

MICROBREWERY CONSUMER  
BEHAVIOR

by

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## ABSTRACT

Microbreweries have become increasingly popular in the United States. This is demonstrated by their tremendous growth within recent decades. Regardless of their growing popularity, there is a lack of research regarding consumer behavior at microbreweries. The purpose of this study was to explore and identify the underlying behavioral, normative, and control beliefs of microbrewery consumers. This was done using a mixed design of both qualitative and quantitative methods. The first was a qualitative phase which used the theory of planned behavior (TPB) to explore the underlying behavioral, normative, and control beliefs of microbrewery consumers. The second phase included a questionnaire derived from the results of phase one and was used to understand the significance of the TPB and self-identity on consumer's intentions. Additionally, beerscape was used to understand the significance of its variables on microbrewery consumer's attitudes.

The population of the study consisted of U.S. microbrewery consumers who were 21 years old or older. The qualitative sample included 25 visitors and 5 owners and/or operators of microbreweries in Alabama. This phase included semi-structured, in-depth interviews which were audio recorded, and transcribed. The second phase used the most salient consumer beliefs found in phase one to construct a questionnaire for consumers and administered at microbreweries in Alabama. There were 238 respondents and of those, 200 were used based off completion.

Several themes emerged from phase one of the study. For example, consumers felt that supporting local businesses or communities was an advantage of visiting microbreweries. Phase

two found that self-identity, attitude, and perceived behavior controls were the most significant predictors of microbrewery consumer's intentions and that subjective norm became insignificant following the addition of self-identity. It was also found that the beerscape was not a significant predictor of microbrewery consumer attitudes. This study provides useful information for microbrewery owners and operators which will help them better serve their patrons. In addition to practical implications it also provides the first use of TPB in the microbrewery context, and the development of beerscape.

## DEDICATION

This thesis is dedicated to my family, friends and colleagues who helped me through this process. I have been blessed with a tremendous amount of support and without it, this project would have never come to fruition. To say I am fortunate is an understatement, and I owe a million thanks to everyone who has helped me along this journey.

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## **CHAPTER 1**

### **INTRODUCTION**

Microbreweries have become increasingly popular in the United States. This is demonstrated by their tremendous growth within recent decades. For example, Schnell & Reese (2003) confirmed that in 1982 there were a meager 82 microbreweries in the United States, fast-forward to 2015 and there are nearly 2,397 (Brewery Association, 2015). According to the Brewery Association, microbreweries continue to see substantial annual growth and are expected to continue this growth trend. This is seen by the 27.8% increase in the number of microbreweries in the United States from 2013 to 2014 alone (Brewery Association, 2015).

There are two definitions of microbreweries. The first definition for a microbrewery is “a brewery producing less than 15,000 barrels per year and usually concentrating on exotic or high quality beer.” The second definition provided is “a small, usually independent brewery that produces limited quantities of specialized beers, often sold for consumption on the premises” (microbrewery, n.d.a; microbrewery, n.d.b). One of the key characteristics of microbreweries is that they distribute their products locally and are usually associated with one geographic location or town. Their identity with a specific area is supported by their frequent use of local culture in their marketing, beer names, and décor (Flack, 1997). Thus, they stimulate the local economy, foster the idea of neo-localism, and appeal to a more sophisticated beer consumer (Flack, 1997).

#### **Statement of the Problem**

Multiple studies have been conducted to investigate consumer behaviors in other areas of beverage research, specifically wine and/or wineries (e.g. Brown & Getz, 2005; Getz & Brown,

2006; Bruwer, 2003; Carmichael, 2005; Sparks, 2007). Regardless of their growing popularity there is a lack of research regarding consumer behavior at microbreweries. Some of the existing studies discuss beer-tourism (Plummer, Telfer, Hashimoto, & Summers, 2005), the “microbrewery movement” (Carroll & Swaminathan, 2000), and how microbreweries contribute to neo-localism and local identity (Flack, 1997; Schnell & Reese, 2003). However, the current research has not adequately addressed consumer behavior in the microbrewery context.

### **Purpose of the Study**

The purpose of this study was to examine the antecedents of microbrewery consumer’s intentions to visit microbreweries. The primary theory used in this study was the theory of planned behavior (TPB), which was extended to include beerscape (modified from winescape), and self-identity. Data was collected in a two-phase process. The first phase focused on qualitative measures and included in-depth interviews which were audio recorded at local microbreweries. The second phase focused on qualitative measures and included a self-administered survey derived from the results of phase one. Additional analysis included comparison of beliefs held by microbrewery consumers and beliefs held by microbrewery owners and operators, and Importance-Performance Analysis (IPA) on the beerscape variables.

### **Study Objectives**

The study objectives included the following:

1. Investigate and identify the underlying behavioral, normative, and control beliefs of microbrewery consumers.
2. Compare the beliefs held by microbrewery consumers to those held by microbrewery owners and operators.

3. Identify which variables of the TPB have the greatest predicting power of intentions.
4. Investigate whether self-identity is a meaningful addition to the TPB.
5. Investigate whether beerscape influences consumer attitudes.
6. Identify possible areas of improvement for microbreweries by conducting an Importance-performance analysis on the variables of beerscape.

### **Significance of the Study**

This study provides a more holistic understanding of the underlying behavioral, normative, and control beliefs of microbrewery consumers. By identifying these underlying beliefs, microbrewery owners and operators will be better suited to serve their customers. Furthermore, the study fills gaps within current microbrewery research by providing the first known use of the TPB in the microbrewery context. It also introduces the beerscape which, with refinement, could be a significant predictor of attitudes and possibly other variables of the TPB.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **The History of Beer**

The origin of modern day alcohol is unknown. It is speculated that man stumbled upon alcohol by mistake, possibly from consuming rotten fruit, or stale honey (Hornsey, 2003). It is also speculated that the urbanization of man may have led to the search for a substitute for drinking water which was often contaminated. Beer was inexpensive and relatively easy to obtain and therefore became a logical alternative (Hornsey, 2003).

Beer has had many names throughout history, 'ciervisia' by the Romans, 'zythos' by the Greeks, and 'bior' by the Germans (Salem, 1880). In almost every civilized ancient culture there is evidence of beer brewing and consumption (Baron, 1962). The beauty of beer is its simplicity. Unlike other fermented beverages such as wine or mead, beer only requires a few ingredients, grain, water, and yeast (Flack, 1997).

Americans have been consuming beer since the first settlers arrived at Plymouth Rock. In fact, beer was one of the few items allowed on cargo ships, such as the Mayflower, traveling to the United States (Flack, 1997). Much of the beer styles and preferences before the 1840's was heavily influenced by English-style brewing which used top-fermenting yeast resulting in stouts and porters. However, preferences changed in the 1840's when the Germans introduced bottom-fermenting yeast resulting in lagers. The difference between these two forms of fermentation is that bottom-fermenting yeast takes significantly longer to ferment and requires cold storage (Flack, 1997). Hence the name lager which is derived from the German word lagered, meaning

‘to rest’ (Ogle, 2007). Lagers became the undeniable preference of many American beer consumers possibly due to its longevity and low alcohol content (Flack 1997; Ogle 2007).

The German population living in the United States were knowledgeable about brewing beer and eventually started opening breweries in areas such as Milwaukee and St. Louis. By 1860 Milwaukee housed several prominent breweries including Pabst, Schlitz, and Miller (Sowell, 1981). Around this time, Americans began migrating west and microbreweries sprang up across the plains. During this time the number of microbreweries skyrocketed, peaking at 4,131 in 1873 (Flack, 1997).

After this point the number of microbreweries began to decline. According to Flack (1997), this was primarily due to the growing importance of centralization and consolidation in the beer industry. Something else to consider is a prevalent counterculture during the 1820’s and 1830’s that pushed for the reformation of the “American character.” These groups aspired to mold and perfect the everyday American by pushing them to lead lives of “moderation and good citizenship” (Ogle, 2007).

Although these groups believed in many areas of reformation, such as retreat from self-indulgence and masturbation, their primary focus was temperance. According to Ogle (2007), it was firmly believed by a vast number of Americans that alcohol was the root of many “national ills” and that the abuse of alcohol lead to murder, prostitution, and gambling. These same crusaders also believed that to alleviate these issues, alcohol would need to be completely abolished (Ogle, 2007). It is easy to see where these thoughts lead to the first prohibition laws and general restrictions surrounding alcohol.

The temperance movement continued into the early twentieth century where advocates worked to cease the production and sale of alcohol by convincing middle-class Americans that



this would “eliminate or significantly reduce the major social problems in the country” (Levine, 1985). Prohibition was in affect from 1919 to 1933. It was found to be very difficult to enforce and crime surrounding alcohol was widespread (e.g. bootlegging, and speakeasies) (History.com Staff, 2009). In February of 1933 the 21<sup>st</sup> amendment was adopted to reverse the 18<sup>th</sup> amendment which legalized prohibition (History.com Staff, 2009). Needless to say, this period greatly impacted modern day laws and practices surrounding alcohol including microbreweries.

The 1980’s marked the rebirth of microbreweries. During this time the number of microbreweries began to *again* dramatically increase with nearly 36 new microbreweries opening in 1981 alone. Sixteen years later the United States boasted 1,273 (Carroll, & Swaminathan 2000) and they’ve been increasing ever since (Brewers Association, 2015). Between 2014 and 2015 there was a 21.6% increase in the number of microbreweries with nearly 2,397 microbreweries opening in 2015 (Brewers, Association, 2015).

### **Breweries Defined**

In terms of production, there are three primary types of breweries, large breweries, midsize breweries, and microbreweries. Largescale breweries typically distribute their products nationally and have multiple brewing facilities (e.g. Budweiser). Midscale breweries are a bit smaller than largescale breweries and distribute their products regionally. Microbreweries have far less production than large and midsize breweries and typically distribute their products locally (Flack, 1997).

Microbreweries fall into the “craft beer industry” which can be divided into four distinct segments: microbreweries, brewpubs, contract brewing companies, and regional craft breweries. Microbreweries sell their products in a three-tier or two-tier system, meaning that they either sell to a wholesaler who then sells to the consumer or they act as a wholesaler/retailer directly to the

customer. In order to be considered a microbrewery the brewery must produce less than 15,000 barrels of beer each year. Brewpubs are a restaurant-based brewery that typically sell their beers in their own restaurant or bar. Contract brewing companies are hired to produce beer for a brewery or to brew additional beer for a brewery. Finally, Regional craft breweries are independent breweries that focus on “traditional” or “innovative” beer styles (Brewers Association, n.d.).

The South has the lowest number of craft breweries (brewpubs, microbreweries, regional craft breweries and contract brewing companies) among the four census regions in the United States (Baginski, & Bell 2011; Brewers Association n.d.). These census regions include the West, Midwest, Northeast, and South. With the South being comprised of seventeen states Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia, and The District of Columbia (U.S. Census Bureaus, 2015). According to Baginski and Bell (2011) the South simply doesn't have the means to support breweries.

An exception to the lack of microbreweries in the South is the city of Asheville, North Carolina, which is considered a successful microbrewery destination. Asheville boasts 21 craft breweries, and offers nearly 100 different local beers (Asheville CVB, 2015). Between 2012 and 2014, this city's overnight leisure traveler segment represented .22% of the total US travel market (Köhler, 2015). One possibility for their success is that they go beyond beer tastings by offering brewery tours, multiple beer festivals, and a supportive community that incorporates local brews into their food, and other products.

