

AN EXPLORATORY STUDY OF BEER CONSUMERS'
PREFERENCES AND CONSUMPTION CHARACTERISTICS

MUHAMMET CUMHUR SELEK

BOĞAZIÇI UNIVERSITY

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Thesis Abstract

Muhammet Cumhur Selek, "An Exploratory Study of Beer Consumers' Preferences and Consumption Characteristics"

The present study, tries to explain the preferences and consumption characteristics of beer consumers by utilizing a web-administered questionnaire and multivariate data analysis techniques. The questionnaire was developed based on a literature review and administered to 119 people. Multivariate data analysis techniques have been applied by utilizing XLSAT 2010 software program.

The data gathered have been used to identify the consumer segments with similar lifestyle attributes by carrying out a cluster analysis. Three distinct consumer segments have been identified and compared to both demographic and behavioral variables in order to observe the significant differences. The subject of how consumer segments differ based on the preference of beer brands has been also analyzed.

The data gathered have been further examined to reveal the benefits sought by consumers when consuming their favorite beer brand by employing PERVAL (Perceived Value) Scale. Factor analysis suggested that the benefits sought by consumers can be explained by five dimensions; Functional Value in terms of Price/Value for Money, Functional Benefit in terms of Performance/Quality, Social Benefit, Positive Emotional Benefit, and Negative Emotional Benefit. The research also attempts to analyze how consumer segments vary regarding the benefits sought from beer brands and how brand preferences and benefits sought are correlated.

The findings of the research reveal that the use of lifestyle segmentation to identify consumer segments is a sound and reliable method. Significant differences between segments in terms of demographic and behavioral variables, brand preferences and benefits sought have been observed. Finally, it has been shown that correlations between brand preferences and benefits sought exist.

Tez Özeti

Muhammet Cumhuri Selek, "Bira Tüketicilerinin Tercihleri ve Tüketim Karakteristikleri Üzerine Bir Araştırma"

Bu araştırma, web tabanlı bir anket ve çok değişkenli data analiz teknikleri yardımıyla, bira tüketicilerinin tercihleri ve tüketim karakteristiklerini ortaya koymayı hedeflemektedir. Anket literatür taraması sonucu oluşturularak 119 kişiye uygulanmıştır. Çok değişkenli data analizi için XLSTAT 2010 istatistiksel paket programına müracaat edilmiştir.

Anket sonucu elde edilen data, kümeleme analizi yöntemiyle benzer yaşama tarzlarına sahip tüketici segmentlerinin oluşturulmasında kullanılmıştır. Oluşturulan üç farklı tüketici segmenti, demografik ve davranışsal değişkenlerle karşılaştırılarak segmentler arası belirgin farklılıkların varlığı ortaya konulmaya çalışılmıştır. Ayrıca, tüketici segmentlerinin bira marka tercihleri konusunda nasıl değişkenlik gösterdiği incelenmiştir.

Ayrıca, PERVAL (Algılanan Değer) Ölçeği yardımıyla tüketicilerin en beğendikleri bira markasını tüketirken bekledikleri faydanın açıklanmasına çalışılmıştır. Yapılan faktör analizi tüketicilerin beklediği faydanın beş boyutlu olarak açıklanabileceğini ortaya koymuştur. Bu boyutlar; Fiyata Dayalı Fonksiyonel Fayda, Performans/Kalite'ye Dayalı Fonksiyonel Fayda, Sosyal Fayda, Pozitif Duygusal Fayda ve Negatif Duygusal Fayda'dır. Bu araştırma, ayrıca bira markalarından bekledikleri fayda açısından tüketici segmentleri arasındaki farkı ve marka tercihi ile beklenen fayda arasındaki korelasyonu ortaya koymaya çalışmıştır.

Çalışmanın bulguları göstermektedir ki tüketici segmentlerinin yaşam biçimine göre oluşturulması güvenilir bir yöntemdir. Demografik ve davranışsal değişkenler, marka tercihleri ve beklenen fayda açısından tüketici segmentleri arasında belirgin farklar olduğu gözlemlenmiştir. Nihayet, marka tercihleri ile beklenen fayda arasında korelasyon olduğu ortaya konulmuştur.

CONTENTS

CHAPTER 1: INTRODUCTION.....	1
CHAPTER 2: TURKISH AND WORLD BEER MARKET.....	5
World Beer Market.....	6
Turkish Beer Industry and Market.....	8
CHAPTER 3: LITERATURE REVIEW.....	13
Consumer Segmentation.....	13
Brand Benefits.....	16
CHAPTER 4: METHODOLOGY.....	18
Hypotheses.....	18
Variables.....	19
Non-Qualifying Responses.....	27
Pre-Test Sample.....	27
Actual Sample.....	28
Handling Missing Data and Outliers.....	33
CHAPTER 5: FINDINGS.....	35
Cluster Analysis.....	35
Demographic and Behavioral Profiles of Lifestyle Segments.....	41
Beer Brand Awareness.....	48
Beer Brand Preferences.....	50
Descriptive Statistics of and Correlations among PERVAL Items.....	54
Factor Analysis.....	57
Consumer Lifestyle Segments and Benefits Sought.....	60
Brand Preferences and Benefits Sought.....	61
CHAPTER 6: DISCUSSION AND CONCLUSION.....	63
Managerial Implications.....	69
Recommendations.....	70
APPENDICES.....	72
A. Questionnaire in Turkish.....	72
B. Questionnaire in English.....	78
REFERENCES.....	84

TABLES

1 Per Capita Beer Consumption by Country (2004).....	7
2 Beer Manufacturers in Turkey (2005).....	9
3 Geographical Per Capita Beer Consumption in Turkey (2004).....	11
4 Beer Brands Employed in the Questionnaire.....	22
5 Gender.....	29
6 Marital Status.....	29
7 Age.....	29
8 Education.....	30
9 Employment Status.....	31
10 Monthly Income.....	31
11 Descriptive Statistics for Demographic Variables of Sample.....	32
12 Descriptive Statistics for Lifestyle Items.....	36
13 Identification of Lifestyle Segments.....	40
14 Distances Between the Class Centroids.....	41
15 Demographic Profile of Lifestyle Segments.....	42
16 Behavioral Profile of Lifestyle Segments.....	44
17 Beer Brand Awareness.....	49
18 Brand Preferences for Consumer Lifestyle Segments.....	51
19 Forced Brand Preferences.....	53
20 Forced Beer Segment Preferences.....	53
21 Descriptive Statistics for PERVAL Scale Items.....	54
22 Pearson Product-Moment Correlations among PERVAL Scale Items.....	56
23 Factor Loadings for PERVAL Scale Items.....	59
24 Percentage of Variance after Rotation and Cronbach's Alpha.....	60
25 Benefits Profile for Consumer Segments.....	61
26 Correlations between Brand Preference and Benefits Sought.....	62

FIGURES

1 Distribution of Beer Market Share in Turkey (2009).....	9
2 Per Capita Beer Consumption in Turkey.....	10
3 Two-Step Flow Model.....	33
4 Change of Wilk's Lambda Against Number of Iterations.....	37

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In memoriam my beloved father, Osman Metin Selek

and

Kathleen Lydia, a very special person

May all rest in peace

CHAPTER 1

INTRODUCTION

The reasons for buying a product or a brand have attracted much attention in the last few decades. It has been shown that there exists a strong relationship between a product or a brand and the consumption values or benefits consumers seek (Sheth, Newman, & Gross, 1991). Numerous theoretical and empirical studies investigated the relationship between various benefits sought and the consumption of high-involvement durable products (Sweeney & Soutar, 2001). However, the relationship between benefits sought and consumption of fast-moving and low involvement items, received little attention among researchers (Vasquez, 2002). As shown by a number of studies (Woodside & Bearden, 1977; Pinson & Roberto, 1973), attitude change occurs before behavior change for consumers dealing with high involvement products. However, for low involvement products, the situation is usually the opposite, i.e., behavior change is followed by attitude change. Attitude is the extent of affect for or against a stimulus. Behavior is the actions of consumers related to acquiring, disposing, and using products and services (Mowen & Minor, 1997).

Beer is one of these low-involvement fast moving products of which the buying pattern is more habitual when compared to high-involvement

products whose purchase requires more research. Due to lack of substantial information about consumer values for low involvement products, marketing people, for a long time, concentrated on communicating only the functional benefits (Titus, 2010). However, according to Vrontis (1998), differentiation of beer on physical grounds such as taste, is not much applicable since consumers usually treat beer as a homogeneous product. Therefore more emphasis should be placed on branding and promote benefits on dimensions other than functional benefits since each consumer is unique regarding the benefits they seek from products and brands.

Inspired by prior research, this study aims to explain the benefits sought by consumers when consuming beer. Therefore, a modified version of PERVAL (acronym for perceived value) Scale developed by Sweeney and Soutar (2001) is employed to analyze the consumers' perception of value of the beer brands. The benefits which can be explained in five dimensions are Functional Value in terms of Price/Value for Money, Functional Value based on Performance/Quality, Social Value, Positive Emotional Value and Negative Emotional Value, respectively. Functional value (in terms of either price or value for money) is the benefit received from the product owing to the decrease of perceived short and long term costs. Functional value (based on performance/quality) is the benefit gained from the perceived quality and expected performance of the product. Emotional value is the benefit obtained

from the feelings towards a product. Social value is the benefit obtained from the product's capability to increase social self-concept.

The study further aims to demonstrate that classifying consumers into similar lifestyles and activities is a reliable method for the selection of target consumers.

More specifically, the objectives of this research include:

- To show that consumers differ significantly in their lifestyles, therefore, consumer segments based on lifestyles exist;
- To see how these consumer segments differ in demographical and behavioral variables;
- To find out which consumer segment prefers a given beer brand;
- To explore how each consumer segment varies regarding the benefits sought from beer brands;
- To investigate the correlation between brand preferences and benefits sought by consumers;

For this purpose, after a brief presentation of Turkish and World Beer Industry in Chapter 2, Chapter 3 offers a literature review of development of consumer segmentation schemes. In addition, a brief review related to the development of concept of benefits sought by consumers when consuming a

brand is provided. Chapter 4 explains the methodology for the study covering the measures of the constructs used in the questionnaire, sampling procedures as well as presenting the hypotheses employed. The findings of the study in Chapter 5 portray the cluster analysis results, profile of consumer segments against demographic and behavioral preferences, factor analysis results, descriptive statistics of the study variables, and results of hypotheses testing. A discussion of the results and conclusions are provided in Chapter 6. Moreover, managerial implications of the findings, the limitations of the study and future research suggestions are discussed.

CHAPTER 2

TURKISH AND WORLD BEER MARKET

Beer which is a fermented malt beverage is considered to be one of the oldest alcoholic beverages of the world (Arnold, 2005). According to Encyclopædia Britannica (2010), Sumerians and Babylonians brewed beer from barley even before 6000 BC. Although it is claimed that “beer” was derived from “bibere”, a Latin word meaning “to drink” (Online Etymology Dictionary, 2010), for our ancestors, beer was far more important than just a drink. Since early times, beer was consumed for different occasions as a social act. Beer was a very popular drink in Mesopotamia in the past and was consumed by all social classes consisting both males and females (Hornsey, 2003). Its consumption was considered as an attribute related to the quality of life and joy. Beer brewers were working for the state or temple and were highly respected by the community. According to Forbes (1955), nearly 40% of Mesopotamia cereal crops were used for beer brewing purposes which indicates the high importance of beer in the lives of our ancestors. Furthermore, it was also believed that beer had certain health benefits and used as a medicine by our ancestors. Indeed, research shows that protein and Vitamin B content of beer is more than that of wine. Besides, beer contains almost the same amount of antioxidants as wine (Denke, 2000).

World Beer Market

Beer is the most popular alcoholic drink and the third most popular beverage after water and tea in the world (Nelson, 2005). Global beer market reached a volume of 146.2 billion liters in 2008 (Research and Markets, 2009). In monetary terms, the global beer market is worth \$453.9 billion in 2008 and is forecasted to reach to \$487.2 billion in 2013, an increase of 7.3% from that of 2008. It is worth noting that standard lager type beer sales make up 55.2% of the global beer market's overall revenues. Although, beer was introduced in Europe several thousands years later than it was first brewed in Middle East, Europe is undoubtedly the biggest beer market today. Europe represents 49.2% of the global beer market in terms of revenue. Table 1 presents the per capita and total beer consumption by major countries for the year 2004. Per capita beer consumption has either remained stable or decreased in most leading beer consuming countries in the last decade (European Beer Guide, 2010).

