, 2006).

Previous studies indicate the importance of meeting consumer expectations in addition to the provided sustainable attribute, where factors such as quality, taste and design also need to be taken into concern (Jagel, Keeling & Reppel, 2012). In addition, studies based on the Theory of Planned Behavior (TBD) found that consumers are more likely to engage in actions that are beneficial for the environment if they believe that it provides them with social approval, positive consequences, and greater behavioral control (Nguyen, 2016). In this study we will look at the two attributes of locally produced and organic, since these two are used by the government owned alcohol outlet Systembolaget in Sweden in order to label their beer within the area of environmental sustainability.

2.5.5 Personal Factors

In this section previous research on individual factors to the consumer that influence the purchase of beer are discussed.

2.5.5.1 Beer Interest

The decision to buy a particular brand or product is affected by the consumers knowledge and interest in the product (Bughin, Doogan, and Vetvikm 2010). Knowledge about a product is defined as "the information stored within memory" (Engel, Blackwell, & Miniard, 1990, p. 281) and is argued to be the decisive factor in consumers purchase decision (Rao and Monroe, 1988). It is almost an axiom that consumers have more knowledge about products related to their interest than they do about other products. Renniger, Hidi, and Krapp (1992) has highlighted that interest is composed of value and knowledge. Thus, if a consumer has interest for craft beer, the more likely the consumer is to have knowledge about it as well. Craft beer is a product category where consumers lately have developed a great interest (Spendrups, 2017), and the purchase decision of craft beer has previously been discussed to be that they want to increase their beer knowledge due to their beer interest (Pokrivcak et al., 2019).

In general, consumers rely upon two types of sources of information: internal and external (Murray, 1991). Internal information is linked to the individuals prior purchase experience (Jacoby, Chestnut, & Silberman, 1977), while external information is facts that consumers have gathered from their surroundings (Murray, 1991). In the context of alcoholic beverages, the more knowledge, both internal and external, the consumer has about the beverage, the more likely the consumer is to purchase the product (Dodd, Laverie, Wilcox, Duhan, 2005; Taylor, Dodd, & Barber, 2008). When little knowledge is known about an alcoholic beverage, consumers have noted that there is a greater perceived social risk involved, thus consumers seek information from different sources to mitigate the perceived social risk (Hammond, Velikova, Dodd, 2013b; Lacey, Bruwer, and Li, 2009)

Brucks (1985) has analyzed knowledge from three categories: familiarity and post product experience, objective knowledge and subjective knowledge. Familiarity and past product experiences is referred to the number of times the consumer has been exposed to the product (Rao and Monroe, 1988), which in the case of the alcohol industry can refer to the accumulated product-related experiences the consumer has had with the beverage (Perrouty, d´Hauteville, and Lockshin, 2006). Objective knowledge is known as knowledge consumers hold in their memory that is real or true (Vigar-Ellis, Pitt, and Caruana, 2015). Objective knowledge is obtained from various impersonal sources, such as reviews, literature, and online sources (Hammond et al., 2013b). For instance, objective knowledge can be knowing the alcoholic beverages origin since there is a correct answer that can be tested and be objectively scored (Vigar-Ellis et al., 2015). On the contrary, subjective knowledge is sometimes referred as perceived knowledge (Brucks, 1985). Consumers with high subjective knowledge of a product (e.g. beer) have been found to have a high amount of confidence and, therefore, rely on themselves more to make the purchase decision (Taylor et al., 2008). In the context of alcoholic beverages, the more subjective knowledge a person think they have, the less likely they are to ask their surrounding about their judgement (Dodd et al. 2005).

2.5.5.2 Brand Loyalty

Seen in beer blogs today, young consumers are unlikely to only have mass-market lager in their fridge, in opposition to what their grandparents might have had (Bernot, 2019). Even though it is argued that a more important factor in the consumer purchase decision is knowledge about the product (Rao and Monroe, 1988), it is not the decisive factor for all (Olsen, Thach, & Nowak, 2007). Many consumers make their purchase decision of alcoholic beverages based on the fact of just wanting to try something new (Olsen et al., 2007) Beer blogs often use the term “promiscuous” to describe beer drinkers in 2019. These drinkers are said to be determined to explore new beers, try new flavors, and seek out innovation (Bernot, 2019; Davis 2013). As a result of this, beer fanatics are pronouncing brewery loyalty dead (Bernot, 2019; Davis 2013). However, some consumers are staying true to a brewery for reasons beyond the aromas and flavors of the beer (Bernot, 2019). If beer consumers believe they share the same values and lifestyle as the brewery, they are more likely to be loyal to the brewery (Bernot, 2019). Hence, breweries are increasing cause marketing, including environmental and social efforts, to drive repeat purchases (Bernot, 2019).

2.6 Summary

The theoretical framework which has been presented above, highlights, foremost, the dimension of environmental sustainability and the influence it may have on the purchase decision, as well as other different factors that could influence the purchase decision of craft beer among young consumers in Sweden.

To further understand and to get an overview of the different decision factors we are aiming to investigate in our research, we have categorized the most important factors in our opinion and based on those developed a framework as shown in the figure below. Five categories include demographics, social influences, product attributes, environmental sustainability and individual factors where each category contains related attributes that may influence the purchase of craft beer.

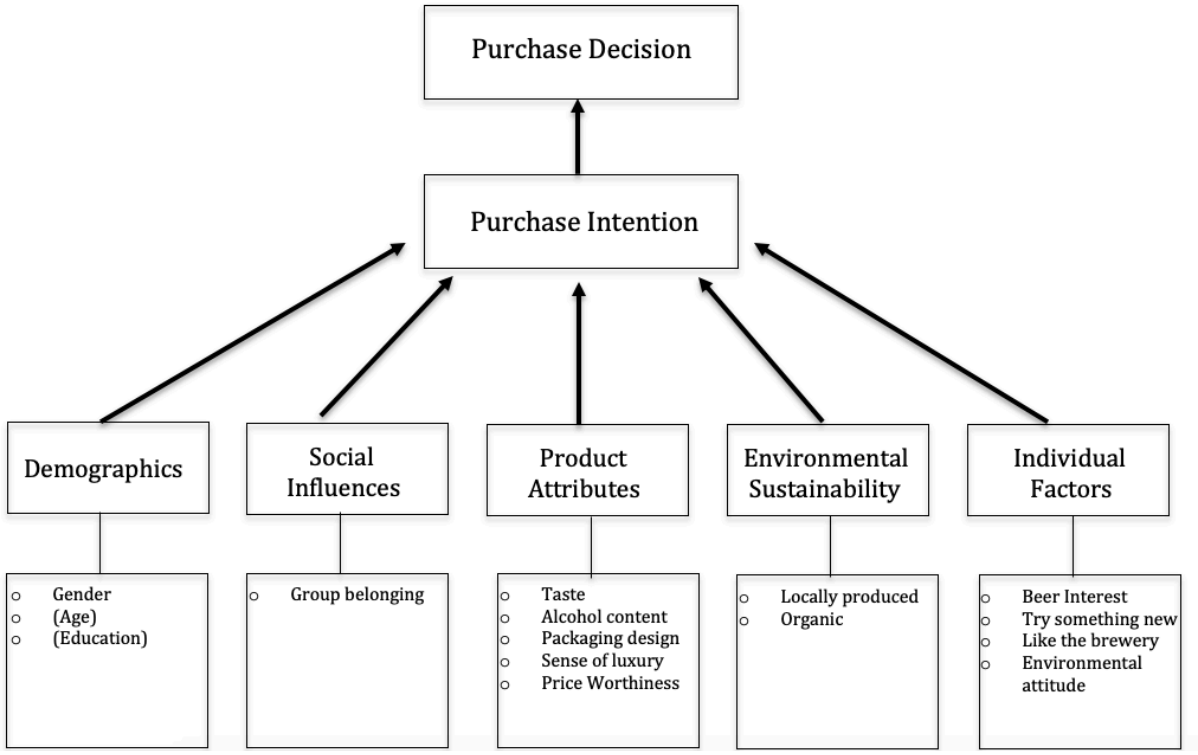

Figure 1. Framework of factors influencing the craft beer purchase decision

Each of the following factors has been discussed in the theoretical framework and left us with questions whether or not young customers take these factors into account in the purchase decision of craft beer, and also how these are related to each other. Previous studies have proven these dimensions to influence decision making, however, not specifically in the area of craft beer nor in correlation to each other. The factors age and gender are included under demographics in parentheses to facilitate for future researchers who wish to use the framework and investigate gender and age influence on the purchase decision of their intended consumer segment, since our research show that these two demographic attributes may have a significant role in the purchase decision, however, not in our study given the demographic conditions in the city of Lund.

2.7 Hypotheses

The presented factors will be the base in our analysis and serves as a guideline throughout the entire research and provide us with different hypotheses that will be tested based on the collected data.

2.7.1 General Hypotheses

The general hypotheses include our assumptions regarding the purchase decision factors as displayed in figure 1. This data will be collected from the survey from a 5-point Likert scale question design with a level of agreement of every purchasing attribute found in the research, studied separately. In order to accept or reject the general hypothesis, descriptive data in form of frequencies will be used, where we will investigate whether the mean value will be above or below the middle point 3. The purchasing factors are the independent variables, meanwhile the dependent variable is the purchase decision. The general hypotheses include:

H1: “I bought the beer because people in my surrounding have previously made the same purchase” - the mean value in the level of agreement is above the middle point 3

H2: “I bought the beer because of the taste” - the mean value of the level of agreement is above the middle point 3

H3: “I bought the beer because of the alcohol content” - the mean value of the level of agreement is above the middle point 3

H4: “I bought the beer because of the packaging design” - the mean value of the level of agreement is above the middle point 3

H5: “I bought the beer because of its luxurious attribute” - the mean value of the level of agreement is above the middle point 3

H6: “I bought the beer because it was price worthy” - the mean value of the level of agreement is above the middle point 3

H7: “I bought the beer because it was locally produced” - the mean value of the level of agreement is above the middle point 3

H8: “I bought the beer because it was organic” - the mean value of the level of agreement is above the middle point 3

H9: “I bought the beer because of my beer interest” - the mean value of the level of agreement is above the middle point 3

H10: “I bought the beer because I wanted to try something new” - the mean value of the level of agreement is above the middle point 3

H11: “I bought the beer because of the brewery” - the mean value of the level of agreement is above the middle point 3

2.7.2 Statistical Hypotheses

In the statistical hypotheses, correlations and cross tabulation analysis will be tested to see if there are any statistically significant between different attributes. Based on previous research presented in the theoretical framework, the following statistical hypothesis was formulated:

Gender vs. locally produced
$H0_1$: The variables of females and males are independent; no association between variables exists.
$H1_1$: The variables are not independent; an association between variables exist and variables are dependent.

Gender vs. organic
$H0_2$: The variables of females and males are independent; no association between variables exists.
$H1_2$: The variables are not independent; an association between variables exist and variables are dependent.

Locally produced vs. organic
H0$_3$: There is no statistically significant relationship between variable 1 and variable 2.
H1$_3$: There is a statistically significant relationship between variable 1 and variable 2.

Locally produced vs. all the other attributes included in the survey, tested separately
H0$_4$: There is no statistically significant relationship between variable 1 and variable 2.
H1$_4$: There is a statistically significant relationship between variable 1 and variable 2.

Organic vs. all the other attributes included in the survey, tested separately
H0$_5$: There is no statistically significant relationship between variable 1 and variable 2.
H1$_5$: There is a statistically significant relationship between variable 1 and variable 2.

Locally produced vs. the respondents´ environmental consciousness
H0$_6$: There is no statistically significant relationship between variable 1 and variable 2.
H1$_6$: There is a statistically significant relationship between variable 1 and variable 2.

Organic vs. the respondents´ environmental consciousness
H0$_7$: There is no statistically significant relationship between variable 1 and variable 2.
H1$_7$: There is a statistically significant relationship between variable 1 and variable 2.

3 SMALL SCALE BUSINESSES

The concept of a "small scale" business has several definitions but is most commonly defined by numbers of employees and annual sales of the company. According to the European Commission (2016) small scale businesses have less than 50 employees and annual sales of maximum 10 million euros. In addition, there are a definition of micro-companies, which are companies with less than 10 employees and annual sales of maximum 2 million euros (Europeiska Kommissionen, 2016).