## **Legality**

It has been speculated that the reason why the South lags the rest of the country in terms of their number of microbreweries, is because there have been strict laws and regulations surrounding the consumption, sale, and production of alcohol stemming from religious beliefs (Alonso 2011; Flack 1997). Several of these states are located in the “microbrewery desert”, which includes numerous Midwestern and Southern States (Flack, 1997). This seems to be changing as there are states within the microbrewery desert that have been actively passing bills, which make it easier for microbreweries to operate.

For example, the state of Alabama passed the "Gourmet Beer Bill", which allowed an increase in the alcohol content of craft beers from 6% to 13.9% (Alonso, 2011). More recently Alabama passed the “Beer to Go” bill which went into effect June of 2016. This bill allows licensed breweries, which meet specific criteria, to sell their beer for off-premise consumption, and to supply licensed charitable events with up to 2 kegs of their beer. Another important aspect of this bill is that it lifts its previous restrictions concerning where microbreweries can operate. Previously, microbreweries were only allowed to function in “historic buildings, historic districts, economically distressed areas, or wet counties in the state in which beer was brewed for public consumption prior to Prohibition.” This bill allows breweries to open under less restrictive localities (Alabama State Legislature, 2016).

## **The Theory of Reasoned Action and the Theory of Planned Behavior**

This study uses the theory of planned behavior (TPB) as its theoretical underpinning. The TPB is considered a reliable framework for “understanding, predicting, and changing human behavior” (Ajzen, 2011a) and has been used frequently since 1985 (Ajzen, 2011b). The TPB was derived from the Theory of Reasoned Action (TRA) which has also been used widely in

behavioral predictions (Ajzen, 2011a; Madden, Ellen, & Ajzen 1992). The TRA assumes that individuals make practical decisions based on their personal beliefs (Fishbein & Ajzen, 2011). According to Fishbein & Ajzen (2011), beliefs are derived from various life experiences such as personal experiences, formal education, various forms of media, and interactions with family and friends. Individual differences such as personality and demographic attributes can also affect a person's beliefs as well as how they interpret and recall information (Fishbein, & Ajzen, 2011).

The TRA and TPB both view attitude and subjective norm as predictors of a behavioral intention. The major difference between these models is that the TRA does not include perceived behavioral control. This is because at the time of its development it was thought that decisions were completely voluntary. The TPB includes perceived behavioral control as a third predictor of behavioral intention because it reflects that a person's decisions are not always voluntary and the perceived ease or difficulty of a behavior can affect the outcome of the behavior (Ajzen, 1991; University of Twente, 2010). Perceived behavioral control considers that the more resources and opportunities that a person has regarding an action the more perceived control they have over the chosen action (Madden, Ellen, & Ajzen, 1992).

In all, the TPB is comprised of attitude, subjective norm, perceived behavioral control, intention, and behavior (Ajzen, 2011a). According to the TPB, attitude, subjective norm, and perceived behavioral control are the three independent predictors of a person's intention to perform a behavior (Ajzen, 1991). Behavior is defined as the observable action which the individual performs (Ajzen, n.d.).

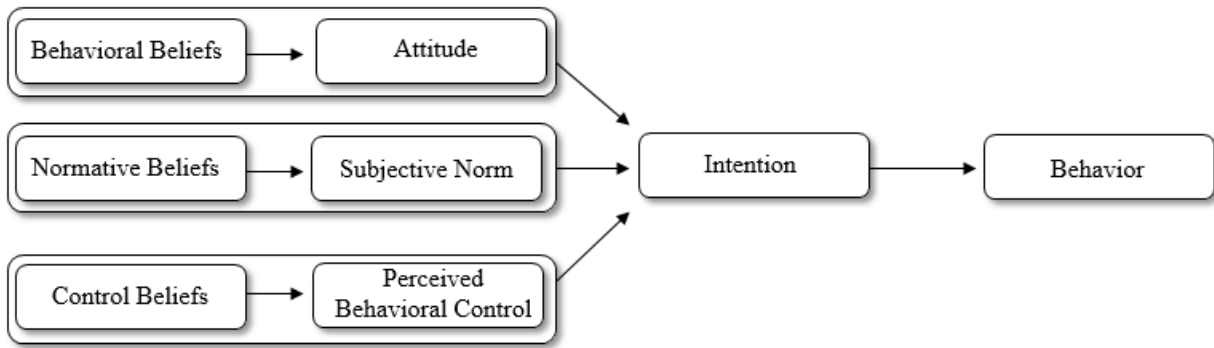


Figure 1. Theory of Planned Behavior Model

The predecessor of the performed behavior is an individual’s intention to perform that behavior. Intention can be defined as the willingness or determination a person exerts to perform a behavior. Typically, the stronger a person’s intention to carry out a behavior, the more likely they are to do so (Ajzen, 1991). The antecedents of intention are attitude, subjective norm, and perceived behavioral control (Ajzen, 2011a).

Attitude can be described as a person’s positive or negative feelings about a behavior. An individual’s attitude is derived from their behavioral beliefs, which is described by Ajzen (n.d.) as the subjective possibility of a given outcome. Ajzen (n.d.) goes on to state that an individual can have a vast number of behavioral beliefs but only have access to a few at any given time. It is these accessible beliefs in combination with the evaluation of their possible outcomes that shapes a person’s overall attitude toward a behavior (Ajzen, n.d.).

Subjective norm is a social factor that involves the social pressure to perform or not perform a behavior. It stems from an individual’s normative beliefs, which are behaviors that are expected by important people in an individual’s life (e.g. spouse, parents, coworkers, doctors). Normative beliefs are formulated by an individual’s motivation to appease people in their lives in combination with the views of the behavior that these important individuals may have (Ajzen, n.d.).

Perceived behavioral control is what makes the TPB different from the TRA. It is the perceived ease or difficulty that a person associates with a behavior (Ajzen, 1991). The perceived behavioral control is derived from an individual's control beliefs, which is a combination of the perceived ease or difficulty of an action in conjunction with the perceived power they have over each control factor (Ajzen, n.d.).

The TPB has been used frequently in consumer behavior research, including beverage research. For example, Sparks (2007) used the TPB to identify factors that help predict wine-tourist behavioral intentions and found that there was no correlation between emotional attitude and behavioral intentions, and that past attitude and normative influence had insignificant effects on behavioral intention. The study also found that that perceived behavioral control was a major predictor of consumer's intentions (Sparks, 2007). Quintal, Thomas and Phau (2015) used the TPB in conjunction with a winescape to determine the effects it had on wine tourist's behavior. The study found that service staff and complementary products greatly affected wine tourist's attitude and, in turn, their behavioral intentions.

Other areas where the TPB has been used include Hsu & Huang (2012) which analyzed tourists' intentions in regards to choosing travel destinations. This study found that attitude, subjective norm, and perceived behavioral control all had a positive correlation with tourists' behavioral intentions. This was especially true in regards to the subjective norm which represents the opinions and suggestions of important individuals in one's life (Hsu & Huang 2012; Ajzen n.d.). Based on the original TPB and previous literature the following hypotheses have been made:

H1: Attitude is positively associated with intention.

H2: Subjective Norm is positively associated with intentions.

H3: Perceived Behavioral Control is positively associated with intentions.

### **Self-Identity**

Understanding oneself has served as a catalyst for an immense number of studies regarding self-identity. Tajfel (2010) discussed the self-concept and how easily people form social groups. Sirgy (1985) explored self-congruity in a study regarding how people identify with products. Other research includes studies about self-esteem (Franks & Marolla, 1976; Kernis & Waschull, 1995), self-awareness (Snowden, 2002; Wicklund, 1975), and self-image (Kressmann, Sirgy, Herrmann, Huber, Huber, & Lee, 2006; Steele, Spencer, & Lynch, 1993).

It has been argued that the TPB model primarily focuses on an individual's beliefs and lacks consideration for additional elements that may affect a person's behavior (Conner & Armitage, 1998). Connor & Armitage (1998) explains that although the TPB and self-concept/self-identity work well together they lack the same focus. Self-identity considers the broader social aspect of human behavior as opposed to the TPB's focus on set beliefs. This is reiterated in a study done by Biddle, Bank & Slavings (1987) where it was argued that behaviors can be better predicted when attitudes, personal standards, and self-identity labels are equally considered when evaluating a behavior.

In another study done by Rise, Sheeran & Hukkelberg (2010), data supported that self-identity had a significant effect on a person's actions and could be an important consideration when analyzing human behavior using the TPB. The study found that self-identity has just as much correlation with a person's behaviors as one's attitude and more correlation than subjective norm and perceived behavioral control. For these reason's many studies have included self-

identity as an additional variable in the TPB model (Jackson, Smith & Conner, 2003; Smith, Terry, Manstead, Louis, Kotterman & Wolfs, 2008; Whitmarsh & O'Neill, 2010) as does this study. Therefore, H4 is:

H4: Self-identity is positively associated with intentions.

### **Atmospherics and Servicescape**

The TPB declares that individuals make practical decisions based on their personal beliefs (Fishbein & Ajzen, 2011). However, there are other factors that can affect purchasing behaviors. According to Kotler (1973), when a consumer makes a purchase there are two elements at play, tangibles and intangibles. Tangible items include physical products, such as beer, merchandise, and artwork. Intangible items include emotional or sensory products, such as the atmosphere. Kotler (1973) discusses the relevance of the “total package” by emphasizing the belief that consumers are not only concerned with the tangible items they are purchasing but also the intangible items that a facility offers. Specifically, Kotler (1973) discusses atmospherics as an intangible element that affects a consumer’s behavior. Atmospherics are related to sensory experiences, and are therefore analyzed using our senses. In other words, we assess the atmosphere through what we can see, touch, hear, and smell. According to Kotler (1973), the only sense that doesn’t apply to the atmosphere is taste.

The servicescape expanded on the idea of atmospherics by attempting to understand how physical surroundings affect a person’s cognitive, emotional, or psychological responses, and how those responses affect their social interactions with others in the environment (Bitner, 1992). According to Bitner (1992), the effects of the physical environment are exceptionally prevalent in service industries such as hotels, and restaurants. She further states this is likely because the service provided by hospitality companies is produced and consumed at the same



time (Bitner, 1992). For example, when you are at a microbrewery you are not only consuming beer, you are also forming a memory or experience.

### **Beerscape**

Many variations of the servicescape exist, especially in the hospitality industry. For example, there are festivalscapes (Mason & Paggiaro, 2012; Yang, Gu, & Cen 2011), shipscapes (Kwortnik, 2008), sportscares (Hill & Green 2012; Lambrecht, Kaefer & Ramenofsky 2009), and winescapes (Bruwer & Lesschaeve, 2012; Quintal, Thomas & Phau, 2015; Thomas, Quintal & Phau, 2010). While many studies use the servicescape as a basis for their own scapes, they typically include additional variables in conjunction with the physical, man-made items suggested by Bitner (1992). For example, hospitality related scapes often incorporate additional variables such as service staff (Bruwer & Lesschaeve, 2012; Lin & Mattila, 2010; Quintal et al., 2015), entertainment (Bruwer & Lesschaeve, 2012; Mason & Paggiaro, 2012; Yang, Gu & Cen, 2011), and product qualities (Bruwer & Lesschaeve, 2012; Mason & Paggiaro, 2012).