Table 1. Per Capita Beer Consumption by Country (2004)

Rank	Country	Per Capita			Total Consumption (1,000 kL)
		Volume (L)	Number of Bottles (633 ml. bottles)	Year on Year Increase (bottles)	
1	Czech Republic	156.9	247.9	-3.2	1,878
2	Ireland	131.1	207.1	-7.1	521
3	Germany	115.8	182.9	-3.2	9,555
4	Australia	109.9	173.6	-7.6	1,678
5	Austria	108.3	171.1	-3.6	885
6	UK	99.0	156.4	-3.6	5,92
7	Belgium	93.0	146.9	-4.7	970
8	Denmark	89.9	142.0	-9.8	486
9	Finland	85.0	134.3	11.7	437
10	Luxemburg	84.4	133.3	-.5	39
11	Slovakia	84.1	132.9	-8.5	456
12	Spain	83.8	132.4	.9	3,376
13	US	81.6	128.9	-.3	23,974
14	Croatia	81.2	128.3	-4.3	365
15	Netherlands	79.0	124.8	-2.7	1,269
16	New Zealand	77.0	121.6	-1.9	313
17	Hungary	75.3	119.0	2.8	755
18	Poland	69.1	109.2	-2.7	2,67
19	Canada	68.3	107.9	-.2	2,183
20	Portugal	59.6	94.2	3.6	627
21	Bulgaria	59.5	94.0	4.4	448
22	South Africa	59.2	93.5	3.0	2,53
23	Russia	58.9	93.0	9.3	8,45
24	Venezuela	58.6	92.6	.0	1,525
25	Romania	58.2	91.9	1.4	1,302
26	Cyprus	58.1	91.8	1.7	45
27	Switzerland	57.3	90.5	-2.2	426
28	Gabon	55.8	88.2	-.9	76
29	Norway	55.5	87.7	8.7	249
30	Mexico	51.8	81.8	.6	5,435
31	Sweden	51.5	81.4	-3.9	464
32	Japan	51.3	81.0	.6	6,549
33	Brazil	47.6	75.2	1.3	8,45
34	South Korea	38.5	60.8	.0	1,897
35	Colombia	36.8	58.1	.3	1,658

Source: Kirin Holdings (2010).

Turkish Beer Industry and Market

Between 1943 and 2003, the production and sale of distilled alcoholic beverages, which are classified as drinks having alcohol content of more than 15%, were handled by TEKEL, The State Monopoly of Alcohol and Tobacco Products in accordance with Law 4250 (DPT, 2004). However, the production and sale of fermented alcoholic drinks, i.e., beer and wine, were handled by both state and private sector companies since 1969. After the signing of Customs Union Agreement with EU in 1995, although private sector was allowed to import distilled alcoholic drinks, only TEKEL was allowed to import beer and wine at limited amounts. In 2001, state monopoly in alcoholic beverages sector was abolished. In order to comply with EU regulations, TAPDK (Tobacco, Tobacco Products and Alcoholic Beverages Market Regulatory Authority) was established in 2002. The production and import activities of alcoholic beverages were liberalized in 2003. In the same year, privatization of alcoholic beverages production section of TEKEL was accomplished.

Today, there are a limited number of beer manufacturers in Turkey. Table 2 presents all the beer producers in Turkey. As can easily be observed from the table, the two leading producers, Anadolu Efes and Türk Tuborg, represent almost 99% of the total beer brewing capacity in Turkey.

Table 2. Beer Manufacturers in Turkey (2005)

Manufacturer	Location	Labor Force	Capacity (1000 L)
Anadolu Efes Biracılık ve Malt San. A.Ş.	İstanbul	1,742	910,000
Türk Tuborg Bira ve Malt San. A.Ş.	İzmir	808	293,017
Park Gıda ve Meşrubat San. ve Tic. A.Ş.	Tekirdağ	33	13,000
Süral Otelcilik ve Turizm İşl. A.Ş.	Antalya	11	10,000
Elif Turizm Tic. Ve İşl. A.Ş.	Antalya	4	200
İstanbul Gıda Tur. San. ve Tic. A.Ş.	İstanbul	10	73
Total		2,568	1,226,290

Source: DPT (2007)

Figure 1 reports the distribution of market share in Turkey for 2009. As easily observed from the figure, there is a nearly monopolistic structure of Turkish beer market. Anadolu Efes which managed increasing its market share from 63% to 86% in 20 years is the leading brewery in the Turkish market (Anadolu Efes, 2010). Anadolu Efes is followed by Türk Tuborg which has 13 % market share.

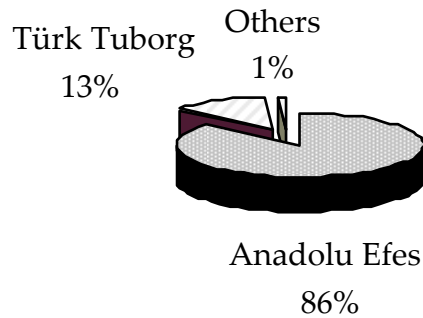


Figure 1 Distribution of beer market share in Turkey (2009) (Source: Anadolu Efes, 2010)

It has to be noted that per capita beer consumption is too low compared to the major beer consuming countries in the world. Figure 2 reports the per capita consumption in Turkey. Although per capita consumption is low, it has been steadily increasing and reaching 13 liters per capita in 2008, as the figure illustrates.

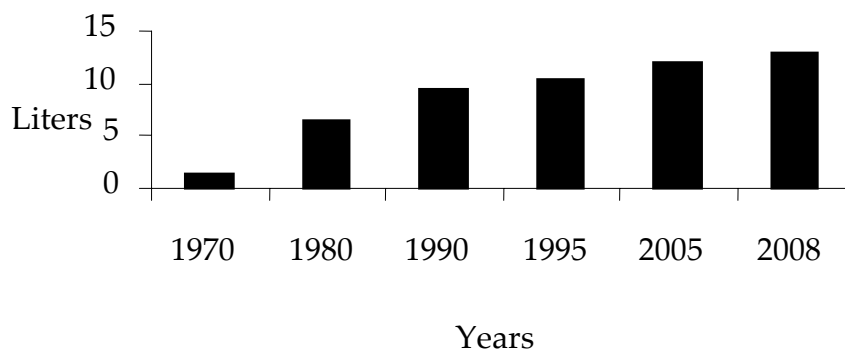


Figure 2 Per capita beer consumption in Turkey (Source: Anadolu Efes, 2010)

However, despite relatively low per capita consumption, Turkey ranks as one of the biggest beer consuming nations in Europe (Rodwan, 2002). In 2008, 925 million liters—with an 80.3 million liter increase from the previous year—of beer were consumed and total market volume reached 2 billion USD. Between the years 2007 - 2013, it is forecasted that the domestic demand will increase by 1.2 % and the production by 1.7% in terms of volume (BMUD, 2010).

Today, 90% of the whole alcoholic beverages consumption belongs to beer which is also the third most consumed drink after tea and carbonated

beverages in Turkey. The majority of the rest of the alcoholic beverages market is shared by *raki*, wine and vodka, respectively.

Table 3, presents the regional per capita beer consumption figures for 2004. It is observed that there exist big regional differences in beer consumption within Turkey. Marmara Region enjoys the highest per capita consumption. Marmara Region is followed by Aegean and Mediterranean Regions in terms of per capita consumption; however, beer consumption in Eastern parts of Turkey is extremely low because of underdeveloped distribution channels and lack of tourism. When cities are compared, Istanbul leads the list with 60% of total consumption, followed by İzmir and Ankara, with 20% and 15% respectively.

Table 3. Geographical Per Capita Beer Consumption in Turkey (2004)

Region	Liter/Year
Marmara	21
Aegean	16
Mediterranean	15
SE Anatolia	6
Eastern Anatolia	4.5

Source: Yeni Para (2004)

According to an on-premise panel conducted by Ipsos KMG (Çakır, 2008), Turkish beer consumers are mainly aged between 20-35 years, and male. With the introduction of light and aromatic beers, the number of women who consume beer increased in recent years and reached 20% of female

population. Average age of beer consumers is 32. Around 51% of beer is consumed on-trade (on-premises) channels. On-premise retail sale refers to the selling of alcoholic beverages for consumption at the site of the sale, such as in pubs, bars, night clubs or restaurants. Off-premise retail sale refers to the selling of alcoholic beverages for consumption other than the site of sale such as liquor shops (TEKEL), supermarkets, fuel stations and kiosks (WHO, 2004, p.15).

Although, per capita beer consumption in Turkey is lagging a lot behind major beer consuming countries around the world, Malandrakis (2009) considers Turkey as a high potential growth market and asserts that Turkey along with Philippines, Vietnam and Nigeria is the next BRICs in alcoholic beverages. Therefore, it is essential to understand the values of consumers when consuming beer brands. The study in this way will hopefully be a guideline for marketing people to consider when spending hefty advertising budgets.

CHAPTER 3

LITERATURE REVIEW

Consumer Segmentation

...“the market” is not a single, cohesive unit; it is a seething, disparate, pullulating, antagonistic, infinitely varied sea of differing human beings-every one of them distinct from every other one as fingerprints; every one of them living in circumstances different in countless ways from those in which every other one of them is living (Weir, 1960, p.95).

As it is clear from the definition, consumers in the market are not homogeneous but unique in many aspects. On the other hand, the success of any business lies in its ability to understand fully the needs of the consumers in the market. However, it is obvious that developing a suitable method for measuring the needs of consumers is far more than a straightforward process. Smith (1956) was the first to introduce the concept of market segments to handle this obstacle. Market segmentation by definition is the process of classifying the consumers into groups with similar characteristics which makes them demand similar products and/or services. However, another important task is to find the right variables to employ in segments to really discern consumers’ behaviors in the marketplace (Küçükemiroğlu, 1997).

Demographic and socioeconomic dimensions such as gender, age, education, location, income, etc. have been quite popular for many years among academics and marketers because of their simplicity in the process of classification of the consumers (Bagozzi, 1986). However, demographic profiles, although they give some insight about consumers, have not been considered rich enough for in depth interpretation by many scholars (Wells, 1975). Yankelovich (1964) stated that differences in consumer behaviors, motivations, values, usage types, preference for aesthetics, and level of susceptibility were more important than just demographic differences for marketers. He further suggested segmentation of beer consumers at least using four dimensions: reasons for consuming beer (intentional), preference for taste (aesthetic), price/quality (value), and amount of consumption. However, most research conducted found no evidence about the importance of taste in the choice of beer brands or in general choice of alcoholic beverages (SIRC, 1998, p.31). In one blind test conducted for understanding the influence of beer brand identification on taste perception, participants were asked to evaluate several beer brands presented in unlabeled identical bottles (Allison & Uhl, 1964). Taste components considered were after taste, bitterness, aroma, sweetness, foam, body, carbonation, strength, and lightness. However, most participants failed to identify correctly their favorite beer among others by tasting only.

Some other consumer segmentation methods which deserve mentioning are; social class used by Coleman (1983) and family life cycle utilized by Wells and Gubar (1966), both based on the assumption that choice of products is a function of common needs and goals shaped by common socio-demographic traits.

Lifestyle segmentation has received a good acceptance in modern marketing as a better means of segmentation (Wells, 1975; Wells and Tigert, 1977). The lifestyle segmentation measures consumers' attitudes in terms of how they spend their time, how they allocate their money, what interests and/or hobbies they have, their vision of the world, their values (Anderson & Golden, 1984; Küçükemiroğlu, 1997). A number of research partitioned consumers into groups using various lifestyle schemes for a variety of products and services (Fournier, Antes, & Beaumier, 1992). For example, Uusitalo (1980) and Douglas & Isherwood (1979) used lifestyle segments based on actual expenditure patterns. LOV (List of Values) utilized by Kahle (1983) and VALS (Values and Lifestyles) employed by Mitchell (1978) are among value-based segmentation approaches based on the assumption that those with similar psychographic profiles consume similar products in order to express their values.

Numerous research linked levels of consumption for alcoholic drinks to lifestyle (Lesch, Luk, & Leonard, 1991). Orth, McDaniel, Shellhammer, and

Lopetcharat (2004) used lifestyle segmentation for craft beer consumers. In a similar study, Orth, Wolf, and Dodd (2005) partitioned wine consumers using lifestyle scale. The lifestyle scale used in both studies and also employed in this study, has been originally developed by Moore and Homer (2000) in a study to show the relation between affect intensity and three crucial dimensions of temperament—emotionality, sociability, and sensory arousability.

Brand Benefits

It has been great concern among researchers to find out what benefits consumers seek when consuming a brand. A number of dimensions have been suggested by prior studies for the classification of brand benefits or perceived value of a brand. Perceived value is the consumer's in-depth assessment of the benefit of a brand on the basis of perceptions of what is obtained and related cost of obtaining it (Zeithaml, 1988). These dimensions are: Functional Benefit (Sheth et al., 1991), Price / Value for Money (Sweeney and Soutar, 2001), Social Benefit (Sheth et al., 1991), and Emotional Benefit (Sheth et al., 1991; Long & Schiffman, 2000).