The numbers of small-scaled businesses within the food and beverage industry in Sweden seem to have increased in recent years: according to a report provided by Lantbrukarnas Riksförbund (LRF) from 2014, the number of reported operations with their own food and beverage processing increased by 18 % between 2009 and 2014 (LRF, 2014). In 2018, there were 3672 food and beverage companies with less than 50 employees in Sweden (SCB Företagsdatabasen, 2019). Among these, a predominant majority (3157 companies) were so called micro-businesses, in other words, companies with less than 10 employees (SCB Företagsdatabasen, 2019). According to LRF (2014), Skåne county counts for the location in Sweden with the highest percentage of local food processors, followed by Gotland county.

However, numbers of employees and annual sales may not always be the optimal definition when talking about small scale and micro- businesses. In the food and beverage industry there are a number of additional definitions of what is meant by small scaled and micro, such as locally produced, craft made, and high quality (Riksdagstryckeriet 2005). Many consumers seem to prefer commodities from small-scale or micro companies since they associate it with locally produced, and thus, sustainability and environmentally friendly due to, for example, less transport distances (OpenUp, 2016). However, it is important to remember that products that are locally produced are not by definition environmentally friendly. Instead, the consumer have to look at each individual product itself and see if it has been produced and transported in a resource efficient way (OpenUp, 2016).

Packaging is another important aspect for small scale food and beverage producers, since it is argued that it is through the packaging that companies can be seen and convey their value and thus, increase sales (OpenUp, 2016). A Swedish small-scale food producer claimed in an interview that packaging is everything, and that the content of the product is actually almost less important (OpenUp, 2016). According to the report of OpenUp (2016), the material and recycle opportunities of the product is important, however, the most important role is argued to be that the packaging should reflect quality and uniqueness of what is inside, so that the product can compete on anything other than price. Because when it comes to price, it seem to be difficult to develop and deliver a unique package at a reasonable price, when producing in small scale (OpenUp, 2016).

To sum up our findings in the industry of small scale and micro businesses, there is a growing segment where there seem to be general associations among consumers to locally produced, sustainable, and environmental friendly, which could be one of the reasons behind the increased popularity among small scale businesses. However, locally produced does not by definition mean environmental sustainability, and when investigating the packaging decisions among small scale businesses, design of the product seem to be of a higher priority than the actual material and sustainability aspect, in order to increase sales of the product. We will further investigate the relationship between environmental sustainability and the consumer purchase

decision of small-scale business products.

3.1 The Craft Beer Industry

Companies within the craft beer industry is most commonly included in the definitions of small scale or micro businesses, since annual sales and numbers of employees both tend to be low. Craft beer is a rising trend among many countries in the world, where the numbers of beer breweries are adding up and consumers are purchasing more craft beer than before (Pokrivcak et al, 2019). Craft beer is transforming the perceptions about beer in general by having a different pattern of consumption as compared to industrial beer (Gomez-Corona, Escalona-Buendía, Chollet, Valentin, 2017).

In general, the definition of craft beer is very vague and could vary depending on country, company or person. However, common definitions of craft beer include the characteristics of small scale, independent and traditional (Pokrivcak et al, 2019; Ness, 2018). Some define small as a brewery that produces less than six million barrels of beer annually, while others define the dimension as a craft brewery that produce less than 426,084 barrels of beer annually (Ness, 2018). Craft beer has also been associated to beer where flavors come from traditional or innovative brewing ingredients (Ness, 2018), as well as a beer with a history and heritage that gives the beer its unique characteristics (Williams Atwal & Bryson, 2019). As understood, there are multiple meanings of craft beer, and the beverage has previous commonly been explained by attributes such as craft made, small scale (Ness, 2018), tradition and heritage (Pokrivcak et al, 2019), locally produced, and ethical responsibility (Donadini and Porretta, 2017).

Great taste and a unique style are two characteristics that have been associated to craft beer (Carvalo, Minim, Nascimento, Ferreira, & Minim2018). It has also been discussed that craft beer is a luxury product sold at a premium price and it is included in a buying process where consumers are willing to pay more for their choice of beer (Carvalho et al, 2018). Underlying reasons why consumers may be willing to pay a premium price and are motivated to drink craft beers could be because of a *"desire for more knowledge, new taste experience, and move away from the mainstream beer consumption"* (Pokrivcak et al., 2019). In addition, a motivating purchasing factor that has been mentioned in line with craft beer consumption is the consumer's willingness to add a green option to their actions Ness (2018). When studying craft beer consumers, it has also been said that craft beer consumers do not tend to be brand loyal and are rather seeking new products and innovative options in the market (Davis, 2013).

Craft beer breweries have over time been able to differentiate themselves based on the unique characteristics of their beer, however, in line with the increased numbers of players in the market, craft breweries cannot rely on their beer styles alone as a mean of differentiation (Mathias, Huyghe, Frid, Galloway 2015).

3.1.1 Craft beer in Sweden

There is a rising trend of craft beer in Sweden, which could be understood when analyzing the sales statistics of Systembolaget (Systembolaget n.d.a). The great interest of beer seem to have its beginning in the late 1990s, a time where a wave of openings of local microbreweries took place (Systembolaget n.d.b). Around ten years later, Sweden reached a beer boom (Systembolaget n.d.b) and within the last decade the market of local microbreweries has increased by 816 percent and is, thus, measured by the percentage change in number of companies, the fastest growing industry in Sweden (Björnsbacka, 2018*).*

An increased number of breweries have resulted in an increased number of beers. Today, Systembolaget offer a range of over 2900 different beers in their assortment (Systembolaget n.d.c), and a clear interest of beer can be reflected in a wide range of popular beer blogs, magazines and several large beer festivals that are being held in Sweden, such as Stockholm Beer Festival (Stridh, 2016). Although, craft beer is generally sold at a higher price than regular beer in Sweden, Swedes seem to be willing to pay a more expensive price for their alcohol: beer sold at a higher price than 60 Swedish kronor per liter have in recent years increased by six percent (Björnsbacka, 2018). For example, one of the most popular microbreweries in Sweden, Oppigårds, who has an average beer price above 60 kronor per liter, increased their sales of beer by sixteen percent from 2015 to 2016 (Beernews 2017). Mass-produced beers are still the biggest players in the Swedish alcohol market, but craft beer is what particularly has gained in interest in recent years (Systembolaget n.d.b).

In Sweden, there is no clear definition of craft beer. Richard Bengtsson, beer brewery manager at one of Sweden's largest beer breweries Spendrups, argues that production of beer is always a work of art, and thus, the term craft beer should not be related to the volume of beer produced (Henningson, 2016). Bengtsson continues explaining that factors such as how much love, energy and effort you put into the production should be taken into account and that it is more accurate to talk about different styles of beer rather than craft beer (Henningson, 2016).

Since there is no definition of craft beer or microbrewed beer in Sweden, Systembolaget tend to avoid the terms when talking about their beers. Instead, local and small-scale beverage is used to describe the products that match the definition (Systembolaget, n.d.d). Systembolaget describes the local and small-scale beverage definition as follows: the beverage is produced in a small-scale craftsmanship way and is only available in stores located closest to the producer (Systembolaget, n.d.d). The definition of local is according to Systembolaget 15 miles: if the production is located more than 15 miles away from the store it will not be defined as local (Systembolaget, n.d.d). To be counted into the small-scale category, the beer has to be produced in a volume less than 50,000 liter (Systembolaget, n.d.d). Today, Systembolaget offers 1410 beverages that are local and small scaled, and provides craft produced beer from 242 breweries (Systembolaget, n.d.d).

In addition, Systembolaget uses an organic label to show which beverages that meet the EU requirements of what that can be defined as organic, and the label is also certified by an independent control organization (Systembolaget, n.d.g). The organic label means that the production complies with environmental requirements and that the cultivation has been done according to strict rules regarding pesticides and artificial fertilizers (Systembolaget, n.d.g). In 2018, the food and beverage market in Sweden increased their sales of organic commodities by around one billion Swedish kronor, where Systembolaget alone counts for half of the total increase of organic sales (Systembolaget, n.d.e). Today, more than every tenth sold bottle or can at Systembolaget is organic, and the 2020 goal of Systembolaget stating that 10 percent of all products sold should be organic was reached already in 2016 (Systembolaget n.d.f). In 2018, Systembolaget sold more than 16,5 million liters of organic beer (Systembolaget n.d.f) and the business has more than 200 different organic beer in their assortment (Systembolaget, n.d.h)

3.1.2 Alcohol Habits in Sweden

Systembolaget, Sweden's government-owned alcohol monopoly, is by far the most common source of alcohol among Swedes (Trolldal, 2019). In 2018, Systembolaget counted for 65.6 % of the sold registered alcohol in Sweden followed by sales at restaurants at a considerably lower rate of 10.6 % (Trolldal, 2019). The same report about the alcohol consumption in Sweden in 2018 done by Centralförbundet för Alkohol-Och Narkotikaupplysning (CAN), showed that 31.4 % of the consumed alcohol was strong beer, which is beer with an alcoholic percentage above 3.5 % and between the years of 2001 and 2018 the consumption of strong beer increased by around 2 % (Trolldal, 2019). The beer with a lower alcoholic rate (below 3.5 %) only counted for 5.4 % of the alcohol consumption in 2018 while wine kept its role as the biggest player with the largest proportion of the total alcohol consumption which was about 42.6 % (Trolldal, 2019).

In another study done by CAN which studied self-reported habits of alcohol in Sweden between the years of 2004 and 2017, it was evident that those of an age between 17 and 29 were consuming the most amount alcohol per year (Guttormsson & Gröndahl, 2018). Though, the same report shows that when studying 30 days intervals, that age group (17 - 29) drink alcohol in the least amount of occasions, where those between 50 and 84 years old seem to drink at two more occasions every 30 days (Guttormsson & Gröndahl, 2018). Furthermore, the younger age group (17-29) is most engaged in intensive consumption, that is occasions where at least one bottle of wine or the same amount of alcohol is drunk (Guttormsson & Gröndahl, 2018). When studying different types of alcohol, the study shows that those between 17 and 29 years drink the most amount of beer among the different age groups, where men account for a larger part of the beer consumption (Guttormsson & Gröndahl, 2018). In general, men tend to consume the most amount of alcohol in Sweden (Guttormsson & Gröndahl, 2018). Among all age groups, more alcohol is consumed on Fridays and Saturdays, as well as during the summer (Guttormsson & Gröndahl, 2018).

However, interesting result from research within the alcohol industry has been found: a recent research show that the overall alcohol consumption in Sweden is decreasing; between 2017 and 2018 the sales of alcohol among Swedes fell by 2 % (Trolldal, 2019). Research show that young consumers are the ones who have changed their attitude towards alcohol the most, where the general alcohol consumption seem to be decreasing (Asker, 2017). However, young adults are still the ones consuming the most amount of alcohol (Asker, 2017). Asker (2017) uses three main reasons to explain the discovered decrease in alcohol consumption among young adults: (1) an increased willingness to stay healthy, (2) advertising preventing alcohol-drinking, and lastly (3) a growing role of social media, video and computer games, which has changed the way young adults socialize.

It is of great interest to follow the alcohol consumption trend among young adults in Sweden and how changes in society possibly could change alcohol habits and values among that age group and, therefore, swedes between the ages of 20 and 29 will be of main focus in this study.

4 METHODOLOGY

In the methodology chapter we will present the research philosophy as well as present and argue for the choice of research design and data collection method. This chapter will also provide a detailed discussion on the methodological limitations and the trustworthiness of the results. The aim of the study is to answer our research question:

How does environmental sustainability influence the purchase decision of young craft beer consumers? And how is environmental sustainability related to other factors in that purchase decision?

We want to quantify the problem with the use of numerical data in order to generalize a result from a larger population. Purchase behavior is studied where the empirical material is gathered to uncover patterns among the respondents.

4.1 Research Philosophy

It is of great importance to understand the fundamental research philosophies in order to decide upon the most appropriate research design for the research purpose (Easterby-Smith, Thorpe, and Jackson, 2015). To decide on the research design, one's ontological and epistemological position should be taken into account.