Table 1. Scape Comparison

Citation	Type	Scape Elements
Quintal et al., (2015)	Wine	Setting, Atmospherics, Wine Quality, Wine Value, Complimentary product, Signage, Service Staff
Bruwer & Lesschaeve (2012)	Wine	Destination features (i.e., nature-related environment, winery structures and vineyards, heritage-related, towns/villages), Products (i.e., wines and other (cottage) industry products), Signage and layout (i.e., spatial functionality, proximity), Service staff and local residents, Ambient factors (i.e., atmosphere, climate), Fun (i.e., type and variety of the activities available)
Mason & Paggiaro (2012)	Festival	Food, Fun, Comfort, Product, Event, Emotional Satisfaction, Evaluative Satisfaction, Behavioral Intention
Yang, Gu & Cen (2011)	Festival	Tangible Service Facilities (i.e., ambient conditions, spatial layout, and facility aesthetics), Staff Service (i.e., service quality), Entertainment Program (i.e., performance quality)
Kim & Moon (2009)	Restaurant	Servicescape Elements (i.e. ambient conditions, facility esthetics, layout, electric equipment, seating comfort), Pleasure Feeling, Perceived Service Quality, Revisit Intention.
Kwortnik (2008)	Ship	Ambient Factors (i.e., scents, sounds, cleanliness, lighting, music, temperature, motion), Design Factors (i.e., décor, color, furnishings, layout, size, entertainment architecture), Social Factors (i.e., crowding, queues, cruiser cues, crew coproduction and friendships)
Hill & Green (2012)	Sport	Food & Beverage, Cleanliness, Crowdedness, Parking
Lambrecht, Kaefer & Ramenofsky (2009)	Sport	Parking, Course Accessibility, Concessions, Seating, Merchandise, Crowd Control, Restrooms, Helpfulness of Employees/Volunteers

Of the many forms of scapes, the winescape utilized by Quintal et al., (2015), used a structure that would transition well to microbreweries, given that wineries and microbreweries have several commonalities. The most prevalent commonality is that they both produce and sell alcohol. Another commonality they share is that they offer similar activities such as tours, tastings and entertainment. Given these similarities, adapting winescape elements to form a beerscape scale was justified.

The winescape used by Quintal et al., (2015) includes physical elements such as setting, atmospherics, and signage with the addition of items that specifically affect the winery experience such as wine quality, wine value, complimentary product, and service staff. These elements would convert to a beerscape with ease. In addition to these elements, literature has suggested that beer variety plays a role in the overall brewery experience (Kraftchick, Byrd, Canziani & Gladwell, 2014; Murray & Kline, 2015; Murray & O'Neill, 2012). For this reason, it was utilized within this study.

The results of Quintal et al., (2015) study found that each element of the winescape directly affected the consumer's attitude toward a specific winery. Similarly it is expected that elements of the beerscape will also have a significant impact on microbrewery visitor's attitude about specific microbreweries. Therefore, H5 is:

H5: Elements of the beerscape are positively associated with attitudes.

### **Neo-localism**

The idea of neo-localism can be described as the draw that people feel to local establishments such as farmers markets, local festivals, and microbreweries (Flack, 1997). Shortridge (1996) referred to this movement as an attempt by individuals and groups to reconnect to their local communities by developing a sense of identity or place to their local

region. Several articles examine the unique relationship between microbreweries and neo-localism (e.g., Flack 1997; Schnell & Reese 2003; Eberts 2014; Holtkamp, Shelton, Daly, Hiner, & Hagelman III 2016). Flack (1997) summarized the rise, decline, and rebirth of microbreweries, as well as the “sense-of-place” that they offer consumers. Schnell & Reese (2003) touched on how microbreweries were being used as tools for local identity. Schnell & Reese also discussed the use of local culture in décor, beer names, and marketing of microbreweries. Eberts (2014) debates microbreweries being more a part of local identity than national brands. Eberts goes on to state that although breweries tend to use local culture in beer names, there is a lot more to marketing than naming a beer.

Neo-localism is mirrored by theories such as the “Long tail Phenomenon” (Anderson, n.d.). According to Anderson (n.d.), this theory suggests that there is a growing tendency for our culture and economy to shift away from mainstream products in favor of specialty or unique products. In essence, this is exactly what microbreweries offer, an authentically local product in lieu of national or mainstream options (Flack, 1997).

### **Importance-Performance Analysis (IPA)**

Importance-Performance analysis (IPA) is used to identify the differences in the level of perceived importance of each attribute and the perceived performance of the attributes, based on their mean scores. The IPA grid features four quadrants. Quadrant 1 represents areas that need to be addressed because respondents indicate the level of importance is high but the performance is low. Quadrant 2 represents areas that are doing well because there is a high level of importance and performance. Quadrant 3 represents areas that are lower in priority because they have a low perceived level of importance and performance. Quadrant 4 represents areas that may be receiving too much attention because the importance is low and performance is high (Smith &

Costello, 2009). The grid lines represent the mean score of all attribute's level of importance as well as the mean score for the attribute's level of performance (See Figure 2). IPA has been used in a wide variety of contexts including marketing (Martilla & James, 1977), hotel selection factors (Chu & Choi, 2000), RV campground attribute (Severt & Fjelstul, 2015) and quality improvement in higher education (O'Neill & Palmer, 2004). It has also been used successfully in the food and beverage industry. For example, Smith & Costello (2009) identified 5 areas of improvement for a culinary event. Each item's importance and performance were scored by customers using a 5-point Likert scale and a legend with each variable was provided.

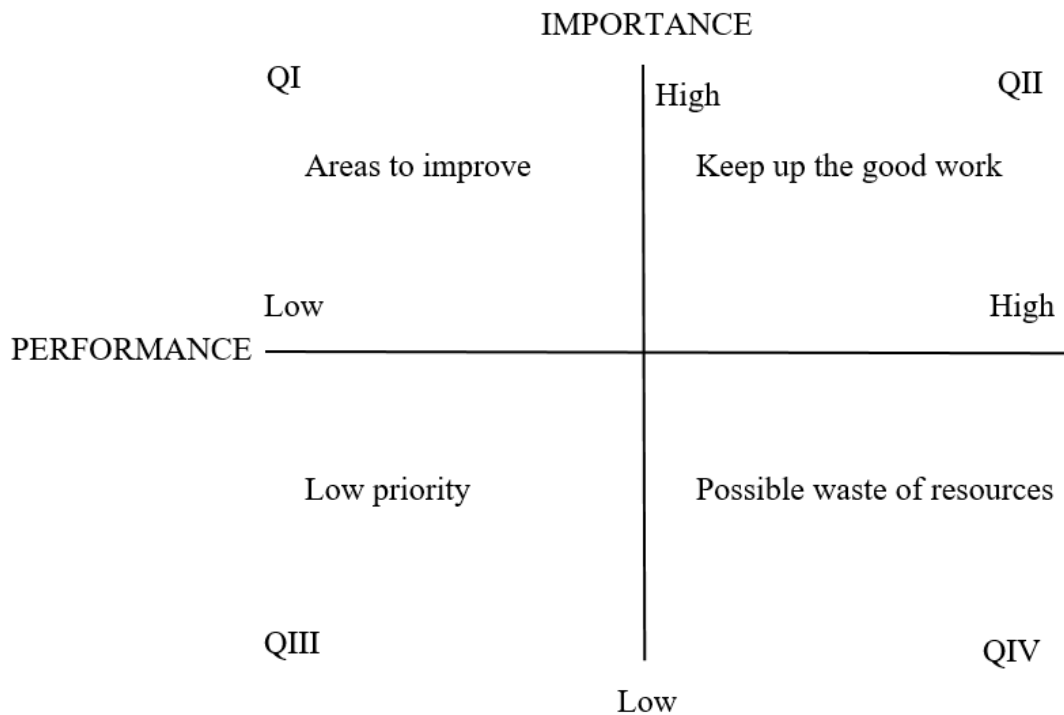


Figure 2. Importance-Performance Analysis (Martilla & James, 1977)

## **CHAPTER 3**

### **METHODOLOGY**

#### **Overview**

The overall purpose of this study was to understand why people visit microbreweries. More specifically, the study examines the antecedents of consumer's intentions to visit microbreweries. This chapter offers an overview of the methods used to collect and analyze both the qualitative and quantitative data for this study. As suggested by Fishbein and Ajzen (1975), a thorough analysis should be divided into two phases to include both qualitative and quantitative analyses. The first phase of this study was an exploratory phase used to discover consumer's underlying beliefs about visiting microbreweries and identified their most salient beliefs using in-depth interviews with microbrewery patrons in Alabama. The second phase included a self-administered survey which was derived from the findings of phase one. Once the questionnaire was developed, it was distributed to microbrewery patrons in Alabama.

#### **Phase One: Qualitative**

The population of phase one consisted of microbrewery consumers in the state of Alabama. The qualitative portion of this study conducted interviews from two groups. The first group being microbrewery consumers and the second group being microbrewery owners and operators. The purpose of analyzing these groups separately was to gain a holistic view of the microbrew experience and to compare beliefs of consumers with those held by microbrewery owners and operators.

**Microbrewery consumer interviews.** All 25 microbrewery participants were 21 years old or older. As stated in Francis et al. (2004) study, a sample size of 25 participants is sufficient for an elicitation study. This study featured a series of semi-structured, in-depth interview questions, which were audio recorded, and transcribed verbatim. To guide the interviews, a question guideline was created based off of the TPB model. These questions included:

1. Behavioral Beliefs

- a. What do you see as the advantages of visiting microbreweries?
- b. What do you see as the disadvantages of visiting microbreweries?

2. Normative Beliefs

- a. When it comes to visiting microbreweries, there may be individuals or groups who would think that you should or should not perform this behavior. Please list the individuals or groups who would approve or think you should visit microbreweries.
- b. When it comes to visiting microbreweries, there may be individuals or groups who would think that you should or should not perform this behavior. Please list the individuals or groups who would disapprove or think you should visit microbreweries.

3. Control beliefs

- a. What factors or circumstances would make it easier or enable you to visit a microbrewery?
- b. What factors or circumstances would make it more difficult or prevent you from visiting a microbrewery?

In order to gain participants, information about the study and sign-up sheets to participate in interviews were left at microbreweries. Aside from sign-up sheets, frequent visits were made to microbreweries encouraging consumers to participate in the study. Once a potential participant

signed-up, the researcher contacted them to set up a convenient time to conduct an interview. Each interview took approximately 15 to 20 minutes. In addition to the questions listed above, the interviews also included probing questions which led to a better understanding of consumer's beliefs.

**Microbrewery owner and operator interviews.** A list of microbreweries was made which included contact information of owners and operators. From this list 5 owners and operators were contacted via email, telephone, or visiting the establishment to request participation. Five agreed to participate in face-to-face interviews, which were then conducted at the microbreweries. The interviews held with microbrewery owners and operators were consistent with the format of the consumer interviews, but the data was analyzed separately.

### **Phase One: Data Analysis**

The data analysis included a four-step process. First, fieldwork was performed in order to observe and record descriptive data. Fieldwork included visiting microbreweries, recruiting participants for face-to-face interviews, and conducting face-to-face interviews. The data from the interviews was audio recorded and then transcribed verbatim. Second, the data underwent a content analysis using NVivo 11, a qualitative software program. The content analysis captured the evolving themes, and aided in the development of belief-based measurements of attitude, subjective norm, and perceived behavioral control which were used to develop the survey used in phase two of the study. The transcriptions were coded based on the interview questions identified as nodes and then further filtered into more specific sub-nodes. Third, the reliability of the data was checked by multiple researchers. Three experts analyzed and discussed the theme based nodes. When differences of opinion occurred, they were discussed until agreement was reached. Fourth, the most salient beliefs were then identified and recorded. Salient beliefs included the top



75% of all stated beliefs, which according to Francis et al. (2004), adequately covers the sample population's beliefs.