A number of scales have been introduced recently to measure consumer-perceived value of a brand based on these benefits: PERVAL Scale was developed by Sweeney and Soutar (2001) as a measure of perceived

value of brands for consumer durable goods. SERV-PERVAL Scale was introduced by Petrick (2002) as a measure of perceived value for the use of a service. SERVQUAL Scale was developed by Parasuraman, Zeithaml, and Berry (1988) to measure the perceived value construct related to service quality. SERVPERF Scale which was introduced by Cronin and Taylor (1992) measures perceived service quality by the consumers' assessment of service performance. GLOVAL Scale was developed by Sanchez, Rodriguez, and Moliner, (2006) with the concern of post-experience evaluation of perceived value in particular when there is significant time gap between purchase and usage stages as in tourism case.

PERVAL Scale was employed to profile brand benefits against lifestyle segments for craft beer by Orth et al. (2004); the methodology of which has been the basis of this study as well. The research by Orth et al. (2004) identified eight distinct consumer lifestyle segments. Significant differences for the preference of craft beer brand and benefits sought have been shown to exist between segments. The research was extended for measuring wine benefits sought by consumers in a study of Orth et al. (2005) by using an adjusted version of PERVAL. Scale was extended with the inclusion of environmental and humane dimensions besides the original dimensions, i.e., functional, price, social, and emotional benefits.

CHAPTER 4

METHODOLOGY

This chapter presents the methodology of the study. The methodology covers the hypotheses and the items that make up the questionnaire employed in the study to test our hypotheses. The items in the questionnaire have been taken from literature (Orth et al., 2010; Hajdu, Major, & Lakner, 2007; Dumicic', Renko, & Renko, 2003) with minor modifications when necessary in order to maintain clarity when they are translated into Turkish. Turkish and English versions of the questionnaire are provided in Appendices A and B, respectively. Furthermore, sampling procedures are explained.

Hypotheses

In this study, the following four hypotheses are tested:

h1: Consumers can be grouped into homogeneous segments that exhibit similar lifestyles.

h2: Consumer segments exhibit significant differences in brand preferences.

h3: Consumer segments exhibit significantly distinct characteristics in terms of benefits sought from the consumption of products.

h4: Benefits sought by consumers are correlated with brand preferences.

Variables

In this section, the variables employed in the questionnaire are explained in the same order they are listed.

Preference for Alcoholic Drinks

Respondents were asked to rank the following alcoholic drinks 1 through 4, in terms of which drink is their most favorite, which drink their next most favorite, and so on:

1. Beer
2. Wine
3. *Raki*
4. Other (the respondents were given the option to specify the type of drink)

Beer Drinking Frequency

Respondents were asked to specify how often they drink beer (Dumicic' et al., 2003). The participants were classified into 4 discrete groups:

1. Regular Beer consumers who are those who drink beer everyday or 5-6 times a week
2. Moderate Beer drinkers who are those who drink beer 1-2 times a week or 3-4 times a week

3. Occasional Beer drinkers who are those who drink beer 1-2 times a month or less than once a month

4. Non-consumers who are those who do not drink beer at all

Preference for Beer Types and Packages

Participants were asked to rank the following beer types from 1 to 6 such that 1 corresponds to the most favorite beer type and 6 corresponds to the least favorite beer type.

1. Standard/Lager

2. Dark

3. Light

4. Non-alcoholic

5. Flavored

6. Wheat

Participants were also asked to indicate their preference for the following beer package types:

1. Glass bottle

2. Aluminium Can

3. Plastic bottle

4. Keg (a small cask or barrel, holding usually from 5 liters to 50 liters of beer)

Preference for Beer Drinking Venues

Respondents were asked to rank the following venues from 1 to 5 such that 1 corresponds to the most favorite venue and 5 corresponds to the least favorite venue for consuming beer.

1. Home
2. Restaurant
3. Pub/Bar/Nightclub
4. Traditional Turkish Beer House (*Birahane*)
5. Outdoors (cookout, barbeque, sport activity, etc)

Preference for Beer Drinking Occasions

Douglas (1987) stated that drinking was fundamentally a social behavior carried out in an agreed social context. Therefore, in this section, the social reasons for beer drinking were researched. The participants were demanded to rate the following reasons and circumstances to indicate their level of preference when consuming beer on a 7-point Likert-type scale (1 = strongly dislike, 7 = strongly like), extracted from the study of Hajdu et al. (2007) with minor modifications to maintain clarity when translated into Turkish:

1. While eating
2. For stress relief at the end of the day
3. For celebration

4. At Barbeque/Cookout/Garden party
5. While watching a favorite program/sports match on TV
6. With friends/family
7. When alone
8. To quench thirst
9. To get socialized at a party/pub

Preference for Beer Brands

Participants were asked to rate the brands listed in Table 4, to indicate their preference on a 7-point Likert-type scale (1 = strongly dislike, 7 = strongly like). Participants were also given the option to check off the choice of “Don’t know this brand” instead of indicating a preference point, if they were not familiar with the given brand. This choice has been utilized in measuring brand awareness of participants for each beer brand.

Table 4. Beer Brands Employed in the Questionnaire

1. Efes	7. Marmara	13. Skol
2. Tuborg	8. Beck's	14. Balans
3. Carlsberg	9. Miller	15. Taps
4. Mariachi	10. Heineken	16. Foster's
5. Gusta	11. Corona	
6. Tekel	12. Vole	

Brands were carefully chosen to represent all available beer segments in Turkey such as premium (Carlsberg, Beck's, Foster's, Miller), standard (Efes and Tuborg), and economic (Vole, Skol, Marmara, Tekel) segments as well as specially brewed (Balans and Taps), premium-import (Heineken, Corona), wheat (Gusta), and aromatized (Mariachi) beer types.

PERVAL (Perceived Value) Scale

A 20 – item PERVAL Scale with 5 dimensions of benefits sought which was originally developed by Sweeney and Soutar (2001), has been utilized to measure customer's perception of the value of their favorite beer brands. Sweeney and Soutar (2001) used the scale for consumer durable goods and demonstrated the reliability of the scale substantially. In this study, the scale items were extracted from the previous studies of Orth et al. (2004) and Orth et al. (2005) who employed the scale with minor adjustments for craft beer and wine respectively. Care should be taken not to confuse perceived value with satisfaction. The former is related to different steps of the purchase process, including the pre-purchase step. However, the latter is considered to be a post-purchase and post-use assessment (Sweeney & Soutar, 2001).

Initially, the participants were asked to specify their favorite beer brand as a forced choice, such that, the participants could choose only one beer brand from the list of 16 beer brands provided. Later, the respondents

were asked to indicate the extent to which they disagree or agree with the following statements for their favorite beer brand on a 7-point Likert-type scale (1= strongly disagree, 7= strongly agree):

Perceived Value Items:

My favorite beer...

Functional benefit (performance/quality)

- 1...is well crafted
- 2...has an acceptable standard of quality
- 3...has poor craftsmanship (Replies have been reversed)

Functional benefit (price/value for money)

- 4...is reasonably priced
- 5...offers value for money
- 6...is a good product for the price
- 7...is very economical

Social benefit (heighten social self-concept)

- 8...helps me feel acceptable
- 9...improves the way I am perceived by others
- 10...makes a good impression on other people
- 11...gives its owner social approval

Positive emotions benefit (arouse good feelings)

- 12...makes me want to drink it

13...is one that makes me feel relaxed

14...makes me feel good

15...gives me pleasure

16...evokes thoughts of happiness

17...soothes me

Negative emotions benefit (balance negative feelings)

18...eliminates all fear

19...eliminates all anger

20...makes me anxious (Replies have been reversed)

Lifestyle Items

In light of the first hypothesis employed, questionnaire items to develop consumer segments based on lifestyles were taken from a study by Orth et al. (2004) with minor modifications in order to maintain clarity after the items have been translated into Turkish. The items have been originally developed by Moore and Homer (2000) to demonstrate the relation between affect intensity and three crucial dimensions of temperament, i.e., emotionality, sociability, and sensory arousability which also conform to three dimensions of benefit related to this study.

The respondents were asked to indicate their level of preference for the following 18 activities on a 7-point Likert-type scale (1 = strongly dislike,

7 = strongly like).

1. Watching movies of drama and romance
2. Watching exciting movies
3. Watching TV
4. Watching comedies on TV
5. Listening to news on the radio
6. Singing a song
7. Dancing
8. Eating out with friends
9. Partying with friends
10. Reading quietly and leisurely
11. Bicycle riding alone
12. Jogging alone
13. Smelling aroma of freshly baked bread
14. Grocery shopping
15. Smelling fragrance of perfumes
16. Listening to romantic emotional music
17. Going on a date
18. Watching sports

Demographics

Questionnaire items regarding demographics included Age with scaling in

levels covering less than 18, 18-25, 26-35, 35-64, and more than 64; Gender; Marital status (Single, Married, Divorced/Widowed); Last Level of Education Completed (Secondary School or less, Highschool, Undergraduate, Graduate, PhD); Employment Status (Student, Self Employed, Full Time Employed, Part Time Employed, Unemployed and not Looking for a Job, Unemployed but Looking for a Job, and Housewife); and Monthly Income with scaling in levels covering 0-750 TL, 751-1500 TL, 1501-2500 TL, 2501-3500 TL, Over 3500 TL.

Non-qualifying Responses

Throughout the questionnaire three non-qualifying responses were added to increase the health of the survey. Those respondents who were below 18 years old, i.e., below the legal age for consuming alcoholic drinks, those who do not consume alcohol or those who do not consume beer at all were disqualified to go through the rest of the survey.

Pre-Test Sample

A pre-test sample of three participants was selected to ensure the clarity of the questionnaire items. The sample consisted of two males and one female, all of whom had university degrees. Each respondent was asked to fill in the questionnaire. The feedback received from the pre-test sample indicated that the items were clear in large part and only some minor modifications related

to the choice of wording to increase clarity have been made in the questionnaire.

Actual Sample

A web administered questionnaire has been prepared at the survey web site of <http://www.surveymonkey.com>. The questionnaire had between 80 to 90 items organized in 17 questions. According to the feedback from the pre-test sample, the required time to fill in the questionnaire was measured to be approximately fifteen minutes.

As sampling type, convenience sampling, i.e., nonprobabilistic sampling instead of probabilistic sampling was favored since the study was based on voluntary participation. Roughly 200 people were asked to fill out the questionnaire where "Snowball Technique" of Goodman (1961), was partially employed to reach target response group. As a result, 119 people participated in the survey. Among 119 participants, 10 did not qualify since they have not consumed any alcoholic beverages or have not consumed beer at all. Among 109 participants, replies from 81 people have been taken into account in the data analysis since the remaining 28 participants partially answered the survey; therefore, these cases were deleted as explained in the section regarding handling of missing data and outliers. The sample consisted of 66.67% males and 33.33% females. Gender frequency and

percentages for sample are presented in Table 5.

Table 5. Gender

Gender	Frequency	Percentage
Male	54	66.67
Female	27	33.33
Total	81	100.00

Table 6 presents the marital status frequency and percentages for sample.

Singles which constitute 61.73% of the sample are overrepresented.

Table 6. Marital Status

Marital Status	Frequency	Percentage
Single	50	61.73
Married	26	32.10
Divorced/Separated	5	6.17
Total	81	100.00

As can be observed from Table 7 which presents the age frequency and percentages for sample, 55.56% of the sample is between 26 and 35 years old.

This group is followed by the age group corresponding to 36-64 interval which constitutes 34.57% of sample.

Table 7. Age

Age	Frequency	Percentage
18-25	8	9.88
26-35	45	55.56
36-64	28	34.57
Over 64	0	.00
Total	81	100.00

Table 8 presents the educational frequency and percentages for sample. Participants, who hold an undergraduate degree as the last degree attained, constitute 60.49% of the sample. The second largest group is participants with a graduate degree which make up of 28.40% of the sample. None of the 81 participants reported secondary school or below as the last education completed.

Table 8. Education

Last Education Completed	Frequency	Percentage
Secondary School or Below	0	.00
Highschool	2	2.47
Undergraduate	49	60.49
Graduate	23	28.40
PhD	7	8.64
Total	81	100.00

Employment status frequency and percentages are reported in Table 9. 60.49% of sample is employed full time and they constitute the biggest group. This group is followed by self employed participants who constitute 18.52% of sample.

Table 9. Employment Status

Employment Status	Frequency	Percentage
Student	6	8.64
Self Employed	15	18.52
Full Time Employed	50	60.49
Part Time Employed	2	2.47
Unemployed and not Looking for a Job	2	3.70
Unemployed but Looking for a Job	5	6.17
Housewife	0	.00
Total	81	100.00

Table 10 presents monthly income frequency and percentages for sample.

