

CRAFT BEER REVOLUTION: FORMATION OF NEW SEGMENT AS A RESULT OF THE GLOBALIZATION AND CONCENTRATION OF BREWING INDUSTRY IN SLOVAKIA

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INTRODUCTION

- Changes in brewing industry
 - Globalization
 - Concentration
 - Craft beer revolution
 - New segment formation
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OBJECTIVE

- identify and describe craft beer segment
 - main purpose of the paper is to determine some demographic attributes and some main habits of craft beer drinkers
 - we would like to identify main decision factor which influence craft beer consumers to buy this product
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RESEARCH QUESTIONS

- Is there significant difference in drinking craft between respondents according to selected factors – age, gender, level of education, income, residence, marital status?
 - What do these customers in craft segment prefer to do in their leisure time?
 - Do they do physical work as the job?
 - What is the key decision factor to buy craft?
 - Where do they usually buy craft beer?
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DATA AND METHODS

- Questionnaire
 - 685 respondents
 - Validity – Cronbach's Alpha
 - Significant differences - Kruskal-Wallis Test, Mann-Whitney Test
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CASE PROCESSING SUMMARY AND TEST STATISTICS ACCORDING TO AGE

CASES	INCLUDED		EXCLUDED		TOTAL	
	N	Percent	N	Percent	N	Percent
AGE	657	95.9%	28	4.1%	685	100.0%
Variable	AWCR	DRCB	DIB	FIB	DCB	FCB
Kruskal-Wallis H	4.403	4.965	1.902	6.415	4.573	7.861
df	2	2	2	2	2	2
Asymp. Sig.	0.111	0.084	0.386	0.040	0.102	0.020

CASE PROCESSING SUMMARY AND TEST STATISTICS ACCORDING TO GENDER

CASES	VALID		MISSING		TOTAL	
	N	Percent	N	Percent	N	Percent
MALE	657	95.9%	28	4.1%	685	100.0%
Variable	AWCR	DRCB	DIB	FIB	DCB	FCB
Mann-Whitney U	37226.500	40292.500	47240.500	42178.000	41204.000	43363.000
Z	-6.993	-5.674	-3.113	-4.997	-5.494	-4.419
Asymp. Sig. (2- tailed)	0.000	0.000	0.002	0.000	0.000	0.000

CASE PROCESSING SUMMARY AND TEST STATISTICS ACCORDING TO EDUCATION

CASES	VALID		MISSING		TOTAL	
	N	Percent	N	Percent	N	Percent
EDU	657	95.9%	28	4.1%	685	100.0%
Variable	AWCR	DRCB	DIB	FIB	DCB	FCB
Kruskal-Wallis H	27.816	27.396	4.398	8.532	20.883	26.467
df	2	2	2	2	2	2
Asymp. Sig.	0.000	0.000	0.111	0.014	0.000	0.000

CASE PROCESSING SUMMARY AND TEST STATISTICS ACCORDING TO INCOME

CASES	VALID		MISSING		TOTAL	
	N	Percent	N	Percent	N	Percent
INCO	656	95.8%	29	4.2%	685	100.0%
Variable	AWCR	DRCB	DIB	FIB	DCB	FCB
Mann-Whitney U	39555.000	41344.000	52944.000	50027.000	45781.000	46964.000
Z	-5.372	-4.610	-0.143	-1.164	-3.070	-2.449
Asymp. Sig. (2- tailed)	0.000	0.000	0.886	0.244	0.002	0.014

CASE PROCESSING SUMMARY AND TEST STATISTICS ACCORDING TO RESIDENCE

CASES	VALID		MISSING		TOTAL	
	N	Percent	N	Percent	N	Percent
RES	657	95.9%	28	4.1%	685	100.0%
Variable	AWCR	DRCB	DIB	FIB	DCB	FCB
Mann-Whitney U	44918.500	46210.500	54085.000	54916.500	51282.000	51352.000
Z	-4.308	-3.745	-1.193	-0.613	-2.213	-2.001
Asymp. Sig. (2-tailed)	0.000	0.000	0.233	0.540	0.027	0.045

CASE PROCESSING SUMMARY AND TEST STATISTICS ACCORDING TO MARITAL STATUS

CASES	VALID		MISSING		TOTAL	
	N	Percent	N	Percent	N	Percent
MARST	656	95.8%	29	4.2%	685	100.0%
Variable	AWCR	DRCB	DIB	FIB	DCB	FCB
Kruskal-Wallis H	0.493	0.629	5.868	2.449	2.011	2.592
df	2	2	2	2	2	2
Asymp. Sig.	0.781	0.730	0.053	0.294	0.366	0.274

CASE PROCESSING SUMMARY AND TEST STATISTICS ACCORDING TO TYPE OF WORK

CASES	VALID		MISSING		TOTAL	
	N	Percent	N	Percent	N	Percent
PHYSW	644	94.0%	41	6.0%	685	100.0%
Variable	AWCR	DRCB	DIB	FIB	DCB	FCB
Mann-Whitney U	46982.500	44786.000	51707.500	50050.500	44853.500	43183.000
Z	-2.353	-3.521	-1.297	-1.708	-3.999	-4.520
Asymp. Sig. (2- tailed)	0.019	0.000	0.195	0.088	0.000	0.000

CASE PROCESSING SUMMARY AND TEST STATISTICS ACCORDING TO FREE TIME ACTIVITIES

CASES	VALID		MISSING		TOTAL	
	N	Percent	N	Percent	N	Percent
ACTFREETIME	653	95.3%	32	4.7%	685	100.0%
Variable	AWCR	DRCB	DIB	FIB	DCB	FCB
Mann-Whitney U	29379.00 0	32379.00 0	38575.00 0	39594.00 0	37933.50 0	36274.00 0
Z	-5.364	-3.668	-1.324	-0.628	-1.689	-2.325
Asymp. Sig. (2- tailed)	0.000	0.000	0.185	0.530	0.091	0.020

CASE PROCESSING SUMMARY AND TEST STATISTICS ACCORDING TO FACTORS TO BUY CRAFT

CASES	VALID		MISSING		TOTAL	
	N	Percent	N	Percent	N	Percent
FACT	652	95.2%	33	4.8%	685	100.0%
Variable	AWCR	DRCB	DIB	FIB	DCB	FCB
Kruskal-Wallis H	13.116	19.423	8.838	8.970	36.390	21.021
df	2	2	2	2	2	2
Asymp. Sig.	0.001	0.000	0.012	0.011	0.000	0.000

CONCLUSIONS

Craft beer segment includes:

- men
 - between 26-40
 - higher education
 - income higher than 1000€ per month
 - live in bigger city
 - work mentally not physically
 - they do sport and go for walks in nature in their leisure time
 - specific taste of craft beer is the main motive to buy craft beer for this segment
 - they buy craft beer usually in special beer shops
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