### **Phase Two: Quantitative**

For the second phase of the study, a self-administered questionnaire was administered to visitors of microbreweries within the state of Alabama. Participants were visitors of microbreweries within three primary cities including Tuscaloosa, Huntsville, and Birmingham. Similar to the interviewing process in phase one, the survey information was available at the breweries, and frequent visits were made to solicit participation using a paper format questionnaire which allowed participants an alternative to the online survey. The survey consisted of demographic information (e.g. age, gender, salary, education, race, and marital status) and the following components: TPB variables, beerscape variables, and self-identity variables. The measurement scales used were adopted from previous empirical research (Ajzen, 1991; Francis et al., 2004; Quintal et al., 2015). There was a total of 238 responses including both online and paper questionnaires. All paper questionnaires were manually entered in Qualtrics, an online survey platform. Of the 238 responses, 200 were selected to analyze based on completion.

### **Phase Two: Data Analysis**

Once data was collected from the survey several analyses took place. First, multiple regression was used to analyze the relationships amongst the TPB variables in the proposed measurement model. Next, multiple regression was conducted on the extended TPB, which included self-identity. Then another multiple regression was conducted on the beerscape variables and their relationship to attitude. An additional, IPA analysis was conducted on the

beerscape variables, to identify the differences between their perceived importance and perceived performance in the microbrewery context. Finally, a single regression was performed on self-identity and intentions. Data was analyzed using SPSS 23.0.

### **Validity and Reliability**

Validity and reliability of the study scales was conducted using a five-step process. First, previous literature was examined to identify potential questionnaire variables (Bitner, 1992; Bruwer & Lesschaeve, 2012; Francis et al., 2004; Lin & Mattila, 2010; Mason & Paggiaro, 2012; Quintal et al., 2015; Thomas, Quintal & Phau, 2010; Sparks & Shepherd, 1992; Yang, Gu & Cen, 2011). Second, three experts analyzed the variables and determined whether they were reliable based on unanimous agreement. Third, a pilot study was performed with a group of 25-30 participants. Fourth, as suggested by Tavakol & Dennick (2011), the study scales were examined to confirm validity and internal reliability before distributing the final survey. This was done using Cronbach's Alpha which determines the degree to which items in a study are measuring the same concept. Cronbach alphas range from 0 to 1.0, with results closer to 1.0 being more closely correlated. The benchmark for a satisfactory Cronbach Alpha is  $>.70$ , but it is important to note that cases in which the Cronbach Alpha is lower than  $.70$  may indicate that there are too few questions or that the study features "heterogeneous" paradigms (Tavakol & Dennick, 2011). The Cronbach Alpha's was tested on variables of the questionnaire and they were determined reliable. The fifth and final step was to finalize the variable items and begin data collection.

## Measurement Model

The TPB serves as the foundation for the theoretical model in this study. In addition to elements of the TPB model, the measurement model includes beerscape, and self-identity as additional variables.

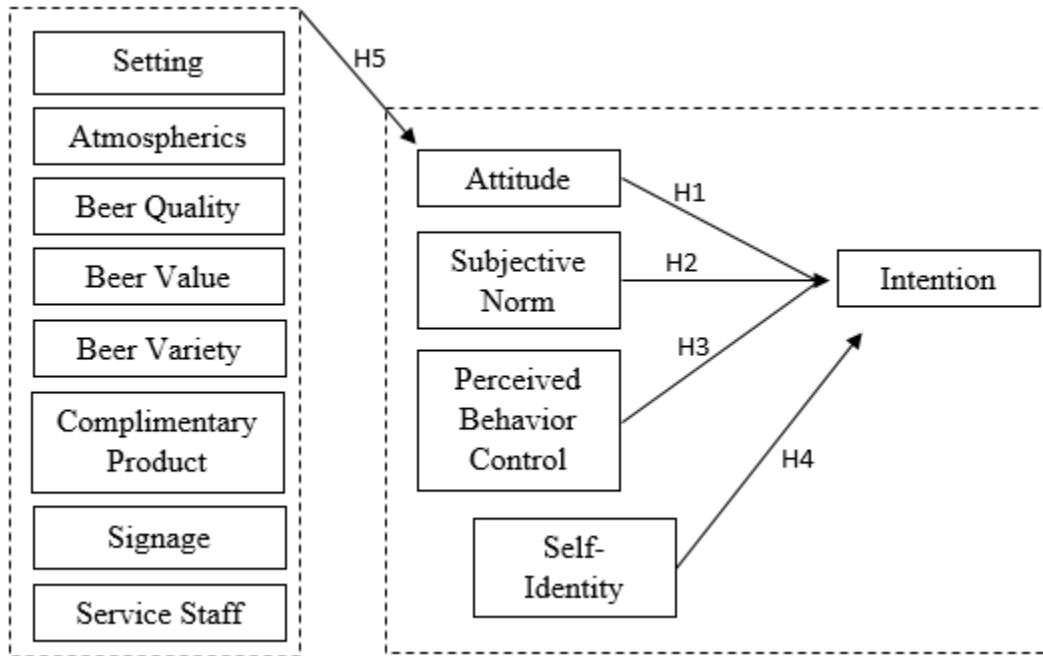


Figure 3. Measurement Instrument

All measures were derived from previous literature (Ajzen, 2002; Francis, Eccles, Johnston, Walker, Grimshaw, Foy, Kaner, Smith & Bonetti, 2004). The TPB measures included variables related to attitude, subjective norm, perceived behavioral control, and intentions. The questions were either measured using bipolar adjectives (e.g. bad – good) or they were ranked using a 7-point Likert Scale with 1 being “strongly disagree” and 7 being “strongly agree”. These questions can be seen in Table 2.

Table 2. TPB Measurements	Scale
<i>Attitude</i>	
Visiting microbreweries for me is	Bad - Good
Visiting microbreweries for me is	Unpleasant - Pleasant
Visiting microbreweries for me is	Worthless - Useful
Visiting microbreweries for me is	Harmful - Beneficial
<i>Subjective Norm</i>	
It is expected of me to visit microbreweries	Strongly disagree – strongly agree
I feel under social pressure to visit microbreweries	Strongly disagree – strongly agree
People who are important to me want me to visit microbreweries	Strongly disagree – strongly agree
Most people who are important to me think that I should visit microbreweries	Strongly disagree – strongly agree
<i>Perceived Behavioral Control</i>	
I am confident that I can visit a microbrewery	Strongly disagree – strongly agree
The decision to visit a microbrewery is in my control	Strongly disagree – strongly agree
Whether I visit a microbrewery is entirely up to me	Strongly disagree – strongly agree
<i>Intentions</i>	
I expect to visit microbreweries	Strongly disagree – strongly agree
I want to visit microbreweries	Strongly disagree – strongly agree
I intend to visit microbreweries	Strongly disagree – strongly agree

Self-identity items were measured using a 7-point Likert scale (1= Strongly Disagree, 7 = Strongly Agree) and included “visiting microbreweries is an important part of who I am”, “I am the type of person who visits microbreweries”, and “I see myself as a person who visits microbreweries” (Sparks & Shepherd, 1992).

To analyze the beerscape using IPA, the beerscape variables were analyzed by calculating the difference between the perceived importance of each variable and the perceived performance of each variable. The first set of questions were ranked using a 5-point Likert scale with 1 being “not important at all” and 5 being “extremely important.” The second set of questions were also ranked using a 5-point Likert scale, with 1 being “strongly disagree” and 5 being “strongly agree.” These variables included temperature, air quality, comfortable noise

level, background music level, cleanliness of the interior, cleanliness of the restrooms, menu design, well lit, overall layout, table/seating arrangement gives enough space, seating arrangement is comfortable, the arrangement restricts crowding, clear directional signage, adequate signage, impressive environment, brews beers which reflect the region, large variety of beers, high-quality beer, reputable beer, quality of beer tasted is high, beer presentation, beer aroma, adequate entertainment, adequate art/local artifacts, adequate promotional items, embodies local culture, strong sense of local identity, visually attractive taproom, beer value, beer within budget, cost is reasonable, friendly staff, knowledgeable staff, attentive staff, staff offers individual attention. These variables were derived from previous literature (Bitner, 1992; Bruwer & Lesschaeve, 2012; Lin & Mattila, 2010; Mason & Paggiaro, 2012; Quintal et al., 2015; Thomas, Quintal & Phau, 2010; Yang, Gu & Cen, 2011).

## **CHAPTER 4**

### **RESULTS**

This study used a mix design of both qualitative and quantitative analysis. This chapter covers the qualitative results of the interviews of both microbrewery consumers and owners and operators and includes: demographics, behavioral beliefs, normative beliefs and control beliefs. The quantitative results are presented next and include demographics, multiple regression of the original TPB model, multiple regression on the extended TPB model, single regression on self-identity and intentions, multiple regression on the beerscape and attitudes, and IPA of the beerscape.

#### **Qualitative Results**

The participants of the qualitative portion of this study included 25 microbrewery consumers and 5 owners and operators of microbreweries in the state of Alabama. Of the 25 consumers, 19 were male and 6 were female. The ages of the consumers ranged from early 20's to late 40's. The female participants were all Caucasian and the male participants were predominantly Caucasian, with two being African-American or Hispanic.

#### **Behavioral Beliefs: Advantages and Disadvantages (Consumers)**

The most salient advantages of visiting microbreweries were local or community support (60%), variety of products (60%), socialization (52%), entertainment (48%), quality of products (40%), and atmosphere (40%). When discussing local or community support, consumer made statements such as:

*“I think you get to be around the people of the community and typically they're owned by people that have lived in the city for a while and so you can kind of experience like the local flavor of the city that you're in.”*

*“I think a lot of the advantages are one, you're supporting somewhat of a local business, I try to anyway. It's not always easy but I try to steer away from pumping up the big three which are the Budweiser, Coors, and the other one... So first and foremost, well I would say first the beer is fantastic and second you're supporting your local businesses.”*

One consumer discussed the appeal of the products. *“I think that a lot of beer geeks would agree with me that the beers that are brewed to appeal to the masses are one thing and there, some of them are very good, but the beers that are produced out of passion and produced for a select few in a very small batch and made available for a limited amount of time have a tremendous amount of appeal.”*

Some of the statements made about socialization include: *“talking to people, engaging with people”, “you come here for the people”, and “you feel like you've known these people all of your life”*. One consumer explained that by coming to microbreweries he received opportunities that he wouldn't have otherwise:

*“I was really blessed to encounter people that were passionate about the same things that I was and encounter opportunities that I would have never gotten at a commercial brewery or at any of the commercial bars in town.”*

Entertainment and atmosphere were also important advantages of visiting microbreweries.

Consumers made comments such as: *“there's stuff to do”, “they're cool places to be... they're not the places that are on like a tourists maps”, and “it's a very welcoming environment and it makes you feel like you've known these people all of your life.”*

Additionally consumers mentioned going to the source, and having a unique experience as advantages of visiting microbreweries. For example, one consumer explained that *“in a world where everything is packaged and shipped it’s cool to know like this is where this came from.”* Another consumer mentioned that she felt the experience of visiting a microbrewery was better than the experiences she had at more well-known breweries.