Table 10. Monthly Income

Monthly Income	Frequency	Percentage
0-750 TL	4	4.94
751-1500 TL	17	20.99
1501-2500 TL	14	17.28
2501-3500 TL	17	20.99
Over 3500 TL	29	35.80
Total	81	100.00

Table 11 presents the descriptive statistics for the same demographic variables, where codes are used as explained in the demographic variables part in this chapter.

Table 11. Descriptive Statistics for Demographic Variables of Sample

	N	Min	Max	Median/Mode
Gender*	81	1.00	2.00	Male
Age**	81	1.00	3.00	26-35
Marital Status*	81	1.00	3.00	Single
Education**	81	2.00	5.00	Undergraduate
Employment Status*	81	1.00	6.00	Full TimeEmployed
Monthly Income**	81	1.00	500	2501-3500TL

* Mode is reported for Gender, Marital Status, and Employment Status

** Median is reported for Age Education, and Monthly Income

Median value for monthly income is in the range of 2501-3500TL. Therefore, it is concluded that, well educated, high income, and young/middle aged people which are in the interval of 26-35 are over represented in the sample. However, this is considered as a positive situation, since they act as opinion leaders as depicted by the 2-step flows of communication theory which was first introduced by Lazarsfeld, Berelson, and Gaudet (1948) and further developed by Katz and Lazarsfeld (1955). As shown in Figure 3, according to the two-step flow of communications theory, opinion leaders act as a sort of human agency between mass media and the rest of the community in the transfer of ideas since they have a better access to media and a better understanding of media content.

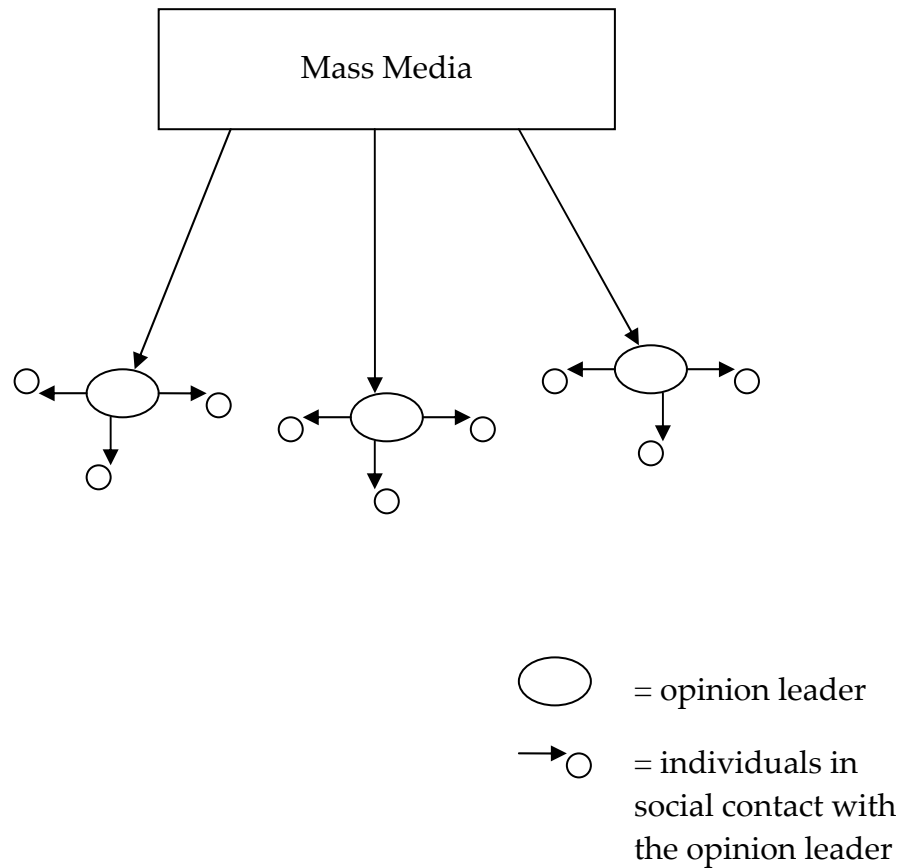


Figure 3 Two-step flow model (Source: Katz & Lazarsfeld, 1955)

Handling Missing Data and Outliers

Hair, Black, Babin, Anderson, and Tatham (2010) suggested a four-step process for identifying missing data in terms of type, extent, randomness of missing data and imputation methods respectively. Since the structure of web-administered questionnaire did not allow the respondents to continue before answering the items in the order provided, almost all missing data occurred due to attrition close to the end of the survey. According to Hair et al. (2010), if missing data per observation exceeds 10% of total questionnaire

items in a specific nonrandom fashion, the observation is a candidate for deletion. Among the 119 observations, 28 respondents had more than 10% of missing data which fitted in the criteria above. Since the remaining observations were deemed enough for multivariate analysis, these cases have been deleted. The rest of the very few missing data have been observed to occur at the last section of the questionnaire at demographic items such as income. This type of missing data was replaced with the mean value of the relevant consumer segment group for each variable. Furthermore, data have been investigated for the presence of any outliers which are observations that seem to deviate distinctly from other observations in the sample, by employing univariate analysis. However, no evidence of outliers was observed.

CHAPTER 5

FINDINGS

In this chapter, initially, cluster analysis is utilized in order to identify consumer lifestyle segments. The segments are compared to several demographic and behavioral variables including beer brand preferences. Finally, a factor analysis has been conducted to show that the PERVAL Scale variables reduce to five dimensions of benefit and these dimensions have been utilized to identify what benefits are sought by each distinct consumer segment. XLSTAT 2010 statistical software package has been employed for both univariate and multivariate data analyses.

Cluster Analysis

Cluster Analysis is a multivariate statistical method, which aims to identify groups of samples that behave similarly or show similar characteristics (Hair et al., 2010). In this section, Cluster Analysis has been conducted so that observations could be classified into a number of consumer segments which shared common lifestyles in order to evaluate hypothesis h1o. Analysis was carried out for various relatively little number of clusters (segments) between 3 and 5, since 81 observations also constituted a relatively small sample. The case with 3 segments was concluded to give the most meaningful result. The other cases with 4 and 5 segments resulted in some clusters with one or two

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MUHAMMET CUMHUR SELEK

BOĞAZIÇI UNIVERSITY

2010

members only; therefore, these cases were ignored. The result with 3 segments was double-checked by using both agglomerative hierarchical and nonhierarchical methods for soundness. The findings obtained by employing both methods are found to be consistent in general. Table 12, presents the descriptive statistics for lifestyle variables.

Table 12. Descriptive Statistics for Lifestyle Items

Variables*	Min.	Max.	Mean	Std. Dev.
Watching movies of drama and romance	1.00	7.00	4.05	1.89
Watching exciting movies	1.00	7.00	4.56	1.80
Watching TV	1.00	7.00	3.72	1.59
Watching comedies on TV	1.00	7.00	4.48	1.61
Listening to news on the radio	1.00	7.00	3.10	1.78
Singing a song	1.00	7.00	3.43	1.89
Dancing	1.00	7.00	3.79	1.93
Eating out with friends	2.00	7.00	5.64	1.39
Partying with friends	1.00	7.00	5.43	1.57
Reading quietly and leisurely	1.00	7.00	5.07	1.66
Bicycle riding alone	1.00	7.00	3.79	1.98
Jogging alone	1.00	7.00	3.44	2.00
Smelling aroma of freshly baked bread	1.00	7.00	5.38	1.68
Grocery shopping	1.00	7.00	4.23	1.96
Smelling fragrance of perfumes	1.00	7.00	3.99	2.04
Listening to romantic emotional music	1.00	7.00	4.26	1.81
Going on a date	1.00	7.00	5.60	1.72
Watching sports	1.00	7.00	4.78	1.98

*Number of observations, N=81 for all variables.

Note: Likert scale values are from 1=strongly dislike to 7=strongly like

Table 13, reports the results for three segments with cluster means for each 18 common lifestyle factors by utilizing k-means (nonhierarchical) method.

Furthermore, pairwise comparison test of Tukey Honestly Significant

Difference (HSD) has been utilized to identify significant differences between the segments for each common lifestyle factor with a confidence interval of 95%. Significantly highest or lowest mean values for 18 item common factors are also presented in Table 13, when applicable. During the analysis, minimization of Wilk's Lambda (Everitt & Dunn, 1991) was employed as clustering criterion and convergence factor was taken as .0001. Although the number of iterations was chosen as 50 in the beginning of the analysis, Wilk's Lambda reached its minimum value of .069 after the second iteration. Figure 4, depicts Wilk's Lambda versus iterations.

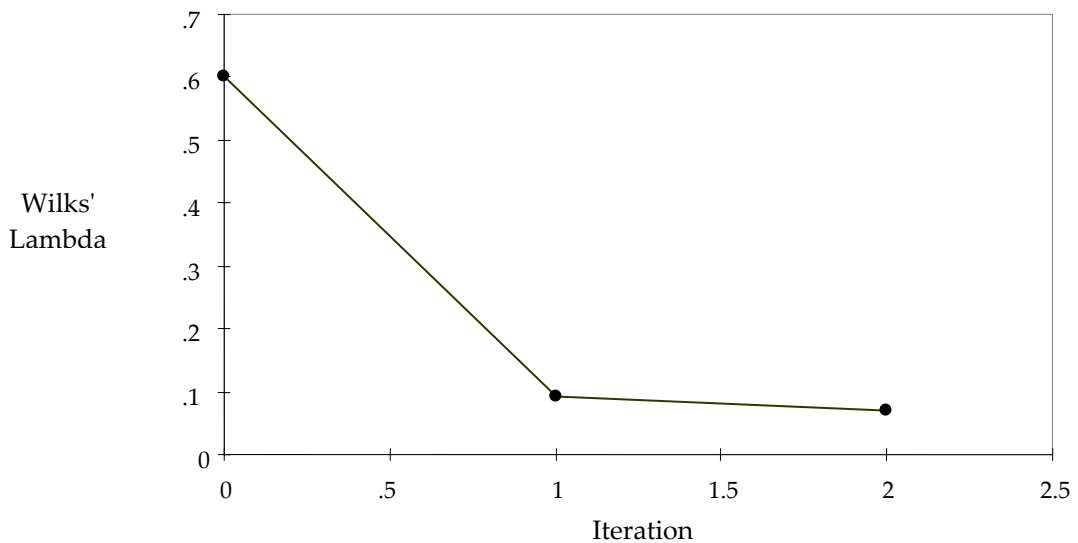


Figure 4 Change of Wilk's lambda against number of iterations

The first and the smallest consumer lifestyle segment (S1) consists of 22 members and includes 27% of observations. When means are examined carefully for the evidence of significantly highest or lowest values, S1 stands

out only in the following few categories by scoring the lowest score: "Watching TV", "Watching exciting movies", "Watching comedies on TV", and "Watching sports". Therefore, it is concluded that the members of this segment are mainly not interested in TV related activities and hold a middle of the road attitude against all other activities. For ease of differentiating it from the other segments, this segment was labeled as "TV-Opposing Conservatives".

The second and the biggest consumer segment (S2) is made up of 30 members and constitutes 37% of observations. This segment scored significantly highest scores in the following activities: "Watching movies of drama and romance", "Singing a song", "Dancing", "Reading quietly and leisurely", "Bicycle riding alone", "Jogging alone", "Smelling aroma of freshly baked bread", "Grocery shopping", "Smelling fragrance of perfumes", "Going on a date". However, they have not scored the lowest value in any of the 18 factors. The members of this particular segment enjoy outdoors, romance and socializing activities. Therefore, this segment has been labeled as "Outgoing Sociables".

The third consumer segment (S3) includes 29 members and makes up of 35% of the participants. This segment stands out only in "Watching comedies on TV" category by scoring the highest value. However, in a number of activities like "Watching movies of drama and romance",

“Singing a song”, “Dancing”, “Bicycle riding alone”, “Jogging alone”, “Smelling aroma of freshly baked bread”, “Grocery shopping”, “Smelling fragrance of perfumes”, “Smelling fragrance of perfumes”, “Listening to romantic emotional music”, and “Going on a date”, this segment scored significantly the lowest values. The segment is observed to be in sharp contrast to the second segment with almost reversed characteristics. Members of the segment do not enjoy outdoor activities, romance or socializing with people. Thus, the segment has been labeled as “Lazy Unromantics”.