4.1.1 Ontological Stance

The ontology feature of research design is regarding the views about the nature of reality where one can ask, "what is reality" (Easterby-Smith, Thorpe & Jackson, 2015). As this research aims to investigate consumers buying behavior and identify the underlying factors of craft beer among young adults in Sweden, this study will subscribe to an internal realist position in the social sciences. By adapting to the approach, we believe an obscured truth exists because it is impossible to understand the world without acknowledging the human mind (Easterby-Smith, Thorpe & Jackson, 2015). Since the study investigates factors influencing the consumers buying behavior through a quantitative approach, the research collects different perspectives on the topic, thus, a realistic approach is also applied as there will not be just one truth discovered (Easterby-Smith, Thorpe & Jackson, 2015).

4.1.2 Epistemological View

Epistemology is the study of the nature of knowledge and ways of enquiring into the nature of the world (Easterby-Smith, Thorpe & Jackson, 2012). Research design positions within epistemology include strong positivism, positivism, constructionism, and strong constructionism (Easterby-Smith, Thorpe & Jackson, 2012).

The epistemological position of this study follows positivism. Positivism is an objective approach that adheres that the social word exists externally, and that knowledge can only be received by studying the external reality (Easterby-Smith, Thorpe, & Jackson, 2015). In order to detect underlying factors of consumers purchase behavior of craft beer, we believe a positivistic research design is most suitable. Given that this is a quantitative study, a positivistic approach enables patterns in behavior to be identified through a large sample of respondents which we later can make generalizations and draw conclusions from (Easterby-Smith, Thorpe, & Jackson, 2015). In addition, a quantitative research design allows us to just observe and not

be able to take any personal standpoints to achieve knowledge about which predetermined hypotheses to verify or falsify Easterby-Smith, Thorpe, & Jackson, 2015).

4.2 Research Strategy

With the research philosophy in mind, we decided on the most suitable research approach, which was a quantitative research strategy as presented below.

4.2.1 Quantitative Research Strategy

As discussed, the purpose of the study is to investigate if and if so how environmental sustainability influences the purchase decision of young consumers and how it is related to other factors in the decision making of craft beer, and, we want to thus draw conclusions from a defined population. On the other hand, the aim is not to create a deeper and more detailed understanding of the consumer behavior. Given the purpose of the study and our philosophical stance, we concluded that a quantitative strategy is the most suitable method. Within a quantitative method, numerical data is collected and is has an objective view on reality, unlike a qualitative method where the use of words is more evident, and the aim is commonly to analyze a topic at a deeper level (Bryman & Bell 2013).

Various studies have confirmed the rising trend of ethical consumption (Nicholls, 2002; Adams and Raisborough, 2017; Davies and Gutsche, 2016; Bray, Johns & Kilburn, 2011) and pro-environmental-behavior (Mainieri et al, 1997; Vermeir & Verbeke, 2006) where environmental sustainability has an influence on the customers' purchasing decision. However, it was questioned whether or not the same factor would be relevant for young Swedish consumers in the industry of craft beer. Quantitative methods are often used in the context of testing already existing theories (Bryman & Bell, 2011; Easterby-Smith, Thorpe & Jackson, 2012), which goes hand in hand with the aim of this study.

4.2.1.1 Deductive Research Process

A deductive research model is the methodological approach used in this quantitative study. Bryman & Bell (2013) explains the approach by forming a hypothesis from theory, where each step of the model follow a logical reasoning based on the previous step. The five steps included in the deductive approach are displayed in the figure below. In contrast, the inductive process works the other way around where the researcher formulates the theory based on the observations (Bryman & Bell, 2013).

As for this study, the deductive approach is used since we are testing the theories of others and not developing our own theories. Our hypotheses our formulated based on theories regarding purchase behavior and environmental sustainability, and data are collected in order to either confirm or reject the hypotheses. In addition, deductive approach was the most suitable option for this study given the limited time. Inductive studies are more time consuming being more exploratory where a long process of collecting and analyzing data is needed to be able to develop a theory (Bryman & Bell, 2013).

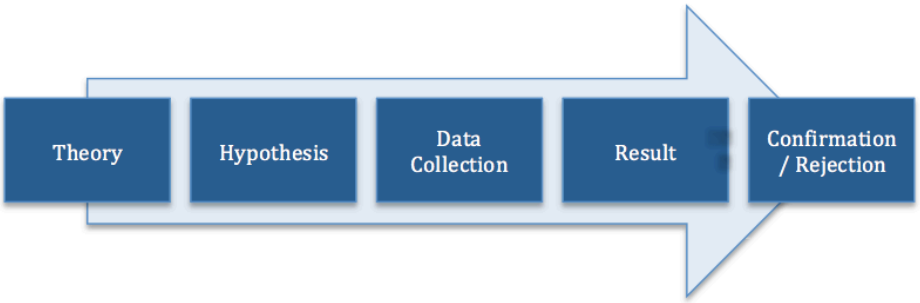

Figure 2. Deductive Research Process

4.2.2 Population and Sample

The population is a large group of people with at least one common feature, and the set of entities where we, as researchers, wishes to draw conclusions (Easterby-Smith, Thorpe & Jackson, 2012). As for this study, the population is a collection of all craft beer consumers between the ages of 20 and 29 years old in Sweden.

As discussed in chapter 3, the industry of craft beer is of great interest to investigate, partly because of the evident rising beer trend in Sweden where consumers are willing to pay a premium price for craft beer (Björnsbacka, 2018), but also because of how small scale and micro companies have been favored because of their sustainable actions and characteristics (OpenUp, 2015). In addition, Sweden is an interesting choice of market given the strict alcohol regulations within the country due to the government-owned monopoly of alcohol, which provides the market with a limited amount of alcohol outlets with strict open hours. Lastly, young adults are of focus given their environmental attitude where studies show that they are more environmental conscious as compared to the older generation. Also, young adults is of interest to study given their alcohol habits being the age group consuming the highest amount of alcohol (and beer) in Sweden (Guttormsson & Gröndahl, 2018), but also the age group currently changing their alcohol habits towards a smaller consumption the most among all ages (Asker, 2017). Together, these facts laid the foundation of our population group: Young craft beer consumers in Sweden.

While the population is what researchers would like to talk about and the universe of units, the sample is the subset where the data are (Easterby-Smith, Thorpe & Jackson, 2012). The greater the sample size, the more accurate is the result: if the sample size is too small it could give wage results that may not be repeatable in new samples (Easterby-Smith, Thorpe & Jackson, 2012). However, Bryman and Bell (2013) state that there is not a single right answer since the size of the sample depends on other factors as well including time, cost and the minimization of sampling error. Due to lack of time and money, the sample size of this study was limited. 150 surveys were collected from our population group, which gave us enough data for our statistical analysis. The sample of 150 was used to make statements about the population in which the sample is drawn from.

4.2.3 Data Collection

When the population, the set of entities in which we want to draw our conclusion, of the study was chosen, we had to decide on a data collection strategy. In order to gather enough data for the statistical analysis, the sample of the study was collected from a convenience sampling method. Convenience sampling is a non-probability sample method where the ease of access

plays a role in who to be included in the sample (Easterby-Smith, Thorpe & Jackson, 2012), which was the most accurate method in this study given its limited time and money. This method makes it impossible to guarantee that the sample represent the population, however, it can still add value to the study according to Easterby-Smith et al, 2012.

Data was collected outside Systembolaget, the government-owned alcohol outlet, in Lund, Sweden. Systembolaget. Lund is the 11th biggest city in Sweden and had in the end of 2018 a population of 122,000 (Lunds Kommun, 2018 n.d.a). In addition, Lund is one of the biggest student cities in Sweden where around 40,000 of the population are students (Lunds Kommun, 2018 n.d.b). Data was collected from Systembolaget in Saluhallen at Mårtenstorget 1, which is located in the center of Lund with a high number of customer visits during all days of the week as well as from opening to closing.

Data was collected at seven different occasions during the spring 2019, more specifically: March 29th, April 2nd, April 3rd, April 4th, April 5th as well as the 10th and 11th of May to supplement non-useful surveys. Given the high penetration of the store, these days were sufficient to gather 150 surveys. The researchers were present during the collection of data to answer any possible question regarding the surveys and control that all questions were completed before the respondents left. In order to avoid biased answers where responses from group of friends may be influenced by each other or have similar characteristics, the surveys were collected from every fifth person who passed the exit of the store. After the first day of data collection, it was switched to every third person who passed, partly to prioritize quicker collection and a larger sample. It was also noticed that almost everyone who visited the store were not more than groups of three, therefore, we concluded that every third would give the same accurate result.

When collecting the data outside Systembolaget in Lund, two versions of the survey were handed out in order to be able to switch the alternatives of the questions around to increase the accuracy of the result. For example, in terms of question 4 when asked about the most consumed alcohol type, version 1 had the order wine, beer, cider, hard liquor, other while a randomization of the alternatives gave survey two the order: hard liquor, cider, beer, wine, and other. Other questions were the order may play a role in the respondent´s decision were also randomized and different in the two versions.

4.2.4 Survey Design

The survey, which can be found in Appendix B, was designed with the purpose of the study in mind including information regarding demographics, beer and alcohol habits, last consumed beer, purchase decision factors, craft beer associations, as well as environmental attitude.

When conducting a survey, it is of great importance that each question only asks for one idea, as well as using simple language and avoiding jargon (Easterby-Smith, Thorpe & Jackson, 2012). In addition, Easterby-Smith et al (2012) emphasizes that within surveys, negatives, such as no and not, should be avoided as well as leading questions and questions that refer to a time that can be difficult for the respondent to remember. As for the order of the survey questions, similar topics should be grouped together and facts preferably asked for before opinions (Easterby-Smith, Thorpe & Jackson, 2012). In addition, sensitive questions or questions that could lead the responses for upcoming questions should be asked in the end of the survey (Easterby-Smith, Thorpe & Jackson, 2012).

With this information in mind, the survey of our study was conducted. Firstly, demographic information was gathered including gender and age since we suspected from previous research that these attributes might influence the purchase of craft beer. If the respondent were of a different age than 20 – 29 they did not have to finish the survey and the data were not included. Following the demographics, beer habits and most preferred alcohol type were asked were multiple choice selections were given.

Question five displayed six different craft beers, which we chose to use given their characteristics, labels and availability at Systembolaget Lund. The respondents were asked to select the last purchased beer (one selection only) within the last three months. In the Table below, characteristics of the six displayed beers are given.

Beer	Alcohol %	Price kr/l	Brewery	# of employees	Systembolaget Lund label
Lundabryggeriet Pilsner	4,6 %	65,15	Lundabryggeriet	2	Local and small scale
Brygghuset Finn California Lager	5,0 %	69,39	Brygghuset Finn	6	Local and small scale & Organic
Råå organic lager	5,0 %	51,21	Råå Bryggeri	2	Organic
Poppels American Pale Ale	5,4 %	71,21	Poppels Bryggeri	14	Organic
Oppigårds Dalalager	5,2 %	60,3	Oppigårds Bryggeri	19	Organic
Sitting Bulldog	6.4 %	68,49	Gotlands Bryggeri	10	-

Figure 3. Craft beers at Systembolaget

As understood from the table, all six different beer brands are within the micro or small-scale businesses according to the EU definition as discussed in chapter 3. In addition, alcohol content, price (kr/l), brewery and labels assigned to each beer at Systembolaget are displayed. As seen, there are two of the chosen beers that are local and small scaled, while four of the beers are organic, according to Systembolaget's definitions. Sitting bulldog from Gotlands Bryggeri is neither organic nor local and small scaled and used as a reference and comparison to the other options. Finn California Lager, Råå Organic Lager and Lundabyggeriet Pilsner have all been included in the previous discussed "Smaka på Skåne", the great initiative in the county of Skåne to engage consumers to support local and small-scale producers (Smaka pa Skane, n.d.a)

If the respondent had purchased one of the six beers, they moved on to question 6, which was regarding the attributes in the purchase decision of the selected beer.