*“I’ve been to the Coors Brewery before, and the experience you have when visiting that brewery is not going to be the same if you go to a local place. They’re going to run you through the same old kind of...tour...it’s kind of harder to ask questions, you see everything on a bigger scale.”*

Some of the disadvantages mentioned by consumers included that there were not any (24%) and the lack of other alcoholic products (20%). The most commonly mentioned disadvantage was the cost of the products. For example:

*“Around here it’s expensive and sometimes it’s nice to just get a domestic beer. Like I just want a PBR (Pabst Blue Ribbon) or something...cheap and easy.”*

Another consumer who is also a home-brewer explained:

*“You’re paying a lot for the company and the camaraderie...Beer in general is just a great revenue stream because you make so much money off of it compared to the cost and I think a lot of places could be cheaper.”*



Table 3. Behavioral Beliefs of Consumers

<u>Concept</u>	<u>Key Themes</u>	<u>Total</u> (N = 25)	<u>%</u>
Advantages	Local or Community Support	15	60%
	Variety of Products	15	60%
	Social	13	52%
	Entertainment	12	48%
	Quality of Products	10	40%
	Atmosphere	10	40%
Disadvantages	Cost	7	28%
	None	6	24%
	Lack of other alcohol	5	20%

**Normative Beliefs: Supportive and Non-Supportive Entities (Consumers)**

The majority of consumers stated that, in general, everyone they know is supportive of them visiting microbreweries (64%). Aside from general responses, family (48%), and friends (28%) were also mentioned as being supportive. One consumer explained:

*“Most of my family and my friends are also supportive of local products, and local processes, so we would tend to be the kind of people who do go to visit farmer's markets, and I see a microbrewery as the same thing as a farmers market.”*

Another consumer discussed how her father introduced her to craft beer:

*“I actually got into drinking “Fancy” quote, unquote beers because my dad...So if anything I think in my family it’s more encouraged rather than going to a big establishment, like a Bud Light or a Budweiser. I think a lot of it comes from your upbringing because again we are in Alabama, there are people that have different views, maybe that don’t involve alcohol, and so I can definitely see that on one perspective, but in my family it was always you know, try something new.”*

The majority of consumers (48%) stated that there were not any people who disapproved of them visiting microbreweries. In regards to groups or individuals who *were* unsupportive, family (36%) was mentioned most frequently. As stated by one consumer:

*“My mom would probably appreciate it if I went a little less. But she has nothing against me going and hanging out with my friends and enjoying really good beer that I love, and that makes me happy.”*

When asked the reason for his mother not wanting him to visit microbreweries as frequently, the consumer stated, *“I come from a long line of alcoholics.”* Other statements made by consumers include *“my mother and my grandparents...think alcohol is bad”*, and *“I think people who wouldn’t support you going to a microbrewery, in my opinion, would also cut an eye at you for coming out of the grocery store with a 12 pack of beer.”*

Table 4. Normative Beliefs of Consumers

<u>Concept</u>	<u>Key Themes</u>	<u>Total</u> (N = 25)	<u>%</u>
Approve	General (e.g. "Everyone I know")	16	64%
	Family	12	48%
	Friends	7	28%
Disapprove	None	12	48%
	Family	9	36%

**Control Beliefs: Facilitators and Barriers (Consumers)**

Location (72%) and transportation (24%) were the most commonly mentioned facilitators of visiting microbreweries. Some of the comments include *“needs to be reasonably close by”* and *“It’s on the way to my house.”* Another consumer explained:

*“...it just boils down to accessibility...I’m not going out of my way to drive like 30 miles up the road. It’s cool to have the neighborhood brewery which this place is for me.”*

Transportation was also a significant factor. One consumer explained the importance of having public transportation:

*“...the introduction of something like Uber or some kind of affordable transportation that would allow people to get home safely... I think that this would not only increase the attendance of microbreweries and make them more accessible to people, it would also increase public safety by a tremendous amount. And I think that’s a really important thing to note.”*

Additional facilitators mentioned by consumers included time (12%), family-friendliness (4%), and having someone to go with (4%).

Perceived barriers of visiting microbreweries included distance (60%), and cost (24%). Some of the comments made include, *“if it was to move out of the city's core I wouldn’t go to a microbrewery”*, and *“If I have to drive a very long time that would be annoying to me.”* In regards to cost, one consumer explained that if the cost of beer became higher he may not be able to come to microbreweries as often:

*“...if it was higher in price. I mean I’ve kind of cut back on coming here that often because...of spending more money.”*

Additional barriers mentioned by consumers included lack of transportation (12%), lack of marketing (8%), and time restraints (8%). Some of the statements made include *“you don’t really know about it too much other than through grassroots marketing”* and *“most times I’m working at night so I don’t get a chance to come here.”*

Table 5. Control Beliefs of Consumers

<u>Concept</u>	<u>Key Themes</u>	<u>Total</u> (N = 25)	<u>%</u>
Facilitators	Location	18	72%
	Transportation	6	24%
Barriers	Distance	15	60%
	Cost	6	24%

### **Additional Analysis with Owners and Operators**

As an additional analysis, 5 microbrewery owners and operators were interviewed. All of the participating owners and operators were male and their ages ranged from middle 20’s to early 40’s. Ethnically, the group was made up of 3 Caucasians and 2 African-Americans. The purpose of the interviews was to identify commonly held beliefs of owners and operators and in turn, compare them to those held by microbrewery consumers. The results mirrored those held by consumers but also featured notable differences.

### **Behavioral Beliefs: Advantages and Disadvantages (Owners and Operators)**

The most salient beliefs held by owners and operators of microbreweries included socialization (100%), and atmosphere (60%). As one operator explained:

*“You get to interact with the people that put their work into it, whether they’re brewers or owners or even the bartenders. And just kind of have that one on one conversation with them and [say] “Hey what were you thinking about when you made this beer? What flavors were you going for?” ...it’s the same type of experience as if you went to a nice restaurant and the chef came out and you got to have a conversation with him.”*

Another owner explained why he visited other microbreweries:

*“I think it's important to stop there to essentially talk shop and see what's going on because you're so busy as a small business owner that it's hard to really talk that much...it really gives you a chance to learn a lot.”*

Owners and operators only mentioned a few disadvantages including that there are not any disadvantages (40%) and that microbreweries have a limited inventory (40%). One owner explained:

*“For me the only real disadvantage would be that you’re limited by whatever they make. So we can't sell anything that we don’t make...even if you go down the street to Loosa Brews who has 63 different beers available on tap, you can try a bunch of different styles from a bunch of different breweries, where if you come to a brewery itself you are limited.”*

The owners and operators that were interviewed had similar views to those held by microbrewery consumers. Both groups mentioned socialization and atmosphere as advantages and the limited inventory as a disadvantage. Interestingly the consumers mentioned support of local business and communities, and the variety of the products more frequently than the owners. In addition, consumers specifically mentioned the quality of the products as an advantage and the cost as a disadvantage of visiting microbreweries both of which were not mentioned by owners and operators.

Table 6. Behavioral Beliefs of Owners and Operators

<u>Concept</u>	<u>Key Themes</u>	<u>Total</u> (N = 5)	<u>%</u>
Advantages	Socialization	5	100%
	Atmosphere	3	60%
Disadvantages	None	2	40%
	Limited Inventory	2	40%

### **Normative Beliefs: Supportive and Non-Supportive Entities (Owners and Operators)**

According to owners and operators the majority of people they know were supportive of visiting microbreweries (80%). This was followed by family (40%) and friends (40%). Some of their statements included “*people are really supportive*”, and “*I don’t necessarily know anyone who would say don’t go.*”

Interestingly family (40%) was also considered an unsupportive group by microbrewery owners and operators. Two owners mentioned that their families were religious and did not support visiting microbreweries, but in both situation the families were still supportive of them owning and operating a microbrewery. One owner explained:

*“...my family there all Southern Baptist...and they might not approve of it, [but] hell some of them even invested...I think they would like for me to make artisan bibles.”*

The other stated:

*“...my parents are you know, respected Christians, we don’t even drink in their home... I think even though they don’t participate or they may not drink...explain it to them...this is a form of artwork...to be able to display that art, and show your creative expression, talents...they fully support that.”*

Both groups reflected similar beliefs regarding supportive and non-supportive individuals and groups. It was most commonly mentioned that in general, everyone they knew was supportive of them visiting microbreweries and that although there weren’t many unsupportive groups some of their family members were not supportive.

Table 7. Normative Beliefs of Owners and Operators

<u>Concept</u>	<u>Key Themes</u>	<u>Total (N=5)</u>	<u>%</u>
Approve	General (e.g. "Everyone I know")	4	80%
	Family	2	40%
	Friends	2	40%
Disapprove	None	3	60%
	Family	2	40%

**Control Beliefs: Facilitators and Barriers (Owners and Operators)**

The majority of owners and operators stated that location (60%) was the most significant facilitator and barrier of visiting microbreweries. The remainder of responses varied but were not mentioned by more than one owner/operator. Additional facilitators mentioned included money (20%), transportation (20%), hours of operation (20%), and family-friendliness (20%).

Additional barriers mentioned included cost (20%), not having someone to go with (20%), and the hours of operation (20%).

Unlike consumers, the owners and operators did not mention transportation as a barrier. Consumers also mentioned that lack of marketing was a barrier of visiting microbreweries. Although owners and operators did not specifically state “lack of marketing”, one of the owners did mention a database or easy way for consumers to locate microbreweries.

Table 8. Control Beliefs of Owners and Operators

<u>Concept</u>	<u>Key Themes</u>	<u>Total (N=5)</u>	<u>%</u>
Facilitators	Location	3	60%
Barriers	Location	3	60%

## Quantitative Results

In the second phase of the study data was collected using a questionnaire. The questions included the most salient beliefs held by microbrewery consumers from phase one and were adapted from previous literature (Bitner, 1992; Francis et al., 2004; Shin & Hancer, 2016; Sparks & Shepherd, 1992; Thomas, Qunital & Phau, 2010). Several analyses were conducted to meet the objectives of the study. Descriptive statistics were done to verify frequencies and determine the extent of missing data. Of the 238 responses, 200 were analyzed based on completion of the questionnaire. This was followed by three multiple regressions: 1) the original TPB on intentions, 2) the extended TPB on intentions, and 3) the beerscape variables on attitude. The beerscape was then examined using an importance performance analysis, and one single regression was conducted on self-identity and intentions. The Cronbach Alpha of the preceding variable can be seen in Table 9, following:

Table 9. Cronbach's Alpha of Measurements

Concept	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
<b>Theory of Planned Behavior</b>		
<i>Attitude</i>	0.901	0.904
Visiting microbreweries for me is – Bad - Good		
Visiting microbreweries for me is – Unpleasant - Pleasant		
Visiting microbreweries for me is – Worthless -Useful		
Visiting microbreweries for me is- Harmful - Beneficial		
<i>Subjective Norm</i>	0.794	0.794
It is expected of me to visit microbreweries.		
I feel under social pressure to visit microbreweries.		
People who are important to me want me to visit microbreweries.		
Most people who are important to me think that I should visit microbreweries.		