Table 13. Identification of Lifestyle Segments

Common factors (I like...)	Segments			p
	S1	S2	S3	
Watching movies of drama and romance	3.82	4.80 ⁺	3.44 ⁻	.016
Watching exciting movies	2.82 ⁻	5.33	5.07	.000
Watching TV	2.54 ⁻	4.10	4.21	.000
Watching comedies on TV	3.90 ⁻	4.40	5.00 ⁺	.050
Listening to news on radio	2.72	3.27	3.21	.519
Singing a song	3.45	4.10 ⁺	2.72 ⁻	.018
Dancing	4.00	4.87 ⁺	2.51 ⁻	.000
Eating out with friends	5.50	5.93	5.45	.353
Partying with friends	5.45	5.87	4.96	.087
Reading quietly and leisurely	4.31	5.90 ⁺	4.79	.001
Bicycle riding alone	3.73	4.93 ⁺	2.65 ⁻	.000
Jogging alone	3.54	4.87 ⁺	1.89 ⁻	.000
Smelling aroma of freshly baked bread	5.18	6.13 ⁺	4.75 ⁻	.005
Grocery shopping	4.00	5.30 ⁺	3.31 ⁻	.000
Smelling fragrance of perfumes	3.73	5.43 ⁺	2.69 ⁻	.000
Listening to romantic emotional music	4.82	5.23	2.82 ⁻	.000
Going on a date	5.54	6.40 ⁺	4.82 ⁻	.001
Watching sports	3.04 ⁻	5.43	5.41	.000
Within-class variance	49.74	47.03	46.17	
Number of Members	22.00	30.00	29.00	
Percentage of Members	27.16	37.04	35.80	

⁺Indicates a significantly highest mean value, ⁻Indicates a significantly lowest mean value

Note: Likert scale values are from 1=strongly dislike to 7=strongly like

Table 14, presents the distances between the class centroids. The distance between S2 and S3, i.e., “Outgoing Sociables” and “Lazy Unromantics” is highest among the three pairwise distances which indicates that these two segments are the most dissimilar segments. The distance between S1 and S3 is found to be the lowest, therefore they are the most similar segments. It can be concluded that consumers can be grouped into homogeneous segments that exhibit similar lifestyles and hypothesis h1 is accepted accordingly.

Table 14. Distances Between the Class Centroids

	S1	S2	S3
S1	.00	5.44	5.32
S2	5.44	.00	6.90
S3	5.32	6.90	.00

S1=TV-opposing Conservatives, S2=Outgoing Sociables, S3=Lazy Unromantics

Demographic and Behavioral Profiles of Lifestyle Segments

Table 15 presents the comparison of consumer lifestyle segments to several demographic variables. Results of χ^2 values used to test if there is any relationship between the segments and the demographic variables with a confidence interval of 95% are also tabulated in the Table. For some demographic variables, rows and columns were combined during analysis since expected frequencies were less than 5. Only significant association is found for gender composition at .001 level. Strength of association has been found to be moderately high (Cramer's $V=.478$).

Table 15. Demographic Profile of Lifestyle Segments

	Segments			χ^2 / χ^2_{table}
	S1	S2	S3	
Age by Percentage				1.59<5.99
18-25	13.64	6.67	10.34	
26-35	40.91	63.33	58.62	
36-64	45.45	30.00	31.03	
Gender by Percentage				18.5*>13.82**
Male	45.45	53.33	96.55	
Female	54.55	46.67	3.45	
Last Education Completed by Percentage				.49<5.99
Highschool	.00	3.33	3.45	
Undergraduate	68.18	60.00	55.17	
Graduate	27.27	23.33	34.48	
Ph.D.	4.55	13.33	6.90	
Monthly Income by Percentage				5.09<12.59
0-750 TL	4.55	3.33	6.90	
751-1500 TL	22.73	16.67	24.14	
1501-2500 TL	27.27	10.00	17.24	
2501-3500 TL	13.64	30.00	17.24	
Over 3500 TL	31.82	40.00	34.48	
Marital Status by Percentage				.14<5.99
Single	59.09	66.67	58.62	
Married	31.82	30.00	34.48	
Divorced/Separated	9.09	3.33	6.90	
Employment Status by Percentage				1.99<9.49
Student	4.55	13.33	6.90	
Self Employed	27.27	13.33	17.24	
Full Time Employed	50.00	70.00	58.62	
Part Time Employed	4.55	.00	3.45	
Unemployed and not Looking for a Job	4.55	3.33	3.45	
Unemployed but Looking for a Job	9.09	.00	10.34	

* Cramer's V =.478

** At a significance level of .001

When demographic variables are studied, "TV opposing Conservatives" are observed to be the oldest of the three segments and predominantly female.

They are also least educated and poorest of the three segments. "Lazy

Unromantics" are the youngest segment. They are predominantly male.

“Outgoing Sociables” have the highest education level and income among the three segments. Regarding marital status, no significant difference is observed between the segments. All three segments are predominantly single followed by married participants. Regarding employment status, “Outgoing Sociables” has the highest rate of full time employees and the lowest rate of unemployed participants. This explains the relatively higher monthly income rate for this segment.

Table 16 presents the comparison of consumer lifestyle segments to various behavioral factors. Significantly highest or lowest mean values for behavioral factors obtained from Tukey HSD multiple comparison test with a confidence interval of 95%, are reported in the Table 16 when applicable.

Table 16. Behavioral Profile of Lifestyle Segments

Variables	Segments		
	S1	S2	S3
Alcoholic Drink Preference*			
Beer	3.04	2.87	3.14
Wine	3.04	2.76	2.48
<i>Raki</i>	2.00	2.30	2.52
Other (Vodka as the first choice)	1.92	2.07	1.86
Beer Drinking Frequency*	2.41	2.57	2.79
Beer Type Preference*			
Standard/Lager	5.35	5.52	5.98
Dark	3.80	3.83	4.55
Light	3.17	3.15	3.07
Non-Alcoholic	1.55	1.43	1.37
Aromatized	3.40	3.27	3.00
Wheat	3.73	3.80	3.03
Beer Package Preference *			
Glass Bottle	.95	.83	.86
Aluminium Can	.32	.23	.52
Plastic Bottle (PET)	.00	.03	.10
Keg	.23	.33	.34
Beer Consumption Venue Preference*			
Home	2.86	3.13	3.10
Restaurant	2.86	2.53	3.00
Bar/Pub/Nightclub	4.36	4.23	4.03
Traditional Beerhouse, " <i>Birahane</i> "	1.86	2.10	1.97
Outdoors (cookout, barbeque, etc)	3.05	3.00	2.90
Beer Consumption Occasion/Reason Preference*			
While eating	3.95	4.00	3.62
For stress relief at the end of the day	4.18	4.83	4.55
For celebration	4.86	4.77	4.97
At Barbeque/Cookout/Garden party	4.32	4.90	5.31
While watching a favorite program/sports match on TV	3.45 ⁻	4.63	5.00
With friends/family	4.64	4.87	5.41
When alone	3.14	3.87	3.69
To quench thirst	2.95	3.87	3.14
To get socialized at a party/pub	4.91	4.17 ⁻	5.52 ⁺

*Mean is reported for Alcoholic Drink Preference, Beer Drinking Frequency, Beer Type Preference, Beer Package Preference, Beer Consumption Venue Preference, and Beer Consumption Occasion/Reason Preference

⁺Indicates a significantly highest mean value, ⁻Indicates a significantly lowest mean value

When behavioral variables are examined, it is observed that, beer is preferred most by “Lazy Unromantics” although all three segments put beer on the top of list. “Outgoing Sociables” prefer beer less than the other two segments. Wine is preferred by “TV-opposing Conservatives” most and least by “Lazy Unromantics”. It is worth noting that “TV-opposing Conservatives” prefer wine and beer equally. “Lazy Unromantics” prefer *rakı* more than the other segments and wine as well although the other segments list wine in the second place. “TV-opposing Conservatives” prefer *rakı* least compared to the other segments. The variable other drink is preferred least by all three segments. When the participants are asked to write their most preferred other drink, all three segments choose vodka predominantly. “Outgoing Sociables” prefer vodka most, while “Lazy Unromantics” prefer it least.

Regarding beer drinking frequency, both “Outgoing Sociables” and “Lazy Unromantics” are found to be moderate drinkers while the latter have the highest beer consuming rate. “TV-opposing Unromantics” are found to be occasional drinkers with the least drinking frequency.

Regarding beer type preference, Standard/Lager beer is consumed most, while non-alcoholic beer is consumed least by all three segments. Therefore, it is concluded that consumers prefer alcoholic drinks for reasons other than their taste. Second highest consumed beer is dark beer again by all three segments. While light beer is consumed in the third place by “Lazy

Unromantics”, wheat beer takes the third place for both “Outgoing Sociables” and “TV-Opposing Conservatives”. The same two segments consume aromatized beer in the fourth place. However, “Lazy Unromantics” consume wheat beer in the fourth place and aromatized beer in the fifth place. Light beer is consumed in the fifth place by both “Outgoing Sociables” and “TV-Opposing Conservatives”. These two segments are observed to be more similar in their beer type preference compared to “Lazy Unromantics”.

Regarding beer package preference, traditional glass bottle tops the list in all three segments. However, plastic bottle (PET) which has been introduced into market in the recent years does not receive a good welcome and is put in the last place again by all three segments. While aluminium can is preferred by both “TV-Opposing Conservatives” and “Lazy Unromantics” in the second place, “Outgoing Sociables” prefer Keg in the second place and Aluminium Can in the third place.

Regarding beer consumption venue, Bar/Pub/Nightclub are the most preferred location for drinking beer by all three segments. However, traditional Turkish beerhouse “*Birahane*” which used to be a very popular venue for beer consumption until 1980’s receive the lowest welcome again by all three segments signaling the fast shifting values of the consumers. Home is the next preferred place for beer consumption for “Outgoing Sociables” and “Lazy Unromantics”. However, for “TV-Opposing Conservatives”,

Outdoors follow Bar/Pub/Nightclub in the preference ranking. For this segment, home and restaurant receive equal acceptance in the third place. "Outgoing Sociables" rank outdoors higher compared to restaurant, while "Lazy Unromantics" rank restaurant over outdoors.

When beer consumption occasions or reasons are examined, it is observed that "TV-Opposing Conservatives" stand out in "While watching a favorite program/sports match on TV" by scoring significantly the lowest value which is consistent with the findings of lifestyle segmentation. While this segment rates "To get socialized at a party/pub", "For celebration", "With friends/family" respectively, as the most preferred circumstances for consuming beer, "To quench thirst" and "When alone" are rated as the least preferred circumstances. "Outgoing Sociables" rate "At Barbeque/Cookout/Garden party", "With friends/family", and "For stress relief at the end of the day" respectively, as the most preferred occasions, but "To quench thirst" and "When alone" as the least preferred occasions. "Lazy Unromantics" stand out in "To get socialized at a party/pub" by scoring significantly the highest score. "With friends/family" and "At Barbeque/Cookout/Garden party" are rated as the next two occasions for beer consumption respectively. "To quench thirst" and "While eating" receive the lowest scores from this segment. This result is significant in the

sense that beer is seen as a drink for social occasions and parties. The results are in large part in conformity with those of Hajdu et al. (2007).

The differences in demographic variables are observed to be not significant in general. The reason is determined to be pertaining to the fact that the distributions in sample are not normal, i.e., exhibit high skewness, since the sample is not representative of the Turkish population, but, in fact some variables are overrepresented while some others are underrepresented. In the same token, differences in behavioral factors are observed to be not significant except for few cases regarding preference for beer consumption circumstances. However, those variables which do not exhibit significant differences are posited to present the strong changes in behavioral trends among consumers in Turkey. Therefore, it is concluded that significant differences in behavioral and/or demographic variables exist between consumer segments.

Beer Brand Awareness

Table 17 presents the beer brand awareness against Consumer Lifestyle Segments for all 16 brands. Beer brand awareness data have been obtained directly from the number of responses which checked off “Don’t know this brand” option when the respondents were asked to rate the brands indicating their preferences. It is observed that “Lazy Unromantics” are

slightly more aware than the other two consumer segments which can be explained by the findings that this segment has a higher beer drinking frequency as well. Similarly, “TV-Opposing Conservatives” are the least aware about brands which is consistent with the findings that this segment has the lowest beer drinking frequency. Standard segment beer brands, Efes and Tuborg enjoy 100% brand awareness overall. Economic segment and Specially Brewed brands are subject to the lowest brand awareness.

Table 17. Beer Brand Awareness

Brands	Segments			%Sample
	%S1	%S2	%S3	
Efes	100.00%	100.00%	100.00%	100.00%
Tuborg	100.00%	100.00%	100.00%	100.00%
Miller	95.45%	100.00%	100.00%	98.77%
Carlsberg	95.45%	100.00%	96.55%	97.53%
Beck's	95.45%	93.33%	96.55%	95.06%
Tekel	81.82%	93.33%	96.55%	91.36%
Heineken	86.36%	90.00%	93.10%	90.12%
Foster's	86.36%	86.67%	89.66%	87.65%
Marmara	81.82%	83.33%	93.10%	86.42%
Corona	81.82%	76.67%	86.21%	81.48%
Mariachi	81.82%	80.00%	79.31%	80.25%
Gusta	77.27%	80.00%	79.31%	79.01%
Skol	72.73%	73.33%	82.76%	76.54%
Taps	50.00%	63.33%	68.97%	61.73%
Vole	54.55%	53.33%	58.62%	55.56%
Balans	36.36%	40.00%	41.38%	39.51%
Overall	79.83%	82.08%	85.13%	82.56%

S1=TV-opposing Conservatives, S2=Outgoing Sociables, S3=Lazy Unromantics

Beer Brand Preferences

Table 18 tabulates the beer brand preferences for each Consumer Lifestyle Segment. The results classified by beer segments are also presented.