The question design was a 5-point Likert scale with a level of agreement (strongly disagree, disagree, neither, agree, strongly agree) of eleven statements of purchasing factors. The Likert scale is an ordinal scale with a neutral midpoint (3) where each side of the midpoint consists of two alternative options to measure weather there is a moderate or extreme view for or against (Easterby-Smith, Thorpe & Jackson, 2012). The use of a 5-point Likert scale was chosen based on the gathered information of the rating system as well as inspiration from other studies investigating factors influencing the purchasing decision, which included both the aspect of environmental sustainability as well as the Likert scale (Gadekar, 2017; Wang, Pachu & Liu, 2019). By using this type of question in the study we would measure weather the overall mean

value is below or above the midpoint and, thus, see if the respondents tend to agree or disagree to the eleven statements. The purchasing factors were chosen based on research presented in section 2.5. The attributes of locally produced and organic were used in the survey since these are used by Systembolaget, the government owned alcohol outlet, in order to label their beverages within the area of environmental sustainability.

Question 7 in the survey was regarding associations of craft beer where the displayed options were chosen based on previous research of the craft beer industry including; craft made, small scale (Ness, 2018), tradition and heritage (Pokrivcak, Supekova, Lancaric, Savov, Toth, 2019), locally produced, and ethical responsibility (Donadini and Porretta, 2017). The final section of the survey covered the environmental attitude among the respondents in order to further understand ethical consumption and the intention-behavior gap. The environmental section was strategically placed in the end of the survey to make sure it would not influence previous questions.

4.3 Data Analysis

To analyze the data collected from the quantitative questionnaires we used the statistical analysis software SPSS. With the help of the program we have been able to perform descriptive analyses, correlation analyses, and cross tabulations analyses.

Descriptive statistics were used to describe the basic computations of the participants gender and age. Moreover, to make basic inferences on the Likert scale survey answers, frequency calculations were used. The compiled values gave us an understanding of the participants level of agreement or disagreement with the questions stated in the questionnaire. Additionally, frequency calculations were used for the multiple response questions to find how many times the alternatives were chosen by the respondents and the percentage of the responses. The Pearson's correlation was used to find the correlation between the purchasing decision attributes within environmental sustainability and the other attributes. To determine whether the correlation between the different attributes had a statistical significant correlation, a significance level of $\alpha=0.05$ was used. Thus, when comparing the p-values, if the population correlation coefficient, P is less than 0.05 the correlation is statistically significant. In addition, the correlation analysis tells us whether there is a positive or negative linear relationship between the attributes. Lastly, a cross tabulation analysis was used to investigate if there were any differences between gender and any of the attributes organic or local.

4.4 Methodological Limitations

The following section discusses the limitations regarding the data collection, sampling error, translation error, and time and budget constraints of this study.

As explained in chapter 4.2.3, we chose to collect data outside the government-owned alcohol outlet, Systembolaget. The questionnaire relied on the non-probability sampling technique - convenience sampling. A limitation with the sampling technique is that some members have a zero-chance of being included in the sample and the sample is unlikely to be representative of the defined population (Burns and Burns 2008; p216). It is difficult to avert from the statistical error that arise from not studying the entire population. To limit the amount of error of not studying the entire population and to get a varied sample of respondents, the questionnaires were handed out on different days at different hours at seven different occasions. The researchers also made an attempt of using a systematic sampling method, selecting every fifth (and third) in the sample frame, to randomize the sampling and enhance the generalizability.

As the survey questions were in Swedish they had to be translated to English for the purpose of this research paper. The original wording in Swedish might vary in meaning in English. Thus, if questions are not properly translated, a study may suffer from functional equivalence and translation errors.

In the view of time constraints and a limited budget we decided to only hand out our questionnaires in Lund, Sweden, to save time, as well as save money from travel related costs. However, to get an even more representative representation of young Swedish adults, questionnaires could have been handed out in several Swedish cities to minimize the concerns regarding the generalizability of the study. In addition, only 150 questionnaires were handed out due to the researcher's time frame. If the sample size would to be increased, the sample would represent the population more.

4.5 Reliability and Validity

High reliability and high validity of a research study is of great importance in order to occlude criticism for lack of trustworthiness (Eliasson, 2013).

Reliability refers to the extent of which answers are consistent when independent, but still comparable, observations are done (Bryman and Bell, 2003). In regard to questionnaires, a questionnaire is reliable if the outcome of the answers are the consistent even if it is conducted under different situations (Saunders, Lewis, & Thornhill, 2012). By using a convenience sampling technique, the research may be subject to lack of reliability. One possible complication with the method is sampling bias, meaning that the participating respondent may not represent the entire population, creating low reliability. In order to increase reliability, the authors ensured the questions in the survey were clear and free from interpretation to remove any interferences for other researchers to replicate this study.

Validity is another quality aspect that refers to the extent of which findings represent an accurate representation of what the study intend to measure (Easterby-Smith, Thorpe & Jackson, 2012). In regard to questionnaires, a questionnaire is valid if it measures the intended research question (Saunders, Lewis, & Thornhill, 2012). There are two concepts of validity; internal and external (Easterby-Smith, Thorpe & Jackson, 2012). Internal validity assure that the outcome of the answers are true, and conclusions are not drawn until potential biases from systematic sources have been eliminated (Easterby-Smith, Thorpe & Jackson, 2012). External validity ensures that the results of the study can be generalized beyond the experimental situation (Easterby-Smith, Thorpe & Jackson, 2012).

To ascertain that the questionnaire measured what was intended to be measured and to achieve a higher level of validity, the research question and hypotheses were determined before the empirical analysis was done. Finally, the data collected was collected by a systematic approach in order to better be able to generalize the results and the collected data was analyzed twice to ensure its accuracy and truth.

Although measures were taken to increase the validity of the study, replicability and transferability may be of concern. The data was only gathered from the city of Lund in Sweden; thus, the researchers cannot assure that the results can be generalized on the whole population of young adults. In addition, as discussed, Lund is one of the biggest student cities in Sweden with special demographic characteristics and, therefore, the result may generalize the entire

population to a smaller extent as, for example, if any of the nearby cities would have been of focus for the data collection.

5 RESULTS

This chapter will present the quantitative result from the gathered data of the study. The survey can be found in Appendix B.

5.1 Descriptive Statistics

The section 5.1 of chapter 5 will show the result of frequencies of the data in order to get an overview of the survey responses.

5.2 Demographics

Figure 4 below shows the distribution of female vs. male in the collected data. Out of the 150 collected surveys, 85 (56.7 %) were females while 65 (43.3 %) were males.

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	85	56,7	56,7	56,7
	Male	65	43,3	43,3	100,0
	Total	150	100,0	100,0	

Figure 4: Frequencies of female and male in the data collection

Below, in Figure 5, the frequencies of the age distribution of the age groups 20-24 as well as 25-29 are displayed. As seen from the table, 80 participants were between 20-24 years old, while 70 were between 25-29 years.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-24	80	53,3	53,3	53,3
	25-29	70	46,7	46,7	100,0
	Total	150	100,0	100,0	

Figure 5: Frequencies of age groups 20-24 and 25-29 in the data collection

5.1.2 Alcohol and Beer Habits

As seen below in Figure 6, we can discover the most consumed alcohol type among the respondents of the survey, which is beer with a 44.7 % of respondents rate, followed by wine with a rate of 32.7 %.

Figure 7 helps us understand the beer habits of the respondents, more specifically, how often they drink beer where 48.0 % drink beer at least once a week, while only 14 % drink beer in just a few occasions a year. Those who never drink beer were excluded from the survey and are, therefore, not included in the presented data.

What type of alcohol do you consume the most?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wine	49	32,7	32,7	32,7
	Beer	67	44,7	44,7	77,3
	Cider	20	13,3	13,3	90,7
	Hard liqour	12	8,0	8,0	98,7
	Other	2	1,3	1,3	100,0
	Total	150	100,0	100,0	

Figure 6. Frequencies of the most consumed alcohol type among the respondents

How often do you drink beer?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	At least once a week	72	48,0	48,0	48,0
	Every other week	38	25,3	25,3	73,3
	Once a month	19	12,7	12,7	86,0
	A few times a year	21	14,0	14,0	100,0
	Total	150	100,0	100,0	

Figure 7. Frequencies of how often the respondent's drinks beer

5.1.3 Environmental Attitude and the Price of Craft Beer

In this section the tables show the frequencies of the respondents' level of agreement regarding questions about the environment and their thought about environmental friendly products and price.

I consider myself environmental conscious

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	2,7	2,7	2,7
	Disagree	19	12,7	12,7	15,3
	Neither	54	36,0	36,0	51,3
	Agree	46	30,7	30,7	82,0
	Strongly Agree	27	18,0	18,0	100,0
	Total	150	100,0	100,0	

Figure 8. Frequencies of respondents' rate of environmental consciousness

I consider the environment when I consume

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	2,7	2,7	2,7
	Disagree	32	21,3	21,3	24,0
	Neither	63	42,0	42,0	66,0
	Agree	38	25,3	25,3	91,3
	Strongly Agree	13	8,7	8,7	100,0
	Total	150	100,0	100,0	

Figure 9. Frequencies of respondents' rate of environmental consumption

Environmental friendly products are more expensive

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	,7	,7	,7
	Disagree	7	4,7	4,7	5,3
	Neither	50	33,3	33,3	38,7
	Agree	56	37,3	37,3	76,0
	Strongly Agree	36	24,0	24,0	100,0
	Total	150	100,0	100,0	

Figure 10. Frequencies of level of agreement regarding pricing and eco-products

Craft beer is more expensive than industrial beer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1,3	1,3	1,3
	Disagree	9	6,0	6,0	7,3
	Neither	49	32,7	32,7	40,0
	Agree	54	36,0	36,0	76,0
	Strongly Agree	36	24,0	24,0	100,0
	Total	150	100,0	100,0	

Figure 11. Frequencies of level of agreement regarding pricing and craft beer

5.1.4 Craft Beer Associations

In Figure 12, we will, in addition to the descriptive data, also show the mean and median values regarding the respondents' level of associations according to five attributes: locally produced, craft made, small-scaled produced, tradition and heritage and ethical responsibility. The respondents were asked to distribute the numbers: 1, 2, 3, 4 and 5 according to their level of association to the different attributes.

The result shows that the attribute "locally produced" has the lowest mean, and has, thereby, the highest association to the consumed craft beer according to the respondents. Though, the attribute of locally produced is closely followed by craft-made and small-scaled while tradition and heritage and ethical responsibility has a noticeable higher mean.

Craft beer associations

		I associate craft beer with the attribute: locally produced	I associate craft beer with the attribute: craft-made	I associate craft beer with the attribute: small-scaled produced	I associate craft beer with the attribute: tradition and heritage	I associate craft beer with the attribute: ethcial responsibility
N	Valid	150	150	150	150	150
	Missing	0	0	0	0	0
Mean		2,13	2,20	2,34	4,06	4,27
Median		2,00	2,00	2,00	4,00	4,00

Figure 12. Mean and median values of the consumed craft beer associations where 1 = associate the most, 5 = associate the least

When taking a closer look at the attribute of locally produced as shown below in Figure X, one can understand that 66 respondents chose locally produced as the attribute they associated to their purchased craft beer the most, while on the other hand, only 5 respondents associated locally produced the least.

Association: Locally Produced

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Associate the most	66	44,0	44,0	44,0
	2	27	18,0	18,0	62,0
	3	34	22,7	22,7	84,7
	4	18	12,0	12,0	96,7
	Associate the least	5	3,3	3,3	100,0
	Total	150	100,0	100,0	

Figure 13. Frequencies of associations to the attribute locally produced and the purchased craft beer

5.1.5 Last Consumed Craft Beer

In the survey, 6 beer options were displayed to the respondents where they were supposed to choose the option they lastly consumed. If none of the options had been consumed within the three last months, the survey was excluded from the data collection. The list of the given beers and their characteristics can be found in Appendix A.

The result showed that Gotland Bryggeriets Sitting Bulldog was the most frequent selection, where 36 out of the 150 respondents had most recently consumed that beer. Poppels American Pale Ale was the second most popular choice, while Finn California Lager was the least selected option.