<i>Perceived Behavioral Control</i>	0.850	0.850
I am confident that I can visit a microbrewery		
The decision to visit a microbrewery is in my control		
Whether I visit a microbrewery is entirely up to me		
<i>Intentions</i>	0.893	0.903
I expect to visit microbreweries.		
I want to visit microbreweries		
I intend to visit microbreweries		
<i>Self-identity</i>	0.876	0.889
Visiting microbreweries is an important part of who I am.		
I am the type of person who visits microbreweries.		
I see myself as a person who visits microbreweries.		
<i>Beerscape</i>		
<i>Ambient</i>	0.837	0.838
Temperature of the microbrewery is comfortable		
Air quality of the microbrewery is good		
Comfortable noise level		
Background music is pleasing		
Cleanliness of the microbrewery's interior		
Cleanliness of the microbrewery's restrooms		
Menu design is attractive		
The microbrewery is well lit		
<i>Spatial Layout</i>	0.879	0.881
Overall, layout of the microbrewery makes it easy for me to move around		
Table/seating arrangement gives me enough space		
Seating arrangement makes me feel comfortable		
The arrangement of the microbrewery restricts crowding		
<i>Signage, Symbols &amp; Artifacts</i>	0.834	0.836
Directional signage of the microbrewery is clear (e.g. entrances, exits)		
There is adequate signage (e.g. rules of behavior, labels)		
Impressive environment		
The decor is attractive		
<i>Beer Quality</i>	0.840	0.849
The microbrewery brews beers which reflect the region		
The microbrewery has a large variety of beers		

The microbrewery offers high-quality beer		
The Microbrewery has reputable beer		
The quality of the beer tasted is high		
The presentation of the beer (e.g. correct cup used, attractive cup)		
The color of the beer		
The aroma of the beer		
<i>Complimentary Products</i>	0.779	0.779
The microbrewery offers adequate entertainment (i.e. music, games, trivia)		
The microbrewery provides adequate art/local artifacts		
The microbrewery offers adequate promotional items (e.g. stickers, coasters)		
<i>Atmosphere</i>	0.812	0.819
The microbrewery's atmosphere embodies local culture		
The microbrewery has a strong sense of local identity		
The microbrewery has a visually attractive taproom		
<i>Beer Value</i>	0.890	0.891
The beer sold at the microbrewery offers value for the money		
The beers sold at the microbrewery are within my budget		
The cost of the beer is reasonable		
<i>Service Staff</i>	0.861	0.872
The microbrewery has a friendly staff		
The microbrewery staff is knowledgeable about the products		
The microbrewery staff is attentive to visitors		
The microbrewery staff offer individual attention		

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## Descriptive Statistics

Descriptive statistics were used to examine the demographics of respondents. Of the 200 respondents 51.3% (102) were male and 56.2% (91) were female the remaining 2.5% (5) did not disclose their gender. The majority of respondents, 31.8% (63) were 25-34, followed by 26.8% (53) being 35-44 years old. Respondents ages 21-24 represented 15.7% (30), ages 45-54

represented 26.8% (26), ages 55-64 represented 9.1% (18), ages 65-74 represented 2% (4), while less than 2% preferred not to answer.

The ethnic makeup of the respondents was predominately white (88.4% or 170 respondents), followed by other (4% or 10 respondents), and Black or African American (5.6% or 9 respondents). The remaining ethnicities including Asian, Native Hawaiian or Pacific Islander, and respondents who preferred not to answer accounted for 4% of the responses. The majority of respondents did not want to share their annual income (16.2% or 32 respondents), the second largest group had an annual income of \$50,000 - \$59,999 (11.7% or 23 respondents). This was closely followed by respondents who made \$40,000 - \$49,999 (10.7% or 20 respondents). The remaining responses were evenly distributed amongst the income options but the least amount of people (1% or 2 respondents) made \$80,000 - \$89,999 per year.

In regards to education 33.2% (66) of respondents stated that they had a professional degree, followed by 32.2% (63) stating that they had a 4 year degree. Another 21 respondents (10.6%) indicated that they had attended some college, 18 (9.1%) had a doctorate, 17 (8.5%) had a 2 year degree, 7 (3.5%) had a high school diploma, 5 (2.5%) preferred not to answer, and 1 respondent indicated that they had less than high school (0.5%). Of the respondents 92 (46.5%) indicated that they were married, 76 (38.9%) stated that they were single, 23 (11.6%) were divorced, and 6 (3%) preferred not to answer.

Table 10. Demographics and Participant Profile

Gender	Frequency	%
Male	102	51.3%
Female	91	46.2%
Prefer not to answer	5	2.5%
Total	198	100.0%

Age

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21 - 24	30	15.7%
25 - 34	63	31.8%
35 - 44	53	26.8%
45 - 54	26	13.1%
55 - 64	18	9.1%
65 - 74	4	2.0%
75 - 84	0	0.0%
85 or older	0	0.0%
Prefer not to answer	3	1.5%
Total	197	100.0%

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Ethnicity

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White	170	88.4%
Black or African American	9	5.6%
American Indian or Alaska Native	1	0.5%
Asian	2	1.0%
Native Hawaiian or Pacific Islander	0	0.0%
Other	10	4.0%
Prefer not to answer	5	2.5%
Total	198	100.0%

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Income

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Less than \$10,000	12	6.1%
\$10,000 - \$19,999	11	5.6%
\$20,000 - \$29,999	9	4.6%
\$30,000 - \$39,999	10	5.1%
\$40,000 - \$49,999	20	10.7%
\$50,000 - \$59,999	23	11.7%
\$60,000 - \$69,999	19	9.6%
\$70,000 - \$79,999	12	6.1%
\$80,000 - \$89,999	2	1.0%
\$90,000 - \$99,999	9	4.6%
\$100,000 - \$149,999	18	9.1%
More than \$150,000	19	9.6%
Prefer not to answer	32	16.2%
Total	197	100.0%

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Education

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Less than high school	1	0.5%
High school graduate	7	3.5%

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Some college	21	10.6%
2 year degree	17	8.5%
4 year degree	63	32.2%
Professional degree	66	33.2%
Doctorate	18	9.1%
Prefer not to answer	5	2.5%
Total	198	100.0%

Marital Status

Single (never married)	76	38.9%
Married	92	46.5%
Widowed	0	0.0%
Divorced	23	11.6%
Separated	0	0.0%
Prefer not to answer	6	3.0%
Total	197	100.0%

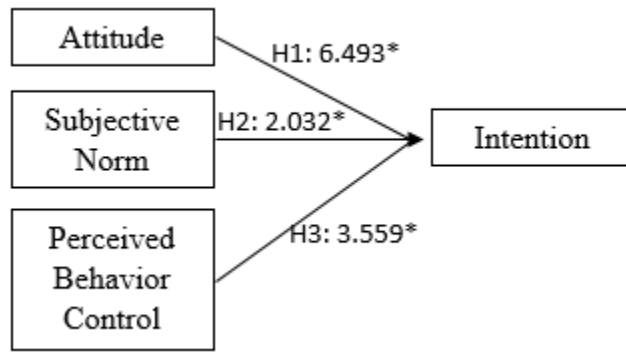
**Original TPB Multiple Regression**

A multiple linear regression was calculated to predict the dependent variable intentions based on the independent variables of TBP which are attitude, subjective norm and perceived behavioral control. This was significant at  $F(3,192) = 25.913, p < .050$  with an adjusted  $R^2$  of .277. The multicollinearity was tested by examining the Variance Inflation Factor (VIF). VIF provides a clear interpretation of variable collinearity. Although there is no set cutoff for VIF, multiple studies have suggested that anything below 10 is satisfactory (Craney & Surles, 2002; O'brien, 2007). Analysis of the original TPB model revealed that attitude, subjective norm, and perceived behavioral control all had a significant positive effect on consumer's intentions to visit microbreweries. Of the three, attitude was the most significant ( $p = .000$ ), followed by perceived behavior control ( $p = .000$ ), and subjective norm ( $p = .044$ ). This result is similar to those found by (Armitage & Conner, 2001; Hsu & Huang, 2012; Shah Alam & Mohamed Sayuti, 2011; Sparks, 2007). Therefore, the following hypotheses were supported.

H1: Behavioral beliefs will be positively associated with intentions.

H2: Normative beliefs will be positively associated with intentions.

H3: Control beliefs will be positively associated with intentions.



Note: \*  $p < 0.05$

Figure 4. Original TPB and Significance

### Extended TPB Multiple Regression

A multiple linear regression was calculated to predict the dependent variable intentions based on the independent variables of TBP with the addition of self-identity. This was significant at  $F(4,191) = 44.082$ ,  $p < .050$  with an adjusted  $R^2$  of .469. Self-identity had a significant impact on the model ( $p = .000$ ). All other variable significance decreased or became insignificant with attitude ( $p = .001$ ), perceived behavioral control ( $p = .0046$ ), and subjective norm ( $p = .296$ ). Therefore H4 was supported as follows:

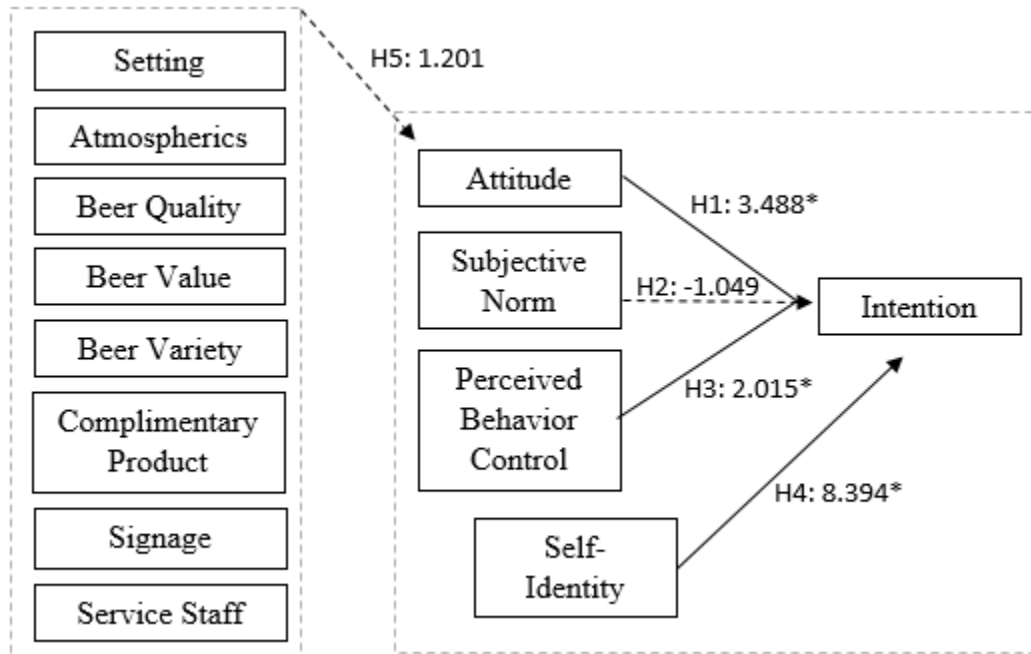
H4: Self-identity is positively associated with intentions.

### Beerscape Multiple Regression on Attitude

A multiple linear regression was calculated to predict the variables of the beerscape's effect on attitude. No significant results were found with  $F(8, 186) = 1.201$ ,  $p = .300$  and an adjusted  $R^2$

of .008. The results did not support H5: Elements of the beerscape are positively associated with attitudes. The lack of predictably lead to the analysis of the beerscape's importance performance.