Differences in mean values are tested for significance by Tukey HSD at a 95% confidence interval.

Predominantly male “Lazy Unromantics” significantly prefer Efes, by far the market leader. They also exhibit a strong preference for Tuborg, the other member of the standard beer segment. However, “Outgoing Sociables” which have high presence of females stand out in their preference of Miller, a premium beer by scoring the highest value. They exhibit a significantly high preference for other premium brand, Heineken and wheat beer Gusta. This group prefers Efes significantly less than the other groups. “Lazy Unromantics” express less concern for premium/import brands, except for Carlsberg, compared to the other two consumer segments. They also prefer the other expensive beer types like aromatized, wheat, and specially brewed less than “TV-Opposing Conservatives” and “Outgoing Sociables”. Although, economy segment beer brands are at the bottom of list in terms of preference by all three consumer segments, “Lazy Unromantics” express higher concern for this segment. This group stands out in their preference of Marmara by scoring the highest score.

In light of the findings, it is concluded that significant differences in the choice of beer brands exist between consumer lifestyle segments.

Therefore hypothesis h2 is accepted accordingly.

Table 18. Brand Preferences for Consumer Lifestyle Segments

Brands	Segments			Sample	p
	S1	S2	S3		
Efes	5.95	5.77 ⁻	6.48 ⁺	6.07	.045
Tuborg	3.90 ⁻	4.20	4.86 ⁺	4.36	.044
Standard	4.93	4.98	5.67 ⁺	5.22	.017
Miller	5.19	5.97 ⁺	4.66 ⁻	5.29	.041
Carlsberg	4.71	5.03	5.11	4.98	.627
Heineken	4.58	5.33 ⁺	4.15 ⁻	4.70	.025
Beck's	4.24	4.93	4.75	4.67	.339
Corona	4.16	4.96	3.96	4.36	.250
Foster's	4.16	4.12	3.38	3.86	.381
Premium/Import	4.51	5.06	4.33	4.63	.213
Tekel	2.39	2.79	2.64	2.62	.701
Marmara	1.83 ⁻	2.15	2.96 ⁺	2.38	.049
Skol	1.87	2.32	2.71	2.35	.077
Vole	1.67	2.25	2.35	2.13	.229
Economy	1.93 ⁻	2.38	2.67 ⁺	2.38	.038
Mariachi	3.89	4.12	3.57	3.86	.619
Aromatized	3.89	4.12	3.57	3.86	.619
Taps	4.36	4.37	2.85 ⁻	3.76	.031
Balans	3.50	4.08	3.00	3.53	.452
Specially Brewed	3.93	4.23	2.92	3.65	.472
Gusta	4.18	4.50 ⁺	3.17 ⁻	3.94	.050
Wheat	4.18	4.50 ⁺	3.17 ⁻	3.94	.050

S1=TV-opposing Conservatives, S2=Outgoing Sociables, S3=Lazy Unromantics

⁺Indicates a significantly highest mean value, ⁻Indicates a significantly lowest mean value

Note: Likert scale values are from 1=strongly dislike to 7=strongly like

Forced Brand Preference

In contrast to the brand preference findings explained in the previous section, the results of forced brand preferences which are utilized in the analysis of PERVAL Scale items are analyzed in this section. From forced preference, it should be understood that respondents have been allowed to indicate only one beer brand as the most favorite brand of theirs. Table 19 tabulates frequency and percentages of forced beer brand preference profiles for each consumer segment as well as the whole sample. Forced brand preferences based on beer segments are reported in Table 20.

Efes, by far the market leader, is the most favored beer brand by all three consumer segments. While, 58.62% of predominantly male “Lazy Unromantics” prefer Efes, the preference significantly drops to 30% for “Outgoing Sociables”. Efes is followed by premium brands in general. Miller is the second most preferred brand by all three consumer segments. “TV-Opposing Conservatives” express equal concern for Miller and Corona which ranks third in overall preference. Carlsberg and Miller are equally preferred by “Lazy Unromantics”. “Outgoing Sociables” stand out in their high preference of wheat beer, Gusta. “Lazy Unromantics” exhibit significantly higher interest in standard beer, whereas “Outgoing Sociables” put premium/import beer brands on the top of list. Economy segment brands

are among the least preferred brands for all three consumer segments. The findings correspond highly with those of previous section.

Table 19. Forced Brand Preferences

Brands	SEGMENTS						Sample	% Sample
	S1	%S1	S2	%S2	S3	%S3		
Efes	10	45.45%	9	30.00%	17	58.62%	36	44.44%
Miller	3	13.64%	7	23.33%	3	10.34%	13	16.05%
Corona	3	13.64%	3	10.00%	2	6.90%	8	9.88%
Heineken	1	4.55%	4	13.33%	0	.00%	5	6.17%
Carlsberg	0	.00%	1	3.33%	3	10.34%	4	4.94%
Gusta	1	4.55%	3	10.00%	0	.00%	4	4.94%
Beck's	0	.00%	1	3.33%	1	3.45%	2	2.47%
Foster's	1	4.55%	0	.00%	1	3.45%	2	2.47%
Tekel	1	4.55%	1	3.33%	0	.00%	2	2.47%
Tuborg	0	.00%	1	3.33%	1	3.45%	2	2.47%
Mariachi	1	4.55%	0	.00%	0	.00%	1	1.23%
Marmara	0	.00%	0	.00%	1	3.45%	1	1.23%
Taps	1	4.55%	0	.00%	0	.00%	1	1.23%
Balans	0	.00%	0	.00%	0	.00%	0	.00%
Skol	0	.00%	0	.00%	0	.00%	0	.00%
Vole	0	.00%	0	.00%	0	.00%	0	.00%

S1=TV-opposing Conservatives, S2=Outgoing Sociables, S3=Lazy Unromantics

Table 20. Forced Beer Segment Preferences

Segments	Standard	Premium	Economic	Aromatized	Specially	Wheat
	Beer	Beer	Beer		Brewed	
S1	45.45%	36.36%	4.55%	4.55%	4.55%	4.55%
S2	33.33%	53.33%	3.33%	.00%	.00%	10.00%
S3	62.07%	34.48%	3.45%	.00%	.00%	.00%
Sample	46.91%	41.98%	3.70%	1.23%	1.23%	4.94%

S1=TV-opposing Conservatives, S2=Outgoing Sociables, S3=Lazy Unromantics

Descriptive Statistics of and Correlations among PERVAL Items

Table 21 presents the descriptive statistics for PERVAL Scale variables. Likert scale values coming from the data for two variables; “has poor craftsmanship” and “makes me anxious” have been reversed by subtracting the original values from 7+1 before tabulating in the Table. Performance/quality variables have scored the highest mean values. However, negative emotions benefit items scored the lowest mean values.

Table 21. Descriptive Statistics for PERVAL Scale Items

My favorite beer...	N	Min.	Max.	Mean	Std. Dev.
Performance/Quality Variables					
...is well crafted	81	3.00	7.00	6.10	.94
...has an acceptable standard of quality	81	3.00	7.00	6.21	.88
...has poor craftsmanship (R)*	81	3.00	7.00	6.30	.91
Price/Value for Money Variables					
...is reasonably priced	81	1.00	7.00	4.53	1.62
...offers value for money	81	1.00	7.00	5.05	1.56
...is a good product for the price	81	1.00	7.00	4.93	1.55
...is very economical	81	1.00	7.00	3.89	1.47
Social Benefit Variables					
...helps me feel acceptable	81	1.00	7.00	2.53	1.53
...improves the way I am perceived by others	81	1.00	6.00	2.51	1.43
...makes a good impression on other people	81	1.00	6.00	2.68	1.48
...gives its owner social approval	81	1.00	7.00	2.48	1.50
Positive Emotions Benefit Variables					
...makes me want to drink it	81	1.00	7.00	4.21	1.86
...is one that makes me feel relaxed	81	1.00	7.00	4.65	1.61
...makes me feel good	81	1.00	7.00	4.63	1.73
...gives me pleasure	81	1.00	7.00	5.28	1.44
...evokes thoughts of happiness	81	1.00	7.00	4.15	1.82
...soothes me	81	1.00	7.00	4.22	1.69
Negative Emotions Benefit Variables					
...eliminates all fear	81	1.00	7.00	1.70	1.07
...eliminates all anger	81	1.00	5.00	1.69	.89
...makes me anxious (R)*	81	1.00	4.00	1.46	.72

Note: Likert scale values are from 1=strongly disagree to 7=strongly agree

*Mean values have been reversed by subtracting the original value from 7+1

Table 22 tabulates the Pearson product-moment correlation values among PERVAL Scale items. The Table only shows the lower triangle of the correlation matrix. Statistical significances at .01 and .05 level (two-tailed) are also indicated. High correlation is observed between the items that belong to the same factors (dimensions).

Table 22. Pearson Product-Moment Correlations Among PERVAL Scale Items

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
is well crafted (1)	1																			
has an acceptable standard of quality (2)	.655**	1																		
has poor craftsmanship (3)	.574**	.795**	1																	
is reasonably priced (4)	.178	.273*	.154	1																
offers value for money (5)	.107	.258*	.218	.837**	1															
is a good product for the price (6)	.074	.224*	.184	.778**	.889**	1														
is very economical (7)	.125	.145	.062	.767**	.780**	.817**	1													
helps me feel acceptable (8)	.137	.159	.020	-.004	.089	.086	.060	1												
improves the way I am perceived by others (9)	.055	.193	.027	.028	.084	.034	.003	.899**	1											
makes a good impression on other people (10)	.041	.158	.043	.067	.132	.088	.070	.867**	.908**	1										
gives its owner social approval (11)	.160	.169	.022	.037	.022	.021	.025	.700**	.769**	.717**	1									
makes me want to drink it (12)	.067	.234*	.037	.120	.204	.167	.105	.265*	.293**	.352**	.291**	1								
is one that makes me feel relaxed (13)	.105	.220*	.036	.052	.146	.145	.147	.238*	.250*	.277*	.302**	.701**	1							
makes me feel good (14)	.138	.242*	.078	.026	.151	.167	.171	.265*	.279*	.290**	.306**	.687**	.922**	1						
gives me pleasure (15)	.227*	.219*	.134	.079	.228*	.206	.104	.146	.141	.172	.161	.561**	.752**	.750**	1					
evokes thoughts of happiness (16)	.174	.278*	.139	.117	.183	.133	.189	.291**	.364**	.385**	.331**	.610**	.725**	.790**	.546**	1				
soothes me (17)	.127	.162	.062	.048	.153	.140	.182	.337**	.346**	.389**	.308**	.599**	.740**	.796**	.651**	.808**	1			
eliminates all fear (18)	.067	.041	-.011	-.016	.024	.047	.115	.144	.091	.208	.137	.177	.332**	.354**	.234**	.449**	.426**	1		
eliminates all anger (19)	-.038	.020	-.024	.210	.237*	.319**	.290**	.141	.114	.256*	.216	.335**	.273*	.331**	.176	.384**	.338**	.614**	1	
makes me anxious (20)	.079	.024	-.094	.174	.201	.220*	.236*	.173	.087	.185	.140	.197	.105	.167	.125	.232*	.222*	.436**	.628**	1

**Correlation is significant at the .01 level (two-tailed)

*Correlation is significant at the .05 level (two-tailed)

Factor Analysis

Factor Analysis is a multivariate statistical approach used to reduce the information contained in a number of variables into a smaller set of dimensions with minimum loss of meaning (Hair et al., 2010). In this section, an Exploratory Factor Analysis has been conducted for the PERVAL Scale variables in order to confirm that these variables reduce to five dimensions of benefits sought as in the theory. Later, analyses of the relationships between the benefits sought and consumer lifestyle segments as well as benefits sought and brands have been conducted.

First, normality checks have been conducted for study variables in order to determine whether the data is well-modeled by a normal distribution. For this purpose, Shapiro–Wilk test (Shapiro & Wilk, 1965) has been employed. The results indicated that the sample did not exhibit a normal distribution with a confidence interval of 95%. Although data transformation techniques like taking the logarithm, square root or inverse of the data set were tried, solution did not improve significantly. However, Tabachnick and Fidell (2007) suggest that assumption of normal distribution can be abandoned, if Principal Component Analysis and Factor Analysis are employed descriptively as a convenient means to explain the relationships in a large set of observations. Therefore, factor analysis has been carried out with the original data.