Last consumed beer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Finn California Lager	10	6,7	6,7	6,7
	RÅÅ Organic Lager	27	18,0	18,0	24,7
	Oppigårds Dalalager	29	19,3	19,3	44,0
	Poppels American Pale Ale	26	17,3	17,3	61,3
	Gotlands Sitting Bulldog	36	24,0	24,0	85,3
	Lundabryggeriet 17	22	14,7	14,7	100,0
	Total	150	100,0	100,0	

Figure 14. Last consumed beer within the last three months, when given the six different options

5.1.6 Environmental Sustainability as a Purchasing Factor

The tables below display how many respondents who selected each of the options on the 5-point Likert scale for attribute “Locally Produced” (Figure 15) and “Organic” (Figure 16). 49.4 % of the respondents tend to disagree or strongly disagree that they bought the beer due to that it was locally produced, while 48.7 % either disagreed or strongly disagreed that they bought the beer due to its organic characteristics.

Attribute: Locally produced

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	40	26,7	26,7	26,7
	Disagree	34	22,7	22,7	49,3
	Neither	36	24,0	24,0	73,3
	Agree	33	22,0	22,0	95,3
	Strongly Agree	7	4,7	4,7	100,0
	Total	150	100,0	100,0	

Figure 15: Frequencies of attribute: Locally produced

Attribute: Organic

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	37	24,7	24,7	24,7
	Disagree	36	24,0	24,0	48,7
	Neither	35	23,3	23,3	72,0
	Agree	29	19,3	19,3	91,3
	Strongly Agree	13	8,7	8,7	100,0
	Total	150	100,0	100,0	

Figure 16: Frequencies of attribute: Organic

5.2 Mean Values

The descriptive statistics in Figure X display the mean value of each purchasing factor used in the survey. As interpreted from the figure, taste has the highest mean value of 3.73 in the 5-point Likert scale that was used to measure each attribute.

Descriptive Statistics

	N	Mean
I bought the beer because of its design	150	2,83
I bought the beer because it is organic	150	2,63
I bought the beer because of its alcohol content	150	2,94
I bought the beer because of its taste	150	3,73
I bought the beer because it is locally produced	150	2,55
I bought the beer because people in my surrounding have made the same purchase	150	2,98
I bought the beer because of my interest of beer	150	2,73
I bought the beer because I wanted to try something new	150	2,81
I bought the beer because I associate it with luxury	150	2,85
I bought the beer because I like the brewery	150	2,63
I bought the beer because it was affordable	150	2,43
Valid N (listwise)	150	

Figure 17. Mean values of the 5-point Likert scale.

5.3 Relationships Between Attributes

In chapter section 4.3 we will show the result of correlation between the purchasing decision attributes within environmental sustainability (locally produced and organic) and the other attributes. Also, we will take a closer look at the attributes in relation to gender, as well as the respondents' general attitude towards the environment.

5.3.1 Locally Produced and Organic

		I bought the beer because it is locally produced
I bought the beer because of its design	Pearson Correlation	,307**
	Sig. (2-tailed)	,000
	N	150
I bought the beer because it is organic	Pearson Correlation	,568**
	Sig. (2-tailed)	,000
	N	150
I bought the beer because of its alcohol content	Pearson Correlation	,037
	Sig. (2-tailed)	,651
	N	150
I bought the beer because of its taste	Pearson Correlation	-,161*
	Sig. (2-tailed)	,050
	N	150
I bought the beer because it is locally produced	Pearson Correlation	1
	Sig. (2-tailed)	
	N	150
I bought the beer because people in my surrounding have made the same purchase	Pearson Correlation	,086
	Sig. (2-tailed)	,297
	N	150
I bought the beer because of my interest of beer	Pearson Correlation	-,051
	Sig. (2-tailed)	,536
	N	150
I bought the beer because I wanted to try something new	Pearson Correlation	,041
	Sig. (2-tailed)	,622
	N	150
I bought the beer because I associate it with luxury	Pearson Correlation	,329**
	Sig. (2-tailed)	,000
	N	150
I bought the beer because I like the brewery	Pearson Correlation	,177*
	Sig. (2-tailed)	,031
	N	150
I bought the beer because it was affordable	Pearson Correlation	,000
	Sig. (2-tailed)	,998
	N	150

		I bought the beer because it is organic
I bought the beer because of its design	Pearson Correlation	,459**
	Sig. (2-tailed)	,000
	N	150
I bought the beer because it is organic	Pearson Correlation	1
	Sig. (2-tailed)	
	N	150
I bought the beer because of its alcohol content	Pearson Correlation	,285**
	Sig. (2-tailed)	,000
	N	150
I bought the beer because of its taste	Pearson Correlation	-,231**
	Sig. (2-tailed)	,004
	N	150
I bought the beer because it is locally produced	Pearson Correlation	,568**
	Sig. (2-tailed)	,000
	N	150
I bought the beer because people in my surrounding have made the same purchase	Pearson Correlation	,013
	Sig. (2-tailed)	,877
	N	150
I bought the beer because of my interest of beer	Pearson Correlation	-,029
	Sig. (2-tailed)	,724
	N	150
I bought the beer because I wanted to try something new	Pearson Correlation	,081
	Sig. (2-tailed)	,325
	N	150
I bought the beer because I associate it with luxury	Pearson Correlation	,282**
	Sig. (2-tailed)	,000
	N	150
I bought the beer because I like the brewery	Pearson Correlation	,045
	Sig. (2-tailed)	,583
	N	150
I bought the beer because it was affordable	Pearson Correlation	-,010
	Sig. (2-tailed)	,899
	N	150

Figure 18 & 19: Correlations for Locally Produced and Organic

In the figure above, the result show the level of correlation between the attributes locally produced and organic to the other attributes included in the survey.

5.3.2 Differences Between Gender

Below, in Figure 20 is the result from the comparison between gender and the purchasing factor of locally produced, with use of cross tab. As seen in Figure X, the associated probability is significant and there is therefore a significant difference between men and women.

Locally Produced

			Gender		
			Female	Male	Total
I bought the beer because it is locally produced	Strongly Disagree	Count	20	20	40
		% within Gender	23,5%	30,8%	26,7%
	Disagree	Count	16	18	34
		% within Gender	18,8%	27,7%	22,7%
	Neither	Count	18	18	36
		% within Gender	21,2%	27,7%	24,0%
	Agree	Count	25	8	33
		% within Gender	29,4%	12,3%	22,0%
	Strongly Agree	Count	6	1	7
		% within Gender	7,1%	1,5%	4,7%
Total		Count	85	65	150
		% within Gender	100,0%	100,0%	100,0%

Figure 20. Comparison of gender and the purchasing factor of "Locally Produced"

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,258	,041
	Cramer's V	,258	,041
N of Valid Cases		150	

Figure 21. Symmetric Measures of Figure 20

Figure 22 shows the result from the cross-tabulation analysis of the comparison of gender and the attribute of organic as a purchasing factor. Figure 23 indicates that there are not a significant difference between the genders.

Organic

			Gender		
			Female	Male	Total
I bought the beer because it is organic	Strongly Disagree	Count	17	20	37
		% within Gender	20,0%	30,8%	24,7%
	Disagree	Count	18	18	36
		% within Gender	21,2%	27,7%	24,0%
	Neither	Count	21	14	35
		% within Gender	24,7%	21,5%	23,3%
	Agree	Count	19	10	29
		% within Gender	22,4%	15,4%	19,3%
	Strongly Agree	Count	10	3	13
		% within Gender	11,8%	4,6%	8,7%
Total		Count	85	65	150
		% within Gender	100,0%	100,0%	100,0%

Figure 22. Comparison of gender and the purchasing factor of "Organic"

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,194	,228
	Cramer's V	,194	,228
N of Valid Cases		150	

Figure 23. Symmetric Measures of Figure 22

5.3.3 Environmental Attitude

In Figure 24. the table display correlations between the attributes of locally produced and organic with the statement regarding the respondents' environmental attitude, namely if they consider themselves environmentally conscious and if they consider the environment when they consume.

Environmental Correlations

		I consider myself to be environmentally conscious	I consider the environment when I consume
Environmental	Pearson Correlation	,869**	,849**
	Sig. (2-tailed)	,000	,000
	N	150	150
I bought the beer because it is locally produced	Pearson Correlation	,165*	,200*
	Sig. (2-tailed)	,044	,014
	N	150	150
I bought the beer because it is organic	Pearson Correlation	,221**	,291**
	Sig. (2-tailed)	,007	,000
	N	150	150

Figure 24. Environmental attitude vs. Environmental Factors

5.4 Attributes of Each Beer

Figures 25 to 36 show the individual frequencies of each beer selected by the respondents and the level of agreement of the purchase attributes locally produced and organic.

Finn: Organic (Figure 25)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	2	20,0	20,0	40,0
	Neither	2	20,0	20,0	60,0
	Agree	2	20,0	20,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	

Finn: Locally produced (Figure 26)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	2	20,0	20,0	30,0
	Neither	3	30,0	30,0	60,0
	Agree	2	20,0	20,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	

RÅÅ: Organic (Figure 27)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	14,8	14,8	14,8
	Disagree	3	11,1	11,1	25,9
	Neither	3	11,1	11,1	37,0
	Agree	12	44,4	44,4	81,5
	Strongly Agree	5	18,5	18,5	100,0
	Total	27	100,0	100,0	

RÅÅ: Locally produced (Figure 28)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	33,3	33,3	33,3
	Disagree	1	3,7	3,7	37,0
	Neither	8	29,6	29,6	66,7
	Agree	8	29,6	29,6	96,3
	Strongly Agree	1	3,7	3,7	100,0
	Total	27	100,0	100,0	

Oppigårds: Organic (Figure 29)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	20,7	20,7	20,7
	Disagree	7	24,1	24,1	44,8
	Neither	15	51,7	51,7	96,6
	Agree	1	3,4	3,4	100,0
	Total	29	100,0	100,0	

Oppigårds: Locally produced (Figure 30)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	24,1	24,1	24,1
	Disagree	10	34,5	34,5	58,6
	Neither	10	34,5	34,5	93,1
	Agree	2	6,9	6,9	100,0
	Total	29	100,0	100,0	

Poppels: Organic (Figure 31)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	23,1	23,1	23,1
	Disagree	12	46,2	46,2	69,2
	Neither	5	19,2	19,2	88,5
	Agree	2	7,7	7,7	96,2
	Strongly Agree	1	3,8	3,8	100,0
	Total	26	100,0	100,0	

Poppels: Locally produced (Figure 32)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	30,8	30,8	30,8
	Disagree	9	34,6	34,6	65,4
	Neither	6	23,1	23,1	88,5
	Agree	2	7,7	7,7	96,2
	Strongly Agree	1	3,8	3,8	100,0
	Total	26	100,0	100,0	

Gotlands bryggeriet: Organic (Figure 33)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	30,6	30,6	30,6
	Disagree	8	22,2	22,2	52,8
	Neither	6	16,7	16,7	69,4
	Agree	7	19,4	19,4	88,9
	Strongly Agree	4	11,1	11,1	100,0
	Total	36	100,0	100,0	

Gotlands bryggeriet: Locally produced (Figure 34)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	36,1	36,1	36,1
	Disagree	6	16,7	16,7	52,8
	Neither	5	13,9	13,9	66,7
	Agree	12	33,3	33,3	100,0
	Total	36	100,0	100,0	

Lundabryggeriet: Organic (Figure 35)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	36,4	36,4	36,4
	Disagree	4	18,2	18,2	54,5
	Neither	4	18,2	18,2	72,7
	Agree	5	22,7	22,7	95,5
	Strongly Agree	1	4,5	4,5	100,0
	Total	22	100,0	100,0	

Lundabryggeriet: Locally Produced (Figure 36)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	9,1	9,1	9,1
	Disagree	6	27,3	27,3	36,4
	Neither	4	18,2	18,2	54,5
	Agree	7	31,8	31,8	86,4
	Strongly Agree	3	13,6	13,6	100,0
	Total	22	100,0	100,0	

6 ANALYSIS

In this chapter we will analyze the results from the quantitative study presented in chapter 5 while making connections to arguments, theories and the framework discussed in the theoretical framework chapter.