A depiction of the model with significance can be seen in the following figure:



Note: \*  $p < 0.05$

Figure 5. Theorized Model and Significance

### Beerscape Importance-Performance Analysis (IPA)

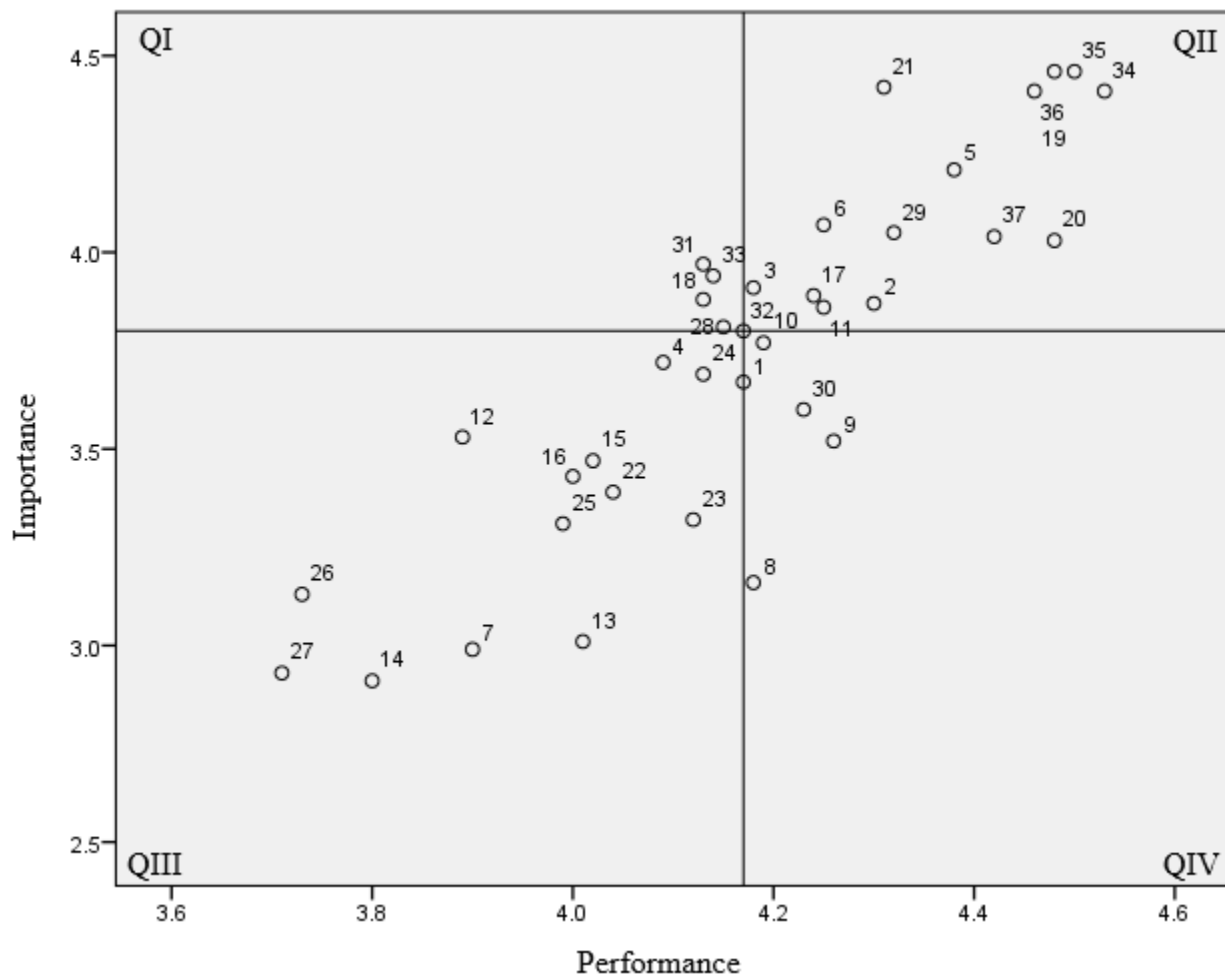
The results of the IPA analysis provide microbreweries with valuable information that can be used in the management and development of microbreweries. Beerscape items that fell in Quadrant I were: large variety of beers (18), atmosphere embodies local culture (28), beer offers value for the money (31), beer is within budget (32), and beer cost are reasonable (33). Since these items fell in Quadrant I they should be addressed because respondents perceived these high in importance yet performance was low. Beerscape items that fell in Quadrant II were: air quality (2), noise level (3), interior cleanliness (5), restroom cleanliness (6), comfortable table/seating arrangement (11), layout restricts crowding (12), brew beer that reflects the region (17), high

quality beers (19), reputable beer (20), taste quality (21), strong sense of local identity (29), friendly staff (34), knowledgeable staff (35), attentive staff (36), and staff offers individual attention (37). Quadrant III included: background music (4), Attractive menu design (7), clear directional signage (13), adequate signage (14), impressive environment (15), beer presentation (22), beer color (23), beer aroma (24), adequate entertainment (25), adequate art/local artifacts (26), and adequate promotional items (27). Quadrant IV included temperature (1), well lit (8), overall layout (9), table/seating arrangements provide enough space (10), and visually attractive taproom (30).



Table 11. IPA Beerscape Means

Performance	Importance	Label
4.17	3.67	1. Temperature
4.30	3.87	2. Air quality
4.18	3.91	3. Noise level
4.09	3.72	4. Background music
4.38	4.21	5. Interior cleanliness
4.25	4.07	6. Restroom cleanliness
3.90	2.99	7. Attractive menu design
4.18	3.16	8. Well lit
4.26	3.52	9. Overall layout
4.19	3.77	10. Table/Seating arrangement provides enough space
4.25	3.86	11. Comfortable table/Seating Arrangement
3.89	3.53	12. Layout restricts crowding
4.01	3.01	13. Clear directional signage
3.80	2.91	14. Adequate signage
4.02	3.47	15. Impressive environment
4.00	3.43	16. Attractive décor
4.24	3.89	17. Brews beers that reflect the region
4.13	3.88	18. Large variety of beers
4.48	4.46	19. High-quality beers
4.48	4.03	20. Reputable beer
4.31	4.42	21. Taste quality
4.04	3.39	22. Beer presentation
4.12	3.32	23. Beer color
4.13	3.69	24. Beer Aroma
3.99	3.31	25. Adequate entertainment
3.73	3.13	26. Adequate art/local artifacts
3.71	2.93	27. Adequate promotional items
4.15	3.81	28. Atmosphere embodies local culture
4.32	4.05	29. Strong sense of local identity
4.23	3.60	30. Visually attractive taproom
4.13	3.97	31. Beer offers value for money
4.17	3.80	32. Beer is within budget
4.14	3.94	33. Beer cost is reasonable
4.53	4.41	34. Friendly staff
4.50	4.46	35. Knowledgeable staff
4.46	4.41	36. Attentive staff
4.42	4.04	37. Staff offers individual attention



Legend

- |                           |                              |                                       |
|---------------------------|------------------------------|---------------------------------------|
| 1. Temperature            | 15. Impressive envir.        | 28. Local culture                     |
| 2. Air quality            | 16. Attractive décor         | 29. Sense of local identity           |
| 3. Noise level            | 17. Beers reflect the region | 30. Visually attractive taproom       |
| 4. Background music       | 18. Large variety of beers   | 31. Value for money                   |
| 5. Interior cleanliness   | 19. High-quality beers       | 32. Beer is within budget             |
| 6. Restroom cleanliness   | 20. Reputable beer           | 33. Beer cost is reasonable           |
| 7. Attractive menu design | 21. Taste quality            | 34. Friendly staff                    |
| 8. Well lit               | 22. Beer presentation        | 35. Knowledgeable staff               |
| 9. Overall layout         | 23. Beer color               | 36. Attentive staff                   |
| 10. Table/Seating arrange | 24. Beer Aroma               | 37. Staff offers individual attention |
| 11. Comfortable seating   | 25. Adequate entertainment   |                                       |
| 12. Restricts crowding    | 26. Art/local artifacts      |                                       |
| 13. Clear signage         | 27. Promotional items        |                                       |
| 14. Adequate signage      |                              |                                       |

Figure 6. IPA Results

## **CHAPTER 5**

### **DISCUSSION**

#### **Phase One: Qualitative**

There is a lack of research regarding microbrewery consumer behavior. Through in-depth interviews, this study provides a more encompassing understanding of the underlying behavioral, normative, and control beliefs of microbrewery consumers and how they compare to those held by microbrewery owners and operators. The results of phase one were used to construct the questionnaire in phase two of this study.

#### **Local or Community Support**

According to consumer interviews the primary reason for visiting microbreweries is to support local business or culture. Microbreweries do not produce enough beer to be consumed on a national scale and typically serve a smaller geographic location. In many cases they are considered “local” and for that reason already have a “local identity.” Some ways in which they can further perpetuate this local image is by providing a unique setting, decorating with local artifacts and artwork, and showcasing other memorabilia that embodies the local culture (e.g. maps, sports memorabilia, music) (Schnell & Reese, 2003). Microbreweries should also host or participate in community events. The single most significant determinant of small business success is the support of local patrons and promotion through participating in personal service to the community (Kilkenny, Nalbarte & Besser, 1999).

## **Products & Lack of Other Alcohol**

Products are also extremely important to consumers, specifically the quality and variety offered. Several articles have found that beer variety plays a significant role in the overall brewery experience (Kraftchick, Byrd, Canziani & Gladwell, 2014; Murray & Kline, 2015; Murray & O'Neill, 2012). For this reason microbreweries may consider producing small-batches of unique or seasonal beers, or practice a rotation system of different styles and flavors. This type of information could be marketed and shared on social media which is proven to be an effective way of reaching consumers (Hassan, Nadzim & Shiratuddin, 2015). In addition, microbreweries may also consider offering other alcohol products such as local wine.

## **Socialization & Entertainment**

People come to microbreweries to socialize and enjoy themselves. For this reason, microbreweries should be designed with interaction in mind. For example, there should be ample space for people to sit or gather (e.g. large tables, outdoor seating areas, and bars). In some cases, patrons not only want to socialize amongst themselves but also the staff and brew-masters. As mentioned during the interview process, visiting a microbrewery and meeting the brew-master is much like going to a restaurant and having the chef come to your table and ask how your meal was. It creates a personal relationship which can make people feel more connected to the company. Furthermore, consumers with a high personal connection to a business are also more willing to spend more on the products (Hess & Story, 2005). Microbreweries may also consider hosting events where patrons can meet the brew-master, or meet other patrons or home-brewers.

## **Atmosphere**

Atmosphere was also considered an advantage of visiting microbreweries. According to Bitner's (1992) servicescape, the physical environment is comprised of temperature, air quality, noise, music, odor, signage, personal artifacts, and style of décor. Subsequent studies derived from servicescape have also included items such as lighting, building design, seating arrangement, product presentation, menu design, and crowding (Raajpoot, 2002; Ryu & Jang, 2007). For this reason, microbreweries should carefully consider their atmosphere and the elements which can affect it. It may be appealing for visitors to see art rendered by local artists or memorabilia from local sporting teams, and other significant or historical artifacts.

## **Cost as a Disadvantage**

The cost of craft beer is considered a disadvantage. It doesn't always appeal to consumer's budget or monetary goals. Of the owners and operators interviewed, none of them were receptive to daily happy hours. Some stated that it cheapened their products image and others stated that it would put them in direct competition with their other customers, local bars and restaurants. Although a happy hour may not be appropriate microbrewery owners and operators may consider selling old products at a discount. For instance, if the microbrewery is at the end of a batch that is about to be replaced with a fresh batch, they may offer a discount on that product until the old batch is depleted.