Factor Analysis has been carried out by using Principal Components Analysis (PCA) with Varimax Rotation. Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy has been used to assess the appropriateness of using Factor Analysis on data set. The KMO value which indicates the degree of common variance has to be interpreted as .90 to 1.00 = Marvelous, .80 to .89 = Meritorious, .70 to .79 = Middling, .60 to .69 = Mediocre, .50 to .59 = Miserable, and below .50 = Not valid for Factor Analysis (Hair et al., 2010). Furthermore, Bartlett's test of sphericity has been used to check that the variables in the population correlation matrix are uncorrelated (p-value should be lower than .05).

Table 23 presents the Factor Loadings for PERVAL Scale items after Varimax Rotation. Eigenvalues greater than 1.0 were used as a threshold to identify five factors: Performance/Quality, Price/Value for Money, Social Benefit, Positive Emotions Benefit and Negative Emotions Benefit. It is observed that all 19 items loaded on five factors with a loading factor greater than .60 (for a sample size of 80) on one factor and less than .30 on other factors (Hair et al., 2010). KMO measuring of sampling adequacy score of .788 which was considered to be a middling score and Bartlett's test of sphericity of .000 indicated appropriateness of Factor Analysis. Furthermore, communalities for each variable are observed to be over .50, therefore, the findings are satisfactory enough to proceed.

Table 23. Factor Loadings for PERVAL Scale Items

	FACTORS				
	Performance & Quality	Price & Value for Money	Social Benefit	Positive Emotions Benefit	Negative Emotions Benefit
My beer ...					
...is well crafted	.687				
...has an acceptable standard of quality	.917				
...has poor craftsmanship (R)	.838				
...is reasonably priced		.867			
...offers value for money		.933			
...is a good product for the price		.918			
...is very economical		.840			
...helps me feel acceptable			.900		
...improves the way I am perceived by others			.978		
...makes a good impression on other people			.907		
...gives its owner social approval			.742		
...makes me want to drink it				.685	
...is one that makes me feel relaxed				.933	
...makes me feel good				.945	
...gives me pleasure				.769	
...evokes thoughts of happiness				.753	
...soothes me				.797	
...eliminates all fear					.668
...eliminates all anger					.846
...makes me anxious (R)					.652
KMO Measuring of Sampling Adequacy				.788	
Bartlett's Test of Sphericity (sig.)				.000	

Note: Factor loadings less than .3 have been omitted from the table

Table 24 presents the explained variance after rotation for each five factors. 19 items accounted 74.63% of the variance in PERVAL Scale. Cronbach's Alpha (Cronbach, 1951) scores which is a measure of internal consistency and reliability are also presented in Table 24. Alpha scores over .7 for each factor were considered satisfactory. The findings correspond with those of Orth et al. (2004).

Table 24. Percentage of Variance After Rotation and Cronbach's Alpha

Factors	Variability %	Cumulative%	Cronbach's Alpha
Positive Emotion Benefits	21.66	21.66	.936
Price/Value for Money	16.54	38.20	.945
Social Benefits	16.71	54.91	.945
Performance/Quality	10.54	65.46	.862
Negative Emotion Benefits	9.17	74.63	.792

Consumer Lifestyle Segments and Benefits Sought

Table 25 presents the mean values for the five dimensions of benefits against the Consumer Lifestyle Segments. Differences in mean values are tested for significance by Tukey HSD at a 95% confidence interval.

Performance/Quality benefit tops the list for all three segments. "Lazy Unromantics" express significantly higher concern for Price/Value for Money benefit which is posited to explain their relatively higher preference for standard beer brands. "Outgoing Sociables" are significantly most concerned with Social Benefits, whereas "TV-Opposing Conservatives" are the least concerned. "Lazy Unromantics" also try to diminish their negative emotion benefits significantly more than the other consumer segments. However this benefit factor received the lowest concern by all three segments.

In light of the above findings, significant difference between Consumer Lifestyle Segments and benefits sought are posited to exist. Therefore, hypothesis h3 is accepted accordingly.

Table 25. Benefits Profile for Consumer Segments

Factors	Segments		
	S1	S2	S3
Performance/Quality	6.07	6.29	6.28
Price/Value for Money	4.02	4.62	5.01+
Social Benefits	1.94-	3.17+	2.37
Positive Emotion Benefits	4.31	4.59	4.62
Negative Emotion Benefits	1.38	1.47	1.95+

Note: Likert scale values are from 1=strongly disagree to 7=strongly agree

S1=TV-opposing Conservatives; S2=Outgoing Sociables; S3=Lazy Unromantics

+Indicates a significantly highest mean value, -Indicates a significantly lowest mean value

Brand Preferences and Benefits Sought

In this section, hypothesis h4o is tested. For this purpose, correlation coefficients between preference ratings and benefits sought are computed.

Table 26 reports the Pearson product-moment correlations between beer brand preferences and benefits sought where the signs +/- indicates the direction of the relationship. Two-tailed significance values at .05 and .01 levels are also presented. The table presents the values for only top six most preferred brands listed in Table 19. The other brands are excluded from Table 26, since forced preference scores for them are less than four.

Table 26. Correlations Between Brand Preference and Benefits Sought

Brands	Performance / Quality	Price/Value for Money	Social Benefit	Positive Emotions Benefit	Negative Emotions Benefit
Efes	-.261*	-.081	-.505**	-.274*	.131
Carlsberg	.118	.146	.143	-.086	.189
Heineken	.134	.243	.011	-.019	-.154
Miller	-.023	.082	.308**	.051	-.050
Corona	.035	.033	.190	-.018	-.044
Gusta	-.027	-.031	.510**	.051	-.218

* Correlation is significant at the .05 level (two-tailed)

** Correlation is significant at the .01 level (two-tailed)

Premium and other expensive beer brands such as Miller and Gusta (wheat) are preferred by those who give emphasis on social benefits. Conversely, those who are driven by social benefit, positive emotions benefit and performance/quality avoid Efes significantly.

Although, the data set is very limited for an in-depth evaluation of brand preference and benefits sought correlations, significant difference between beer brands and benefits sought are posited to exist. Therefore, the hypothesis h4 is accepted accordingly.

CHAPTER 6

DISCUSSIONS AND CONCLUSION

The first aim of this study was to investigate if significant differences among consumers, according to their lifestyles exist and, thereby, consumers can be classified into different groups called as consumer (lifestyle) segments.

Findings obtained through cluster analysis indicated the validity of our hypotheses that consumers can be grouped into segments that the members share common lifestyles with great precision. Three distinctive lifestyle segments were identified after the cluster analysis. These segments were labeled as “TV-Opposing Conservatives”, “Outgoing Sociables”, and “Lazy Unromantics” based on their lifestyles and activities that make them stand out among other consumers segments.

The next objective of the study was to examine how these consumer segments differ in demographical and behavioral variables as well as to find out the brand preferences of each consumer segment. Differences between segments in both demographical and behavioral variables have been observed. The only significant difference has been observed in gender for demographics variables. “Lazy Unromantics” was predominantly male whereas the proportion of females was higher in “TV-Opposing Conservatives”. “Outgoing Sociables” which enjoy the qualities of life more

than the other two segments, have a balanced proportion of male and female members, have the highest income, highest educational level, lowest unemployment and highest percentage of singles.

When alcoholic drink preferences are compared, the findings are inline in most part with the actual consumption amounts in Turkey. All three segments indicate beer as their favorite alcoholic drink. However, preference of wine among segments with more female members is higher compared to the predominantly male “Lazy Unromantics” which prefer *Rakı* as their second favorite drink. Vodka is on the fourth place for all three segments although degree of preference among the segments varies somewhat. Altogether, the higher the proportion of females in a segment, the lower the preference for high alcohol content drinks. Similarly, beer drinking frequency varies in the opposite direction with the proportion of females in that segment.

Segments also differ in beer type preferences. However, the differences are not that significant mostly because of very high availability of standard lager beer in the market, but relatively new development of the other segments like the premium segment. All three segments showed minimal orientation towards non-alcohol beer which reaffirms the concept that drinking is mainly a social act and taste is not the main concern in general. The male dominated “Lazy Unromantics” have a higher preference

for higher alcohol content dark beer whereas the other two segments are more inclined to premium beer types such as aromatized and wheat reflecting gender effect.

Beer package preferences for all three segments are similar.

Traditional glass bottle is by far the most favorite. Cheap plastic bottle (PET) is the least favored although "Lazy Unromantics" has a higher inclination than the other segments.

Regarding the preference for venue for beer consumption, the study reveals the fast shifting consumption patterns of consumers. One example is that the traditional Turkish beerhouse, "*Birahane*", which was a very popular venue for beer consumption until 1980's, is the least attractive place to consume beer for consumers for the identified segments. However, relatively new concept of Bar/Pub/Nightclub is the most favorite place for all three segments. Between segments variances are also observed such that, "Lazy Unromantics" prefer Outdoors least compared to the other segments. However, they prefer Restaurant most.

"When alone" and "to quench thirst" choices get the least preference in the category for occasions/reasons for beer consumption. This implies once again that beer drinking is considered as a social act by the consumers. Interestingly, "to get socialized at a party/pub" gets significantly the highest

score as a reason to drink beer for “Lazy Unromantics”. However, “Outgoing Sociables” give a significantly lowest preference score for the same item. “TV-opposing Conservatives”, on the other hand, have the significantly lowest inclination for drinking beer while watching a favorite program/sports match on TV.

Brand awareness of each segment has also been attested. The segments have similar brand awareness in general. Slight variances between segments are correlated with beer drinking frequency. “Lazy Unromantics” who have the highest beer drinking frequency, have the highest brand awareness. However, “TV-Opposing Conservatives” who have the lowest beer drinking frequency, have the lowest brand awareness. Long time rivals Efes and Tuborg enjoy 100% brand awareness which is consistent with the findings of prior market surveys. However, economy segment and specially brewed beer brands have the lowest brand awareness.

Regarding brand preference, significant difference between segments is observed. For example, “Lazy Unromantics” have highest preference for both Efes and Tuborg. However, “Outgoing Sociables” prefer Miller above all. Efes, although, enjoys the second highest preference among the members of this group, it has a significantly lowest preference score. “Outgoing Sociables” show significantly highest orientation towards Heineken and Gusta as well. However, “Lazy Unromantics” have significantly the lowest

inclination for Miller, Heineken and Taps. This group interestingly scores a significantly highest score for Marmara whereas “TV-Opposing Conservatives” score the lowest significant value. When beer brands are classified into relevant segments, it is observed that “Outgoing Sociables” prefer premium brands and “Lazy Unromantics” prefer standard brands. Economy segment receive the lowest welcome by all consumer segments.

Forced brand preference results are also in accordance with the findings above. Efes is overwhelmingly preferred by “Lazy Unromantics” at a rate of 58.62%. For “Outgoing Sociables”, preference ratio for Efes drops to 30% followed closely by Miller at 23.3%. This segment strongly prefers premium brands over standard segments.

The next purpose of this study was to investigate the benefits sought by various consumer segments in Turkey when consuming beer. Benefit dimensions classified in PERVAL scale and suggested by Sweeney and Soutar (2001), included functional benefit in terms of performance/quality, functional benefit based on price/value for money, social benefit, positive emotions benefit, and negative emotions benefit. Findings indicated the acceptance of our hypothesis that significant differences between consumer segments exist in terms of benefits sought from brands.

All three segments give the most emphasis on performance quality dimension of functional benefit when consuming their most favorite beer. However, "Lazy Unromantics" significantly differ from the other two segments by showing the highest inclination towards Price/Value for Money dimension of functional benefit. "Outgoing Sociables" score significantly the highest on Social Benefits whereas "TV-Opposing Moderates" score significantly the lowest on that dimension. Interestingly, "Lazy Unromantics" seek to subdue their Negative Emotions significantly more than the other segments. However, all consumer segments value this dimension of benefit least among all dimensions when consuming their favorite beer. Positive Emotions Benefit scores are close for all segments although somewhat variations between segments are observed.

Moreover, Exploratory Factor Analysis was conducted to show that the variables employed to measure the benefit dimensions resulted in reduced five factors (benefits) and showed the compliance of the calculations with the prior research with great precision.

Finally, the last aim of the study was to investigate the correlation between brand preferences and benefits sought by consumers. The findings revealed that correlation existed although the number of observations for most beer brands was not significant enough to elaborate more deeply.

One very interesting outcome of the analysis is that Efes, the market leader by a long shot, is avoided strongly by consumers who give priority to social benefits. Those consumers who are social benefit oriented prefer premium brands like Miller and Gusta (wheat). Consumers who give emphasis on positive emotions and performance/quality significantly avoid Efes as well.

Managerial Implications

In the present study, the relationships between consumer lifestyles, demographics, consumer behaviors, brand preferences, and benefits consumer seek when consuming beer have been analyzed. The study provides insight to marketing managers of beer companies in terms of the emphasis they need to lay on issues pertaining to target market selection and marketing communications.