The chapter is divided into different parts including a section of general findings regarding the population group of young adults, environmental sustainability as an isolated factor in the purchase decision of craft beer, other factors analyzed separately, as well as relations between different purchasing factors.

6.1 Findings of Young Adults

By interpreting the result among the 150 young adults who participated in the survey interviews, it is understood that a clear beer culture exist within society. Beer was the most consumed alcohol type among the respondents where 44.7 % consumed beer the most. In the research presented in chapter 3 regarding the alcohol habits among young adults in Sweden, wine was the biggest player, however, based on this study wine is the second most consumed alcohol type with a percentage rate of 32.7 %. As additional proof of the existing beer culture we discovered that 48 % of the 150 respondents drink beer at least once a week, and only 14 % drink beer at just a few occasions a year.

As understood from these numbers, beer plays a big role in the alcohol consumption among young adults. Despite the fact that the part of respondents who never drink beer was excluded from the data analysis, a beer trend is evident, and findings goes hand in hand with previous research discussing the beer boom that has hit Sweden as discussed in chapter 3, as well as the discussed rising trend of small scaled produced commodities. With this information in mind, we will further analyze the result from the respondents knowing that beer is of great interests for the age group studied.

Another aspect that is of great interest to analyze from the result chapter regarding the population group is the respondents' attitude toward the environment. As already discussed in the problem formulation of the study, young adults seem to have a great interest towards environmental sustainability, which was evident after the last election in Sweden (Horvatovic, 2018). Accordingly, our result show that 48.7 % either agree or strongly agree to the statement that they consider themselves environmental conscious whereas only 15.7 % disagreed or strongly disagreed to the statement. However, despite the fact that 48.7 % consider themselves environmental conscious, only 34 % consider the environment when they consume according to the survey result. This may be explained by the previous mentioned intention-behavior gap where consumers have a willingness to act according to the favor of the environment but in the end it is not shown in their actual purchase behavior (Bray et al, 2011). The intention-behavior gap in this case could be explained by the concept of green marketing myopia where sustainability is associated to sacrifices, such as a higher price as discussed in chapter 3. The result show that 61.3 % of the respondents considered environmentally friendly products more expensive than those which are not, while 60 % believed that craft beer in general is more expensive than industrial beer.

However, despite that a majority of respondents consider their purchased beer as more expensive alternative than mass-produced beer, they have still consumed it within the last three months. In order to understand the underlying reasons why they were willing to pay that

premium price, we will further analyze the factors influencing the purchasing decision of craft beer.

6.2 Analysis of Purchasing Factors

This section aims to provide a deeper understanding regarding the attributes included within the dimension of environmental sustainability and whether or not they were contributing factors in the purchase decision of the chosen beer of the respondents. They will be analyzed separately from the other factors. In addition, we will analyze the result of the other independent variables, the discussed purchasing factors, to see how consumers value these in their purchase behavior.

6.2.1 Attribute: Locally Produced

When asked on which level of agreement the respondents bought their beer due to the attribute of locally produced, 49.4 % either disagreed or strongly disagreed, where a remarkably lower number (26.7 %) agreed or strongly agreed to the statement. The mean value of the level of agreement regarding locally produced was 2.55, in other words, below the middle point three. Therefore, we conclude that for all the selected beers when analyzed together, hypothesis 7 (H7) "I bought the beer because it was locally produced" is rejected. All the displayed beer which was used in the survey are made in Sweden and are, thus, relatively locally produced. However, when looking at the beer table displayed in Appendix A, it is understood that the beer selections of Lunda Bryggeriet and Finn were labeled as "local" in Systembolaget in Lund, meaning that the brewery is located within 15 miles from the store.

As for those who selected Finn as their last consumed beer, 40 % tended to agree that it was due to its locally produced attribute, while Lundabryggeriet had a percentage rate of 45.4 % who agreed or strongly agreed to the statement. As for Lundabryggeriet more consumers agreed to that they bought the beer due to its local attributes than of those who did not agree (36.6 %). This may be partly explained by the fact that the survey took place in Lund and that the respondents, therefore, had knowledge about the fact that Lundabryggeriet is a local brewery and, thus, feel a special connection to that specific beer brand. As traditionally explained by Sassatelli (2007), consumption can be a way to express identity. In a world that is more globally connected than ever before with a wide range of global products in the marketplace, locally produced commodities may be a way to express identity and stay connected to one's origin, which could be one of the reasons why the beer from Lundabryggeriet had a higher percentage of consumers who bought it due to the purchasing factor locally produced as compared to the other beer brands used in the survey.

However, an interesting finding from the result is regarding the respondents' associations to the purchased beer. As seen in chapter 5, the attribute "locally produced" has the highest association to the purchased beer, as compared to small scaled produced, craft made, tradition and heritage, and ethical responsibility, which are four other characteristics based on findings in previous research. 66 out of the 150 respondents (40 %) selected locally produced as their first choice when asked to distribute the numbers 1 to 5 according to their level of association. Thus, some of the respondents who selected a beer that was not labeled locally produced still associated the chosen beer to the local attribute.

6.2.2 Attribute: Organic

In general, the result from the data show there was a low level of agreement regarding organic as a contributing factor behind the purchased beer. 28 % agreed or strongly agreed that they

made the beer purchased due to that it was organic, whereas closer to 50 % disagreed or strongly disagreed to the statement. The mean value of the level of agreement in the 5-point Likert scale ended up being 2.63 and, therefore, we consider H8 “I bought the beer because it was organic” not to be correct when analyzing all of the six beers together. When looking back at the labels of Systembolaget (See Appendix A), there are four displayed beers that meet the requirements and could, thus, be labeled as organic: Brygghuset Finn California Lager, RÅÅ Organic Lager, Poppels American Pale Ale and Oppigårds Dalalager. Out of these four, RÅÅ Organic Lager has a remarkably higher percentage rate (62.9 %) of respondents who agreed or strongly agreed that the purchase was due to its organic attribute, as compared to the other three organic beers. In comparison, Poppels had a percentage level of those who agreed or strongly agreed of 11.5 % and Oppigårds only 3 %. An explanation of the high level of agreement regarding RÅÅ Organic Lager could be the label design of the bottle where “organic” has an evident role of the label. First of all, it conveys the message to the consumer that this product is organic. Secondly, there could be a connection to the willingness to display to the surrounding that the consumer chose an organic option. We will further analyze if there is a correlation between the attribute of “organic” and “design” as well as the other purchasing factors in an upcoming section of this chapter.

6.2.3 Remaining Attributes

In general, the attributes locally produced and organic seem to have a small role by themselves in the purchase decision of craft beer by young consumers. To further support the weak relationship between environmental sustainability and the purchase decision we can look at the frequencies of the purchased beer among the group of people who took the survey. Gotlands Bryggeriets Sitting Bulldog was the most common selection (24 %) as the beer that was lastly consumed by the respondents. However, Sitting Bulldog was the only alternative that was neither organic or local and small scale according to the labels of Systembolaget. On the other hand, Bryggeriet Finn California Lager was the least selected alternative (6.7 %) and also the only displayed beer that had both of Systembolaget’s labels; organic and local and small scale. However, the reason behind those numbers may have several explanations and it is therefore important to look at other attributes in the purchase decision as well.

By looking at the other attributes in isolation from each other, taste has the highest percentage (66.7 %) of respondents who either agreed or strongly agreed that they bought the beer due to that attribute, and since the mean is above the middle point 3 (3.73) we support H2 “I bought the beer because of the taste”. Taste is the only accepted general hypothesis. As discussed, taste is a product attribute and an intrinsic cue in the purchase decision describing the physical product itself (Akdeniz et al., 2013; Bello Acebr´on & Calvo Dopico, 2000; Olson, 1978). Taste is also part of the quality of the product, which is something that has been discussed as an important characteristic in line with high involvement products where consumers put an extra thought behind their purchase decision (Mejlholm and Martens, 2006). High quality is also one of the definitions that has been mentioned in line with small scale produced products, as discussed in chapter 3 (OpenUp, 2015). In other words, our previous research has shown that taste is a product attribute which is part of the quality of the product, and quality is a characteristic associated to both high involvement products and products from small-scale and micro businesses.

In addition, the result shows that there are two other factors where a larger proportion of respondents tended to agree rather than disagree when stating that they bought the beer due to that attribute, which is “People in my surrounding has done the same purchase” and “Alcohol

Content". However, the mean value is just below the middle point 3 and therefore, the hypotheses H1 and H3 are still rejected. On the other hand, "I bought the beer because it was price worthy" is the alternative with the lowest mean value (2,43), and H6 is therefore rejected. We know from previous discussions that craft beer, per definition, is of a higher price than industrial beer, and also that the respondents tend to agree to that as well (60 %). However, expensive does not mean that it is not price worthy. Price worthiness is rather about getting what you paid for.

6.3 Analysis of Relationships

As previously discussed, consumers do not usually look at just one attribute in isolation when making a purchase decision, but it is rather a mix of different factors that influence the actual decision. Therefore, we will analyze our statistical hypothesis regarding relationships between factors in order to discover how the environmental sustainability factors locally produced and organic are related to other purchasing factors in the consumption of craft beer.

6.3.1 Correlation: Locally Produced and Organic

The result tells us that the strongest correlation among the different displayed factors is between the two environmental sustainability attributes: locally produced and organic, which might not be of a surprise. Hence, our null hypothesis $H0_3$ "There is no statistically significant relationship between variable 1 and variable 2", is rejected, and our alternative hypothesis $H1_3$ accepted. The correlation coefficient, r, is 0.568, which indicates that there is a strong and positive linear relationship between locally produced and organic. In addition, The Pearson Correlation evaluates whether there is a statistical evidence for a linear relationship between the two attributes by looking at the population correlation coefficient, p. In this case, the population correlation coefficient is close to 0 (0.000) and a statistically significant correlation can be concluded between the two attributes. Since our research show that both locally produced and organic in many definitions are included within the category of environmental sustainability and are in many aspects somewhat related to each other, the strong correlation was an expected result and in accordance to our assumptions. This could mean that as for those beers that are locally produced but not organic and vice versa, which can be seen from the table in Appendix A, their attributes could favor each other in the context of selling. In other words, a consumer in Lund that are looking for an organic beer may choose a selection from Lundabryggeriet given the locally produced aspect.

A statistical significant correlation was also found with both locally produced and organic, with those who considered themselves environmentally conscious and those who considered the environment while they consumed, which can be found in the results in the chapter segment 5.3. This goes hand in hand with the study of Vermeir & Verbeke (2006) discussing the positive relationship between pro-environmental behavior and the actual green consumption. However, this result does not support the intention-behavior gap presented in the theoretical framework, and the result support our alternative hypotheses $H1_6$ and $H1_7$ while rejecting the null hypotheses $H0_6$ and $H0_7$.

6.3.2 Correlation: Locally Produced and Other Attributes

By looking at the result in the chapter segment 5.3, one can interpret the correlations between locally produced and the other discussed factors. The result will show whether there is a

statistically significant relationship and also measure the strength and direction of the relationship.

The result indicates that there is a positive linear relationship between locally produced and the luxury attribute of the purchase decision, the beer design, and the beer brewery that produced the chosen beer. In other words, beer companies who invest in a good design of their beers, which also emit a sense of luxury may gain profit in terms of reaching the consumers who demand a locally produced beer, and the other way around. As for the brewery aspect, different customers prefer different breweries and it is, therefore, more difficult to adapt the product accordingly to that aspect.

However, since we already found that the respondents had a low level of agreement regarding locally produced as a contributing factor in their beer purchase, we can through this significant correlation suspect that the attributes of luxury, beer design and the beer brewery share a low level of agreement. If there are not many consumers who are staying true to the brewery, it might rather be, as presented in the theoretical framework, about consumers who seek to try something new when it comes to beer (Bernot, 2019; Davis 2013). As compared to the attributes of luxury, design and the brewery, taste has a negative relationship to the attribute of locally produced. The correlation coefficient, r, is -0.161, which indicates that there is a negative linear relationship between locally produced and taste. This means that level of agreement of locally produced increases as the level of agreement of taste decreases, and vice versa. Since the population correlation coefficient, p, is 0.05 the correlation is statistically significant. To conclude, the alternative hypotheses $H1_4$ "There is a statistically significant relationship between variable 1 and variable 2" where locally produced is variable 1 is accepted when variable 2 is luxury, design, beer brewery or taste.

