Lausanne 2024 Abstract Submission

Title
Analyzing Consumer Purchasing Behavior Toward Beer in Taiwan - The Relationship Between Taste Preferences and the Sustainable Development

I want to submit an abstract for:
Conference Presentation

Corresponding Author
Shang-Ho Yang

E-Mail Corresponding Author
bruce.yang@nchu.edu.tw

Affiliation
National Chung Hsing University

Co-Author/s

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yu-Xin Chen</td>
<td>National Chung Hsing University</td>
</tr>
<tr>
<td>Kiyokazu Ujiie</td>
<td>University of Tsukuba</td>
</tr>
</tbody>
</table>

E-Mail/s Co-Author/s

<table>
<thead>
<tr>
<th>E-Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:cindy911111@gmail.com">cindy911111@gmail.com</a></td>
</tr>
<tr>
<td><a href="mailto:ujiie.kiyokazu.gf@u.tsukuba.ac.jp">ujiie.kiyokazu.gf@u.tsukuba.ac.jp</a></td>
</tr>
</tbody>
</table>

Keywords
Taste Preferences, Purchasing Behavior, Environmental Concern, Taiwan, Sustainable Development

Research Question
How do internal and external attributes, alongside the environmental awareness from beer consumers, influence their purchase behavior in beer industry in Taiwan?

Methods
Via the TPB model, the internal and external characteristics of beer are included. The structural equation modeling, path analysis, and multinomial logit model were applied to examine the 477 samples.

Results
The internal and external beer attributes as well as environmental concerns have a significant impact on consumer behavior. Consumers with extensive beer-drinking experience and purchasing frequency prefer a heavy taste.

Abstract
This research studied beer consumer behavior competitive market (Spáčil & Teichmannová, 2016; Sinha, 2019) in
Taiwan, considering the significance of beer and the global implementation of sustainable practices by beer companies (Olajire, 2020). Understanding consumer behavior in Taiwan’s beer industry is essential for informing beverage consumption strategies, as beer is the number one alcoholic beverage with over five billion liters consumed annually in Taiwan (Ministry of Economic Affairs, R.O.C., 2023). Environmental challenges persist in brewing, including energy usage, water consumption, wastewater management, solid waste, packaging waste, by-products, and air emissions. As sustainability practices become more important, beer companies are eager to find out the acceptance of beer consumers when sustainable beer products appear on markets. While previous studies, such as Wang (2020), have shown a connection between beer consumption behavior, attitude, alcohol identity, and purchase intention, further research is needed to investigate how both environmental concern and beer-drinking behavior impact consumption behavior. Especially, beer can be described by its internal and external attributes for beer lovers (Betancur et al., 2020). In order to understand the consumer behavior of beer purchasing in Taiwan, the Theory of Planned Behavior (TPB) was applied (Ajzen, 1991; Ajzen, 2015). The conceptual model in this study was extended to include internal and external attributes of beer, while also considering environmental awareness (Kabel et al., 2021; Kumar et al., 2022; McDermott et al., 2015; Shepherd et al., 1995). The structural equation modeling, path analysis, and multinomial logit model (MLM) were applied to examine the outcomes in this study.

The study gathered data from a beer consumer survey in December 2023, including demographic information, beer-drinking experiences and preferences, and opinions on environmental concerns. Following the extended TPB we designed, a total of 477 valid responses were examined. Results showed a significant positive impact of internal beer attributes on attitude and subjective norms, but a significant negative impact on perceived behavioral control. Furthermore, the study found a significant positive impact of external beer attributes on subjective norms and perceived behavioral control, as well as a significant positive impact of environmental concern on attitude and perceived behavioral control. In terms of taste preferences, the factors of sweet/bitter, less/more bubbles, low/high alcohol content, and light/heavy flavor performed differently among beer consumers. Especially, consumers with extensive beer-drinking experience and higher purchasing frequency prefer beer with a heavy flavor. Further, results of MLM show that male consumers who watching sports occasions and unwinding a long day would prefer a bitter beer, while those who are younger females with higher education, beginners in drinking beer, and gathering with friends/family occasions would like to choose sweet beer. This study confirms the significant impact of attitudes, subjective norms, and perceived behavioral control on consumer behavior in the beer industry. This study provides valuable insights into consumer decision-making in the beer market in Taiwan. Beer companies can better implement and market sustainable practices by understanding consumer behavior factors.

Reference

File Upload (PDF only)
- AAWE_Beer.pdf

Consent
✔ I agree to the privacy policy.