According to Vrontis (1998), consumers consider beer, in general, as a homogeneous product which makes differentiation on physical terms such as taste and color impossible. Then, promoting the brand stands out as the only available choice for beer companies in order to increase their share in the market. Promoting the brand can be achieved by stressing on any one of the five dimensions of brand benefits employed in this study: performance/quality, price/value for money, social benefit, positive emotions

benefit, and negative emotions benefit based on the preference of target consumers.

However, the identification of target consumers correctly is crucial as well. The lifestyles based consumer segmentation makes it possible to identify not only the target consumers based on their activities and lifestyles, but also, the means of communication media and marketing message to be conveyed. For example, while use of visual media can be considered as a right choice to reach “Lazy Unromantics”, it would be totally inappropriate to reach “TV-Opposing Conservatives”. The information for the target consumers about what type of beer, where, how much, and why they consume can be used to further refine the communication message and media.

Then, creating beer brands with appropriate brand benefits in the eyes of the target consumers can be accomplished with a much lesser cost and failure rate.

Recommendations

Although the findings are in conformity with the literature for the most part, therefore, the research is posited to fulfill its objectives; one limitation of this study that has to be noted is the sample size utilized is too small to identify more distinct consumer lifestyle segments in the target population which

results in a substantial loss of meaningful data. Therefore, replication of the study with a larger sample size in order to include other consumer segments which also exhibit higher variance in terms of demographic variables is strongly suggested for a better in-depth analysis.

Meanwhile, variables used to determine the brand preference is recommended to be increased to include other dimensions such as home bias affect. Lopez and Matschke (2007) showed that home bias played a significant role in the preference of beer brands among some U.S. consumers. Similarly, research has to be extended to observe how much home bias effect existed significantly, especially, for the preference of local brand Efes among consumer segments.

Finally, the findings offer a snapshot picture of the consumers' consumption patterns at the current time. Therefore, it is strongly suggested that the research be repeated periodically in the future, in order to observe the variation of trends and values by time.

APPENDICES

APPENDIX A. Questionnaire in Turkish

ANKET

Bu anket Boğaziçi Üniversitesi'nde akademik bir çalışma için yapılmaktadır ve katılımınız önemle rica olunur. Bu ankete verdiğiniz cevaplar kesinlikle gizli tutulacak ve başka hiçbir kurumla paylaşılmayacaktır. Anketi ortalama cevaplama süresi 15 dakikadır.

*Yaşınız

- 18'den küçük
 18-25
 26-35
 36-64
 64'den büyük

*Alkollü İçki Kullanıyorsunuzuz?

- Evet
 Hayır

*Aşağıdaki Alkollü İçecekleri Tercihinize Göre Sıralayınız
(1 En Çok, 4 En Az tercih ettiğiniz olmak üzere)

	1.Tercihim	2. Tercihim	3.Tercihim	4. Tercihim
Bira	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Şarap	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rakı	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diğer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Diğer (lütfen aşağıya yazınız)

*Ne Sıklıkla Bira İçersiniz

- Hergün
 Haftada 5-6 gün
 Haftada 3-4 gün
 Haftada 1-2 gün
 Ayda 1-2 gün
 Ayda 1 günden az
 Hiç içmem

*Aşağıdaki Bira Türlerini En Çoktan En Az Tercihinize Göre Sıralayınız (1 En Çok, 6 En Az tercih ettiğiniz olmak üzere)

	1.Tercihim	2. Tercihim	3.Tercihim	4. Tercihim	5. Tercihim	6. Tercihim
Normal/Standard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Siyah/Dark	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Az Alkollü/Light	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alkolsüz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aromalı/Flavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buğday/Wheat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Tükettiğiniz Birada Ambalaj Tercihiniz (1'den fazla seçim yapabilirsiniz)

- Cam Şişe
- Alüminyum Kutu
- Pet Şişe
- Fıçı

*Aşağıdaki Mekanları Bira Tüketimi Açısından Tercihinize Göre Sıralayınız (1 En Çok, 5 En Az tercih ettiğiniz olmak üzere)

	1.Tercihim	2. Tercihim	3.Tercihim	4. Tercihim	5. Tercihim
Ev	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restoran/Lokanta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pub/Bar/Gece Klubü	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Geleneksel Birahane	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Açık Havada (Piknik,Barbekü,Spor Karşılılaşması, vb.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Aşağıdaki Durumları Bira Tüketimi İçin Ortam/Sebep Tercihinize Göre Puanlayınız (1 Hiç Tercih Etmem , 7 Çok Tercih Ederim)

	1	2	3	4	5	6	7
Yemekte	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gün Sonunda Stres/Yorgunluk Atmak İçin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kutlama Amacıyla	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Piknik/Barbekü Partisi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV'de Spor Karşılılaşması/Beğenilen Program İzlerken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ailem/Yakın Arkadaşlar ile Birlikte	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tek Başıma iken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Susuzluğumu Gidermek İçin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Partide/Barda Sosyalleşmek/Tanışmak İçin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Aşağıdaki her bir bira markası için bir tercih puanı veriniz (1 Hiç Tercih Etmem, 7 Çok Tercih Ederim. Tanımadığımız marka(lar) için en sağdaki ilgili kutuyu işaretleyiniz)

	1	2	3	4	5	6	7	Tanımiyorum
Efes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuborg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carlsberg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vole	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marmara	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tekel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foster's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heineken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Miller	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beck's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mariachi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corona	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Balans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gusta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*En beğendiğiniz bira markasını aşağıda belirtiniz

- Efes
- Tuborg
- Carlsberg
- Mariachi
- Gusta
- Tekel
- Marmara
- Beck's
- Miller
- Heineken
- Corona
- Vole
- Skol
- Balans
- Taps
- Foster's

*Yukarıda seçtiğiniz en beğendiğiniz bira için aşağıdaki ifadelere ne kadar katıldığınızı puan vererek belirtiniz (1 Kesinlikle Katılmıyorum, 7 Kesinlikle Katılıyorum)

	1	2	3	4	5	6	7
Biram ustalıklarla üretilmektedir	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biram kabul edilebilir kalite ve standarda sahiptir	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biramın üretiminde yeteri özen gösterilmemektedir	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biramın fiyatı makul/kabul edilebilir	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biram ödediğim paraya değer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biram bu fiyata iyi bir biradır	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biram çok ekonomik	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biram beni çevremdekiler tarafından kabul görmüş hissetmemi sağlıyor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biram başkaları tarafından daha olumlu algılanmamı sağlıyor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biram diğer kişiler üzerinde iyi bir etki bırakıyor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biram sosyal çevremi genişletiyor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biram bende içme isteği uyandırıyor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biram kendimi rahatlatmış hissetmemi sağlıyor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biram kendimi iyi hissetmemi sağlıyor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biram bana keyif veriyor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biram beni sakinleştiriyor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biram bende mutluluk duygusu uyandırıyor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biram bütün korkularımı yenmemi sağlıyor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biram bütün kızgınlıklarımı gideriyor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biram bende endişe/kaygı duygusu uyandırıyor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Aşağıdaki aktiviteleri ne kadar sevdiğinizi 1'den 7'ye kadar puan vererek belirtiniz (1 Hiç sevmem, 7 Çok Severim)

	1	2	3	4	5	6	7
Dram ve Romantik filmler izlemek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aksiyon filmleri izlemek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Televizyon izlemek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Televizyonda komedi programları izlemek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radyoda haberleri dinlemek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Şarkı söylemek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dans etmek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arkadaşlarla restoranda yemek yemek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arkadaşlarla parti yapmak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sessiz/sakin bir ortamda kitap/dergi okumak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tek başıma bisikletle gezmek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tek başıma koşmak/jogging yapmak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taze ekmek kokusunu koklamak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pazardan alışveriş yapmak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parfümleri koklamak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Romantik müzik dinlemek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flört etmek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spor karşılaşması izlemek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Cinsiyetiniz

- Kadın
 Erkek

Medeni Durumunuz

- Evli
 Bekar
 Dul/Boşanmış

Son Tamamladığınız Eğitim Seviyesi

- Ortaokul veya Altı
- Lise
- Üniversite Lisans/Ön Lisans
- Yüksek Lisans
- Doktora

Çalışma durumunuz (birden fazla seçeneği işaretleyebilirsiniz)

- Öğrenci
- Serbest meslek sahibi
- Tam zamanlı çalışıyorum
- Yarı zamanlı çalışıyorum
- Çalışmıyorum ve iş aramıyorum
- Çalışmıyorum ama iş arıyorum
- Ev kadını

Aylık Geliriniz

- 0-750 TL
- 751-1500 TL
- 1501-2500 TL
- 2501-3500 TL
- 3501 TL ve Üstü

ANKETİMİZE KATILDIĞINIZ İÇİN TEŞEKKÜR EDERİZ!

APPENDIX B. Questionnaire in English

SURVEY

This survey is conducted for an academic research at Boğaziçi University and your contribution is highly appreciated. Please note that the answers will be kept strictly confidential and will not be used for any other purpose. Average duration to complete the survey is 15 minutes.

*How old are you?

- Younger than 18
- 18-25
- 26-35
- 36-64
- Older than 64

*Do you consume alcoholic beverages?

- Yes
- No

*Rank the following alcoholic drinks 1 through 4 in terms of which drink is your most favorite, which drink is your next most favorite, and so on.

	1	2	3	4
Beer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rakı	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (Please specify)	<input type="text"/>			

*How often do you consume beer?

- Everyday
- 5-6 times a week
- 3-4 times a week
- 1-2 times a week
- 1-2 times a month
- Less than once a month
- Never

*Rank the following beer types 1 through 6 in terms of which beer type is your most favorite, which beer type is your next most favorite, and so on.

	1	2	3	4	5	6
Standard/Lager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dark	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Light	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-alcoholic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wheat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Check the beer package types which you prefer (Check all that apply)

- Glass bottle
- Aluminium Can
- Plastic bottle
- Keg

*Rank the following venues 1 through 5 in terms of which venue is your most favorite for consuming beer, which venue is your next most favorite, and so on.

	1	2	3	4	5
Home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pub/Tavern/Night Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traditional Turkish Beerhouse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoors (cookout,barbeque,sport activity,etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Rate each item on the scale shown to indicate your level of preference for reasons and circumstances when consuming beer(1 Strongly dislike , 7 strongly like)

	1	2	3	4	5	6	7
While eating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For stress relief at the end of the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For celebration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
At Barbeque/Cookout/Garden party	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
While watching a favorite program/sports match on TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
With friends/family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When alone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To quench thirst	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To get socialized at a party/pub	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Rate each beer brand on scale shown to indicate your level of preference (1 Strongly dislike, 7 strongly like)

	1	2	3	4	5	6	7	Don't know this brand
Efes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuborg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carlsberg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vole	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marmara	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tekel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foster's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heineken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Miller	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beck's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mariachi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corona	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Balans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gusta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Please choose your most favorite beer brand from the list provided

- Efes
- Tuborg
- Carlsberg
- Mariachi
- Gusta
- Tekel
- Marmara
- Beck's
- Miller
- Heineken
- Corona
- Vole
- Skol
- Balans
- Taps
- Foster's

*Indicate the extent to which you disagree or agree with the following statements for the beer brand you have chosen above (1 strongly disagree, 7 strongly agree)

	1	2	3	4	5	6	7
...is well crafted	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...has an acceptable standard of quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...has poor craftsmanship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...is reasonably priced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...offers value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...is a good product for the price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...is very economical	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...helps me feel acceptable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...improves the way I am perceived by others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...makes a good impression on other people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...gives its owner social approval	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...makes me want to drink it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...is one that makes me feel relaxed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...makes me feel good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...gives me pleasure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...evokes thoughts of happiness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...soothes me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...eliminates all fear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...eliminates all anger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...makes me anxious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Rate the items on scale shown to indicate your level of preference (1 strongly dislike, 7 strongly like)

	1	2	3	4	5	6	7
Watching movies of drama and romance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watching exciting movies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
watching TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watching comedies on TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listening to news on the radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Singing a song	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dancing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eating out with friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Partying with friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reading quietly and leisurely	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle riding alone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jogging alone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smelling aroma of freshly baked bread	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grocery Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smelling fragrance of perfumes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listening to romantic emotional music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going on a date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watching sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your Gender is

- Female
 Male

Your marital status is

- Married
 Single
 Widowed/Divorced

The highest level of education you have completed is

- Secondary school or less
- Highschool
- Undergraduate degree
- Graduate Degree
- Phd

Your employment status is (Please choose all that applies)

- Student
- Self employed
- Full time worker
- Part time worker
- Not working and not looking for a job
- Not working but looking for a job
- Housewife

Your monthly household income is

- 0-750 TL
- 751-1500 TL
- 1501-2500 TL
- 2501-3500 TL
- More than 3501 TL

THANK YOU FOR YOUR PARTICIPATION!

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