6.3.3 Correlation: Organic and Other Attributes

Correlations between the attribute of organic and the other mentioned attributes can also be found in chapter 5. As already discussed, the strongest correlation is between organic and locally produced with a correlation coefficient, r, that is 0.568.

As expected, the result show that the correlations of the attribute of organic is somewhat similar to what was found when running a correlation analysis of the locally produced attribute. In similarity to locally produced, the result tells us that there is a negative linear relationship to "taste", however, it has a slightly stronger relationship as compared to between locally produced and taste. In addition, there is a statistical significant correlation to both the attribute of luxury and to the design of the beer, with a strong and positive direction, just as with the case of locally produced. The correlation to luxury could have its explanation in the concept discussed by Henning et al (2013) called conscientious consumption where consumers associate luxury to sustainability and expect companies to work towards a more sustainable world.

RÅÅ Organic Lager has the highest level of agreement out of the six beers when it comes to the attribute of organic as the reason behind the purchase decision. It was previous questioned whether the label design where "organic" is clearly displayed could be one of the underlying reasons for that. The correlation result of organic support the hypothesis that there is correlation between organic and design. As discussed in the theoretical framework, packaging and design is not only by the mean of ensuring safety and efficient delivery, but also to communicate a specific message to the consumer, (Hellström and Nilsson, 2011), which as for example could be its organic attributes (Hellström and Nilsson, 2011). Accordingly, as found by Canavari and

Olsen (2007) some consumers purchase organic food and beverages to set an example and encourage others to consume more responsibly. To have the organic attribute visible for others on the bottle can, therefore, be an important factor to encourage consumers to buy organic (Deliana, 2012). Also, in line with the discussions regarding social influences, the consumption of a product can be to express themselves to others (Sassatelli, 2007), which in this case can explain a willingness to display an organic bottle to the surrounding which bring both the design and organic attribute together. These studies support the result of correlation of design with both locally produced and organic and may be one of the underlying reasons behind these statistically significant correlations.

What differs organic from locally produced when talking about significant correlations is the attribute of alcohol content. There is a positive linear relationship between organic and alcohol content, meaning as when the level of agreement of organic increases, so does the level of agreement of alcohol content. However, unlike locally produced, there is no significant relationship between organic and the brewery. For the correlations of the attribute of organic, our alternative hypothesis $H1_5$ is accepted when variable 2 is any of the attribute's luxury, design, alcohol content or taste.

6.3.4 Correlation: Taste and Other Attributes

In the table shown in Appendix C, the correlations for remaining attributes can be analyzed. Since the attribute taste had a negative statistically significant correlation to both local and organic, it is of interest to see what attributes that correlates to taste.

In addition to local and organic, taste has a negative significant correlation to the attribute's product design and the luxury aspect, as seen in Appendix C. In other words, they have a negative linear relationship whereas the level of agreement of taste increases, the level of agreement for locally, organic, design and luxury decreases. On the other side, taste has a positive significant correlation to the attributes because of the interest in beer, like the brewery and affordability.

6.4 Comparison of Gender

Since our research on the one hand show that it has previously been discovered that women seem to be more ethical sensitivity and are more active in pro-environmental behavior as compared to men (Hunter, Hatch, and Johnson, 2004; Stern, Dietz, and Kalof, 1993; Zelezny and Schultz, 2000), but at the same time other studies show that men know more about the environment and consume accordingly to that knowledge (Diamantopoulos, Schlegelmilch, Sinkovics, Bohlen, 2003), we wanted to test if there are any differences regarding gender and their pro-environmental behavior in the purchase of craft beer.

In order to test our statistical hypothesis regarding differences in gender and the attributes of locally produced and organic, we ran a cross tabulation analysis, which is used to analyze the relationship between multiple variables. The result, as presented in chapter 5, indicates that when it comes to the attribute organic, there was no statistically significant difference, which goes hand in hand with our formulated hypothesis based on the conflicting studies regarding the subject. Hence, we accept our null hypothesis $H0_2$: The variables of females and males are independent; no association between variables exists.

However, more interesting discoveries were found when comparing gender to the locally produced attribute. The result show that there is a statistically significant difference between

men and women when it comes to the beer purchase and the purchasing factor locally produced, since the approximated significant is below 0.05, more specific 0.041 as shown by Phi and Cramer's V. We reject our null hypothesis: $H0_1$: The variables of females and males are independent; no association between variables exists.

The cross-tabulation table is used to further understand what really differ between men and women in the aspect of locally produced and tells us that women agree more to that locally produced is the reason why the bought the beer as compared to men. These results are accordingly to studies discussed by Hunter, Hatch, and Johnson (2004), Stern, Dietz, and Kalof (1993), and Zelezny and Schultz (2000).

7 CONCLUSION

In this final chapter, conclusions of this research paper are drawn and the research question, formulated in *1.3* is answered given our presented research, results and analysis. Additionally, the theoretical implications, managerial implications and limitations of the study are discussed and finally recommendations for future research of the topic are given.

From the empirical findings discussed in previous chapter, the aim is to answer the research question, which has guided our entire study:

How does environmental sustainability influence the purchase decision of young craft beer consumers? And how is environmental sustainability correlated to other factors in that purchase decision?

In this study, around 50 % of the young adults considered themselves as environmental conscious, and all participants had within the last three months at least once consumed craft beer, despite its premium price as compared to industrial beer. These findings are consistent with previous research regarding young adults being environmentally conscious, as well as the discussed beer culture and increased demand for small scale products that has emerged in Sweden. In addition, 66 out of the 150 respondents associated the attribute "locally produced" as the highest association to their purchased beer. Given these discoveries of the data, it was of great interest to further investigate whether the environmental sustainability was an underlying reason behind their choice of craft beer.

Within the industry of craft beer in Sweden, the dimension of environmental sustainability is easiest measured by the attributes locally produced and organic as these are the definitions used by Systembolaget, the government owned alcohol outlet in Sweden. When analyzing the six displayed craft beers together, the respondents did not tend to consider the organic nor the locally produced aspect in their beer purchase. A majority of the young adults either disagreed or strongly disagreed that the reason behind the purchase decision was because it was organic or locally produced, where the mean values in the level of agreement scale were below the middle point 3. In this sense, environmental sustainability did not influence the purchase decision of young craft beer consumers in Sweden, and it was rather other attributes that played important roles in the selection of craft beer when analyzed in isolation. Overall, the empirical findings show that taste is the attribute that the participated consumers thought most about in the craft beer purchase.

However, the six craft beer selections displayed in the survey (Appendix C) do have different characteristics and should, thus, also be analyzed in separation from each other. While doing so, it was shown that as for Lundabryggeriet Pilsner, a local beer at Systembolaget in the city of Lund, the respondents tended to consider the attribute locally produced in their purchase decision – and are, thus, influenced by environmental sustainability in their decision-making. As for the attribute of organic, the respondents who had last consumed the beer RÅÅ organic lager, tended to have made that purchase due to its organic attribute and, thus, were influenced by environmental sustainability in their craft beer purchase. These findings tells us that craft beer should not be considered as a category marketed as one, but rather separated and marketed by the unique characteristics of each beer.

As mentioned in the problem formulation of the study, when applying and marketing a climate friendly attribute of a product, other product attributes should not be ignored (Jagel, Keeling &

Reppel, 2012) and the purchase decision is often the result of a combination of different attributes. The second part of the research question is developed based on these assumptions with an aim to provide interesting findings regarding significant relationships between environmental sustainability and other attributes. Our findings regarding correlations show that there is a strong positive statistical significant correlation between locally produced and design, as well as between organic and design. This means, when the level of agreement increases regarding locally produced and organic as contributing factors in the purchase decision of craft beer, so does design, and vice versa. The same positive significant correlation applies to ”luxury” and both of the environmental sustainability attributes. Locally produced has a positive significant correlation to the beer brewery, while organic is correlated to the alcohol content of the beer. A contradictory finding worth mentioning is that both the attributes locally produced and organic have a statistically significant negative correlation to “taste”, meaning that when the level of agreement of taste increases, the environmentally sustainability attributes decreases. In other words, those who buy the beer due to its taste do not seem to care regarding the climate friendly attributes. When looking at the attribute taste separately, the study found a positive linear relationship between taste and the attributes interest of beer, the brewery, and affordable, as well as a negative significant correlation to organic, locally, design and luxury.

Finally, it was also revealed from this study that there is a statistically significant difference between females and males regarding the attribute of locally produced where female have a higher level of agreement in the aspect of buying their beer due to its local characteristics. As for organic, there were no significant differences between genders, however, the cross-tabulation analysis showed that women tend to consider the organic attribute to a larger extent than males.

Given these correlations we have identified two different segments within our studied population of young craft beer consumers in Sweden. The first group of consumers within the population are the ones who care more about how their choice of beer is displayed to their surroundings. Within this group the design of the bottle, environmental sustainability and the feeling of luxury of drinking premium beer is of great value. In addition, given our analysis, a majority of this group are women. The second identified group is the beer aficionados, which are those who prefer a high quality where taste plays the most evident role in the purchasing decision. As for the beer aficionados, they want to add value to their beer knowledge by meeting new taste experiences and where the brewery is of importance. This group believe that the consumed craft beer is price worthy and will probably keep consuming craft beer in the future to further develop their beer knowledge and interest.

To conclude, researching purchasing attributes of environmental sustainability within the industry of craft beer made us understand that “locally produced” and “organic” alone do not sell among young adults in Sweden. When looking at the beer types separately, Lundabryggeriet Pilsner seem to sell regarding to its local attribute, while RÅÅ organic lager was often purchased due to its organic attributes. It also revealed that taste is the most important attribute in the selling of craft beer, an attribute which goes hand in hand with the beer interest, the brewery as well as price worthiness. These attributes help us identify one of two segment groups within our population; the beer aficionados. Finally, findings revealed positive correlations between environmental sustainability and both design and luxury, which builds up the second identified segment group; the conscientious consumers who display their green actions through their purchase decision and associate luxury to sustainability. At the same time, they value the design in the purchase of craft beer.

The two identified segments are the building blocks of our developed framework shown in Figure 37 below. The first segment group is the aficionados, which is the knowledgeable and enthusiastic consumers with a great interest for the product category. This group value product attributes such as taste and the producer and believe that the premium price is worth paying for the commodity. This group counts for the majority of the consumers buying the products, and will, thus also most likely continue to do so in the future.. The second segment, the conscientious consumer, on the other hand, do not have a great interest in the commodity itself and the purchase is rather based on the environmental sustainability attributes, the look of the product and the sense of luxury it provides. The attributes displayed within the triangles are ordered based on to what extent consumers consider the attributes in the purchase decision of small-scaled produced commodities, which was provided to us through our study of craft beer. The attribute with the highest mean value in the level of agreement scale is located in the top of the triangle and vice versa. In other words, as for the segment of "The Aficionados" taste is of greatest importance meanwhile in the segment of "The Conscientious Consumers" luxury had the highest mean value.

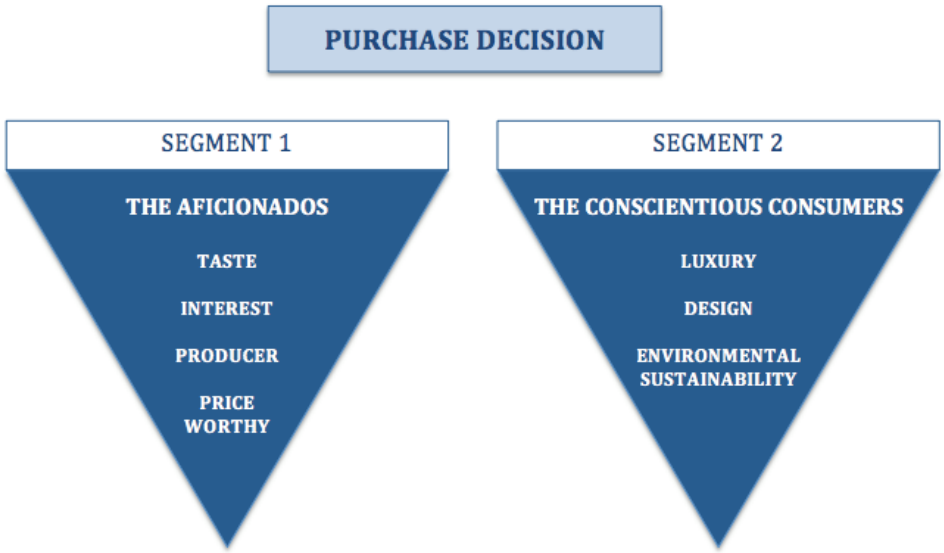

Figure 37: Two consumer segments within the consumption process of small-scale products

7.1 Theoretical Implications

This study addresses the need to add findings within the area of ethical consumption, and more specifically, environmental sustainability as a decision factor in the decision making among young adults. The aim is to broaden academic knowledge of whether or not environmental sustainability has a significant role in the purchase of craft beer, how it correlates to other purchasing attributes, and which factors that consumers consider the most in their craft beer purchase. By using the industry of craft beer, the findings are intended to be used in relation to other small scaled produced products.