You find the link to our privacy policy at the bottom of the page. In the privacy policy you find a link for exporting and/or erasing your personal data stored in our database.
Analyzing Consumer Purchasing Behavior Toward Beer in Taiwan – The Relationship Between Taste Preferences and the Sustainable Development

Yu-Xin Chen, International Bachelor Program of Agribusiness, National Chung-Hsing University, 145 Xingda Rd., South District, Taichung 40227, Taiwan; Email: cindy911111@gmail.com
Shang-Ho Yang, Graduate Institute of Bio-Industry Management, National Chung Hsing University, 145 Xingda Rd., South District, Taichung 40227, Taiwan; Email: bruce.yang@nchu.edu.tw
Kiyokazu Ujiie, Faculty of Life and Environmental Science, University of Tsukuba, 1-1-1 Tennodai Tsukuba-shi, Ibaraki 305-8572, Japan; Email: ujiie.kiyokazu.gf@u.tsukuba.ac.jp

Keywords
Taste Preferences, Purchasing Behavior, Environmental Concern, Taiwan, Sustainable Development

Research Question
How do internal and external attributes, alongside the environmental awareness from beer consumers, influence their purchase behavior in beer industry in Taiwan?

Methods
Via the TPB model, the internal and external characteristics of beer are included. The structural equation modeling, path analysis, and multinomial logit model were applied to examine the 477 samples.

Results
The internal and external beer attributes as well as environmental concerns have a significant impact on consumer behavior. Consumers with extensive beer-drinking experience and purchasing frequency prefer a heavy taste.

Abstract
This research studied beer consumer behavior competitive market (Spáčil & Teichmannová, 2016; Sinha, 2019) in Taiwan, considering the significance of beer and the global implementation of sustainable practices by beer companies (Olajire, 2020). Understanding consumer behavior in Taiwan's beer industry is essential for informing
beverage consumption strategies, as beer is the number one alcoholic beverage with over five billion liters consumed annually in Taiwan (Ministry of Economic Affairs, R.O.C., 2023). Environmental challenges persist in brewing, including energy usage, water consumption, wastewater management, solid waste, packaging waste, by-products, and air emissions. As sustainability practices become more important, beer companies are eager to find out the acceptance of beer consumers when sustainable beer products appear on markets. While previous studies, such as Wang (2020), have shown a connection between beer consumption behavior, attitude, alcohol identity, and purchase intention, further research is needed to investigate how both environmental concern and beer-drinking behavior impact consumption behavior. Especially, beer can be described by its internal and external attributes for beer lovers (Betancur et al., 2020). In order to understand the consumer behavior of beer purchasing in Taiwan, the Theory of Planned Behavior (TPB) was applied (Ajzen, 1991; Ajzen, 2015). The conceptual model in this study was extended to include internal and external attributes of beer, while also considering environmental awareness (Kabel et al., 2021; Kumar et al., 2022; McDermott et al., 2015; Shepherd et al., 1995). The structural equation modeling, path analysis, and multinomial logit model (MLM) were applied to examine the outcomes in this study.

The study gathered data from a beer consumer survey in December 2023, including demographic information, beer-drinking experiences and preferences, and opinions on environmental concerns. Following the extended TPB we designed, a total of 477 valid responses were examined. Results showed a significant positive impact of internal beer attributes on attitude and subjective norms, but a significant negative impact on perceived behavioral control. Furthermore, the study found a significant positive impact of external beer attributes on subjective norms and perceived behavioral control, as well as a significant positive impact of environmental concern on attitude and perceived behavioral control. In terms of taste preferences, the factors of sweet/bitter, less/more bubbles, low/high alcohol content, and light/heavy flavor performed differently among beer consumers. Especially, consumers with extensive beer-drinking experience and higher purchasing frequency prefer beer with a heavy flavor. Further, results of MLM show that male consumers with watching sports occasions and unwinding a long day would prefer a bitter beer, while those who are younger females with higher education, beginners in drinking beer, and gathering with friends/family occasions would like to choose sweet beer. This study confirms the significant impact of attitudes, subjective norms, and perceived behavioral control on consumer behavior in the beer industry. This study provides valuable insights into consumer decision-making in the beer market in Taiwan. Beer companies can better implement and market sustainable practices by
understanding consumer behavior factors.

Reference


Sinha, B. (2019). Beer Market by Type (Lager, Ale, Stout & Porter, Malt, and Others), Category (Popular-Priced, Premium, and Super Premium), Packaging (Glass,
PET Bottle, Metal Can, and Others), and Production (Macro-brewery, Micro-brewery, Craft Brewery, and Others)-Global Opportunity Analysis and Industry Forecast, 2017-2023. Artículo en línea Consultado en febrero.