One of the main contributions of the thesis is the developed *Framework of factors influencing the craft beer purchase decision* presented in chapter 2.6. The framework is developed based on previous research and display different factors that influence the consumer in the purchase decision. Since no other similar frameworks has been found within the industry of small scale

production, this one can be used in other studies as an inspiration in further research, as well as in other studies investigating purchasing factors of products within the food and beverage industry - and most suitable, for the alcohol beverage industry since alcohol content is included in the framework.

The data analysis provided us with relevant information needed in order to answer the research question. Findings supported previous studies regarding young adults as being environmental conscious, as well as supported the discussed beer culture that exists within society and, thus, also the increased demand of small scale and locally produced products, a rising trend which is evident by looking at the wide range of products in grocery stores today. Previous studies regarding the rising trend of beer goes hand in hand with our findings regarding taste as an important factor in the purchase decision. However, the result added relevant findings to previous research within the area of ethical consumption, since our study revealed that environmental sustainability does not play an evident role in the purchase decision in general and, thus, support those theories discussing how environmental sustainability does not always sell. This provided value to research within the industry of high involvement as well as the small-scale manufactured products, where one from this study can conclude that the greenness of the product do not have a significant role as for these product types, but it is rather other attributes, in specific taste, that influence consumers in their purchase. In addition, it provided interesting information regarding environmental sustainability and its correlation to other purchasing factors, which is an aspect that has not been explored in detail in previous studies and in relation to the rising trend of micro and small-scale. These findings help us gain a larger understanding of young adults in Sweden, as well as their priorities regarding a micro-produced product, which is sold at a premium price. With this information in mind, other industries selling products within the same category can easier understand and reach the target group of young adults; a target group who seem to be concerned about the environment but regarding the microbrewed product of craft beer, product attributes such as taste, brewery, and their interest is of bigger value in the purchase decision.

There is still a gap within the area of ethical consumption and whether environmental sustainability sells, however, this study will add relevant information to further understand and narrow down this theoretical gap within the area of the small-scale production trend.

7.2 Managerial Implications

Previous research has concluded that sustainability is a growing phenomenon and that consumers appetite for ethical products is increasing. The new consumption trend has increased consumers interest in small scaled businesses as consumers associate these businesses with ethically produced goods. A central part of a business is its consumers; thus, small scale businesses have a great interest of studying this trend in order to capitalize on it to be able to compete with large enterprises.

The findings of this study provide valuable knowledge and insights about young consumers purchasing behavior and how they approach ethically produced goods. It was found that the concept of sustainability does not necessarily sell and that the attribute of environmental sustainability itself should not be isolated from other attributes, but when used as a tool in combination with other attributes it may help businesses create a competitive lead.

The findings and insights of the beer consumers have been clustered into two different consumer segments, the aficionados and the conscientious consumers (seen in Figure 37), to

make the findings easily applicable for small scale business managers. The first subgroup, the aficionados, were identified to have a great passion for the product in question, where a good brand and taste make them think it is worth to pay premium price for the commodity. Based on this information, practitioners who want to attract these consumers should focus on marketing a high-quality product, building brand loyalty to its consumers, and allow the group to develop their interest by teaching about the products and production process. The second subgroup that was identified were the conscientious consumers. This consumer segment prefer to purchase products that are seen to be an extension of their identity, and support brands that they feel could make a difference in their life, where environmental sustainability is a central part. To capture this segment of consumers it is essential for companies to focus on the aesthetics of the label and align it with information about their ethical responsibility measures, which in the end will be associated to a sense of luxury among the segment.

7.3 Limitations and Recommendations for Future Research

This thesis provided insightful knowledge about factors affecting the purchase of craft beer. However, the research is subject to some limitations that have to be considered. To facilitate future research on this topic we present some recommendations.

Firstly, because of a time constraint, data from only 150 respondents was gathered, which can be considered a too small of a sample size to represent the whole population of young adults in Sweden. A larger number of participants would give better insight of young adults in Sweden and would make it possible to generalize the insight on young Swedish consumers. In addition, data was only gathered from one geographical area, namely in Lund, Sweden, because of travel limitations. Lund is a student city of unique demographic characteristics which, most likely, have an influence on the result. To get an even better representation of young adults in Sweden, future researchers could conduct a similar research but in a different city in Sweden to contribute to the generalizability of the results.

Another limitation that arose from the time constraint in the present thesis was that it only focused on young adults as the research object. Future researchers could conduct a comparison study between young adults and other generations cohorts, in order to analyze similarities and differences in the underlying factors of the purchase of craft beer. Furthermore, as this study only focused on young adults it only measured the demographic variable gender in relation to the factors. If a comparison study would to be done in the future, it would be interesting to investigate what effect other demographic factors such as income and education have on consumers purchase decision, since older age groups in general earn more money as compared to young adults and, thus, may be more willing to pay premium price for small scaled produced and sustainable products.

Recommendations for further research on the topic also include researching if environmental sustainability has a significant role in other areas within the industry of small-scale production, such as locally produced meat or milk that may be purchased on a more regular basis among the consumer, which make it interesting to see if the purchasing attributes would differ. This would give additional grounds for reducing the gap of research regarding whether environmental sustainability sells or not.

Considering the limitations and recommendations stated above we reckon our research can be used as a basis for future research regarding the role of environmental sustainability in consumers purchase behavior.

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APPENDIX A

Beer	Alcohol %	Price kr/l	Brewery	# of employees	Systembolaget Lund label
Lundabryggeriet Pilsner	4,6 %	65,15	Lundabryggeriet	2	Local and small scale
Brygghuset Finn California Lager	5,0 %	69,39	Brygghuset Finn	6	Local and small scale & Organic
Råå organic lager	5,0 %	51,21	Råå Bryggeri	2	Organic
Poppels American Pale Ale	5,4 %	71,21	Poppels Bryggeri	14	Organic
Oppigårds Dalalager	5,2 %	60,3	Oppigårds Bryggeri	19	Organic
Sitting Bulldog	6.4 %	68,49	Gotlands Bryggeri	10	-

Craft beers used in survey

APPENDIX B

Enkät: Öl

Introduktion: Hej, jag kommer från Lunds Universitet och gör en undersökning om öl. Har du möjlighet att lägga 2 minuter av din tid och hjälpa mig i min studie? Dina svar är helt anonyma.

1. Kön

- ❑ Kvinna
- ❑ Man
- ❑ Annat

2. Ålder

- ❑ 20 - 24
- ❑ 25 - 29
- ❑ Övrigt

3. Hur ofta dricker du öl?

- ❑ Minst en gång i veckan
- ❑ En gång varannan vecka
- ❑ En gång i månaden
- ❑ Någon gång per år
- ❑ Aldrig

Avsluta enkäten om ditt svar var "Aldrig"

4. Vilken typ av alkohol konsumerar du mest? Kryssa i ett alternativ.

- ❑ Vin
- ❑ Öl
- ❑ Cider
- ❑ Starksprit
- ❑ Annat

Survey design
Part 1

5. Vilken av följande öl har du köpt <u>senast</u> under de tre senaste månaderna?
KRYSSA I ENDAST ETT ALTERNATIV

☐ **Finn** California Lager

☐ **RÅA** Organic lager

☐ **Oppigårds** Dalalager

☐ **Poppels** American Pale Ale

☐ **Gotlands** Sitting Bulldog

☐ **Lundabryggeriet** 17

- ❑ Inget av alternativen
- ❑ Jag vet inte

Om svaret är antingen "Inget av alternativen" eller "Jag vet inte", gå till fråga 8.

6. Betygsätt din nivå av överensstämmande angående den öl som du valt i fråga 6.
(1 = instämmer inte alls, 2 = instämmer i låg grad, 3 = instämmer delvis, 4 = instämmer i hög grad, 5 = instämmer helt)

Jag köpte ölen på grund av dess design.....	1	2	3	4	5
Jag köpte ölen för att den var ekologisk.....	1	2	3	4	5
Jag köpte ölen på grund av dess alkoholhalt.....	1	2	3	4	5

Survey design
Part 2

Jag köpte ölen på grund av dess smak..... 1 2 3 4 5

Jag köpte ölen för att den var lokalproducerad..... 1 2 3 4 5

Jag köpte ölen för att andra i min omgivning har..... 1 2 3 4 5
gjort samma köp

Jag köpte ölen på grund av mitt intresse för öl..... 1 2 3 4 5

Jag köpte ölen för att jag ville testa något nytt..... 1 2 3 4 5

Jag köpte ölen för att jag anser den känns lyxig..... 1 2 3 4 5

Jag köpte ölen för att jag gillar bryggeriet..... 1 2 3 4 5

Jag köpte ölen för att den är prisvärd..... 1 2 3 4 5

7. Följande är några attribut som kan associeras med ölen du köpte i fråga 6. Rangordna dessa fem attribut efter hur stark associering är med den öl du köpte. Placera ut siffrorna 1, 2, 3, 4, 5 på varsin attribut.
(1 = associerar mest, 5 = associerar minst)

___ Lokalproducerad

___ Hantverkstillverkade

___ Småskalig producerad

___ Arv och tradition

___ Etiskt ansvar

8. Betygsätt din nivå av överensstämmande angående följande påståenden
(1 = instämmer inte alls, 2 = instämmer i låg grad, 3 = instämmer delvis, 4 = instämmer i hög grad, 5 = instämmer helt)

Jag anser mig själv vara miljömedveten..... 1 2 3 4 5

Jag tar hänsyn till miljön när jag konsumerar..... 1 2 3 4 5

Miljövänliga varor är dyrare än icke miljövänliga..... 1 2 3 4 5

Hantverksöl är mer miljövänlig än vanlig öl..... 1 2 3 4 5

Tack så mycket för din medverkan!

Survey design
Part 3

APPENDIX C

		I bought the beer because of its taste
I bought the beer because of its design	Pearson Correlation	-,329**
	Sig. (2-tailed)	,000
	N	150
I bought the beer because it is organic	Pearson Correlation	-,231**
	Sig. (2-tailed)	,004
	N	150
I bought the beer because of its alcohol content	Pearson Correlation	-,115
	Sig. (2-tailed)	,161
	N	150
I bought the beer because of its taste	Pearson Correlation	1
	Sig. (2-tailed)	
	N	150
I bought the beer because it is locally produced	Pearson Correlation	-,161*
	Sig. (2-tailed)	,050
	N	150
I bought the beer because people in my surrounding have made the same purchase	Pearson Correlation	-,106
	Sig. (2-tailed)	,197
	N	150
I bought the beer because of my interest of beer	Pearson Correlation	,445**
	Sig. (2-tailed)	,000
	N	150
I bought the beer because I wanted to try something new	Pearson Correlation	,055
	Sig. (2-tailed)	,501
	N	150
I bought the beer because I associate it with luxury	Pearson Correlation	-,268**
	Sig. (2-tailed)	,001
	N	150
I bought the beer because I like the brewery	Pearson Correlation	,312**
	Sig. (2-tailed)	,000
	N	150
I bought the beer because it was affordable	Pearson Correlation	,228**
	Sig. (2-tailed)	,005
	N	150

Correlation of taste