## **Family & Friends**

Whether positively or negatively, family and friends were the most influential groups to microbrewery consumers. For this reason, it is important to market both directly to consumers and indirectly to their family and friends. For example, microbreweries could host events for

families such as family game nights, or family movie nights. Similarly, they can offer events or activities for groups of friends that promote interaction and foster an environment for socialization. For example, microbreweries could host a weekly trivia, provide entertainment, or have interactive games on-site. It was mentioned that some family and friends do not consume alcohol or dislike beer. In situations like this, microbreweries may consider having a minimum of one non-alcoholic beverage available to patrons, such as cider or root beer, and having alternative alcohols such as local wine.

Other family members were concerned with alcoholism and the abuse of alcohol. Several interview participants stated that they drink craft beer for the flavor and the experience rather than to become intoxicated. Thus, microbreweries should emphasize that craft beer is more akin to wine in that it is consumed for its quality, varying flavors, and innovative recipes, rather than to induce intoxication.

### **Location & Distance**

The single most important facilitator and barrier for visiting a microbrewery is the location. Based on consumer interviews, being in a location that is proximate to their work or home makes them more willing to visit a specific microbrewery. Consumers do not want to go out of their way to visit a microbrewery. It is important that if a microbrewery is not in a prime location that they make a trip to the brewery worthwhile. They should advertise if there are restaurants nearby or try to offer a service that makes the trip worthwhile. For example, offering unique entertainment (e.g. local bands, comedians), brewery tours, or some sort of festival to draw people in.

## **Transportation**

Transportation is also a significant factor in consumer's decision to visit a microbrewery. Some patrons expressed that although they enjoy craft beer they do not support drinking and driving. For this reason, microbreweries should lobby for services such as Uber, and Lyft. It may also be helpful if the microbrewery makes an effort to market their support of drinking responsibly. Procedures should be put in place for intoxicated patrons. For instance, employees should be empowered to call a taxi or other service that will transport a person to their home. A full list of taxis could be available at the bar. Furthermore, all patrons should have access to water at a fountain or water station.

## **Cost as a Barrier**

Not only is cost seen as a disadvantage it is also viewed as a potential barrier. Some consumers simply can't afford the products even if they want to purchase them. It may be beneficial for microbreweries to offer cheaper options for patrons who can't spend as much on beer but would like to support the brewery.

## **Phase Two: Quantitative**

It was found that self-identity was the most significant predictor of microbrewery consumer's intention to visit microbreweries. Attitude was also a significant predictor, followed by perceived behavioral control. Upon the introduction of self-identity, subjective norm became insignificant. This is not uncommon and has been the case in other studies (Hagger & Chatzisarantis, 2006; Rise, Sheeran & Hukkelberg, 2010). The beerscape did not perform as well as expected and did not yield significant predictive power in regards to consumer attitudes. In fact none of the variables associated with the beerscape were considered significant predictors of

attitude. However, the IPA analysis performed on the beerscape provided a more encompassing view of the beerscape variables.

### **TPB and Self-identity**

As stated above, self-identity was a key predictor of consumer's intentions. Followed by attitude, and perceived behavioral control. Consumers who identified as microbrewery beer drinkers were more likely to visit microbreweries. This is important when microbreweries consider marketing strategies and who they market to. It may be appealing to self-identified microbrewery beer drinkers to see marketing materials emphasizing their self-identity. It can also be concluded that self-identity should be considered as an additional variable when using the TPB model (Sparks & Guthrie, 1998; Sparks & Shepherd, 1992).

Attitude was also a significant predictor of intentions which has been found in numerous other studies (Armitage & Conner, 2001; Hsu & Huang, 2012; Shah Alam & Mohamed Sayuti, 2011; Sparks, 2007). During phase one of the study the most salient behavioral beliefs were identified and included the following advantages: local and community support, variety of products, socialization, entertainment, quality of other products, and atmosphere. The disadvantages included cost, and lack of other alcohol. Based on these results it is imperative that microbrewery owners and operators provide a variety of products, high-quality products, entertainment, atmosphere, and emphasize that they are a locally owned business. With that being said, there were a few discrepancies with the IPA analysis. For example, entertainment and some aspects of beer quality and atmosphere ranked as low importance and low performance on the IPA scale even though they were mentioned frequently during in-depth interviews. This could be because some elements of these variables aren't as important as others. For example,



beer presentation is related to beer quality but may not be as important as other elements related to beer quality like beer taste.

Subjective norm became insignificant to intentions upon the addition of self-identity. Past literature (Rise, Sheeran & Hukkelberg, 2010) speculates that this is because self-identity is not simply a manifestation of past behaviors but has its own psychological process when behavioral intentions are formed. Furthermore, Connor & Armitage (1998) explained that self-identity considers the broader social aspect of human behavior as opposed to the TPB's focus on set beliefs. The qualitative portion of this study found that family and friends were the two major groups of individuals who supported or in some cases did not support participant's decision to visit microbreweries and it was suggested that a number of things could be done to include these groups in microbrewery activities. Since, the results of the quantitative phase determined that subjective norm is not a significant predictor of intentions, microbreweries may consider putting their resources into other areas like those which influence attitudes or perceived behavioral control, instead of activities to help draw in family and friends.

Perceived behavioral control was a significant predictor of intentions. In phase one of the study, facilitators and barriers were identified and included location and/or distance, transportation and cost. The data analyzed in phase two of the study confirms the importance of these facilitators and barriers. Location and/or distance was the most frequently mentioned facilitator and barrier of visiting microbreweries and similar to phase one it is suggested that if microbreweries are not located in a prime area that they make a trip to the microbrewery worthwhile. They can do this by advertising area attractions such as restaurants, music venues, or entertainment and by offering products that are worth the trip. Transportation was another important factor and as suggested previously microbreweries should work to provide

transportation for their customers. For example, lobbying for services like Uber or Lyft, and having set procedures for getting patrons home safely if need be (e.g. call cabs, provide shuttle, provide list of transporters). Finally, cost was identified as a barrier in the qualitative phase and is supported by the findings of the quantitative phase. Previous suggestions included the addition of happy hours, cheaper products made with cheaper ingredients, and discounting products nearing expiration. Furthermore, the IPA analysis found that beer value and beer cost were among the variables which were high in perceived importance but low in perceived performance which confirms the importance of cost to consumers and that it should be an area of concentration for microbrewery owners and operators.

### **Beerscape and IPA**

The IPA provided insight into areas which microbreweries need to improve (quadrant I), areas where they were doing well (quadrant II), areas that were low priority (quadrant III), and areas that were overkill (quadrant IV). Of the 37 variables measured in the IPA, local microbreweries were performing well in 15 areas. This is indicated by their location in quadrant II which represents areas of high importance and high performance. These areas included air quality, noise level, interior cleanliness, restroom cleanliness, table/seating arrangement provides enough space, comfortable seating/table arrangement, beer brewed reflects the region, high-quality beers, reputable beers, taste quality, strong sense of local identity, friendly staff, knowledgeable staff, attentive staff, and staff offers individual attention. All variables associated with service staff fell into quadrant II which indicates that microbreweries are doing a good job of hiring and training employees.

Low priority variables ranked low in importance and low in performance. For this reason, these areas do not require a great deal of attention from microbrewery owners and operators.

Low priority variables included background music, attractive menu design, layout restricts crowding, clear directional signage, adequate signage, impressive environment, attractive décor, beer presentation, beer color, beer aroma, adequate entertainment, adequate art/local artifacts, adequate and promotional items. Instead of using resources in these areas microbrewery owners and operators may consider using them in areas of high performance and low performance (quadrant I).

Quadrant IV represents areas where performance is high but importance is low. The variables which fall into this quadrant are known as “overkill.” In other words, these variables do not require as much attention as they are being given. These variables included temperature, lighting, overall layout, and visually attractive taproom. Microbreweries may consider moving resources from these areas to areas identifies as being high in importance and low in performance.

There were several areas were microbreweries need to concentrate their efforts. This is represented by their high importance and low performance (quadrant I). These variables include the beer value, beer cost, variety of beers, and the atmosphere embodying local culture. The qualitative phase of the study identified beer cost as both a disadvantage and a barrier of visiting microbreweries. The results of the IPA support that the price of beer is important to the consumer and should be equally important to microbrewery owners and operators. There should be options that appeal to a number of different budgets. For instance, microbreweries may offer a range of products with different price-points to appease more consumers. The data showed that many microbrewery consumers make more than \$40,000 annually, this may be because they are the only ones who can afford to go regularly. By offering more cost-friendly options they may be able to expand their market to patrons who wish to consume more of their products but can't due

to cost. In regards to microbreweries needing to embody local culture this can be achieved in several ways. For example, Flack (1997) suggested including local culture in marketing, beer names, and décor. Microbrewery owners and operators may consider housing local art or memorabilia in their breweries. The variety of beer is another variable which should be further analyzed by owners and operators. The IPA indicates that consumers would like a greater variety of products which is mirrored in the results of the qualitative phase of this study. As suggested in the qualitative discussion this can be achieved by producing small-batches of unique or seasonal beers, or practicing a rotation system of diverse beer styles and flavors.

### **Limitations and Future Research**

Although the focus of this study was the underlying beliefs of microbrewery consumers, additional analysis was conducted with owners and operators of microbreweries to gain further insight. However, future studies may consider focusing solely on the beliefs of owners and operators to offer a more wholesome view of their beliefs and how they compare to those held by consumers. Additionally, this study took place in one specific geographical area. Therefore, the perceptions held may be unique in comparison to those of other geographical areas. For this reason, future researchers may consider investigating whether there are differences amongst various geographical areas and possibly compare them to those held by consumers in Alabama. Based on beerscape variables used in the study, additional research is needed to refine the beerscape measurement variables. Since, self-identity was such a strong indicator of consumer intentions, more research is needed to understand this significance and its effects on the other variables of TPB. This also indicates, that additional variables may be needed to provide a more wholesome understanding of why consumers visit microbreweries. Furthermore, the extended TPB only accounted for 47% of the variance which indicates that there may be models that are

better suited for predicting microbrewery consumer's intentions. The use of other models or additional variables, should be considered in future studies. Another limitation of this study was the sample size of the respondents to the quantitative questionnaire. The results may differ when the sample size is increased.

## **Conclusion**

The results of this study support previous literature regarding the original TPB model and the use of additional variables to increase its predictive power (Conner & Armitage, 1998; Sparks & Guthrie, 1998). To the researcher's knowledge, this is the first study to successfully apply the TPB framework to the microbrewery context. Furthermore, the study fills gaps within microbrewery research by providing a more comprehensive understanding of microbrewery consumer's underlying behavioral, normative, and control beliefs. This study also introduces the beerscape which was modified from winescape. Although, beerscape was not a significant predictor of attitudes as with a similar study (Thomas, Qunital & Phau, 2010), it was exceptionally useful when analyzed using IPA. Aside from theoretical implications, the results of this study provides useful information to microbrewery owners and operators which will ultimately help them serve their consumers more effectively. Additionally, the IPA provides a clear assessment of areas needing improvement, and areas which microbreweries are performing well in. This information will help microbrewery owners and operators determine where their resources will be better implemented.

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**APPENDIX A:  
IRB APPROVAL DOCUMENTS**

Office for Research  
Institutional Review Board for the  
Protection of Human Subjects



January 7, 2016

Allison Carr  
Dept of Human Nutrition & Hosp. Mgmt.  
CHES  
Box 870311

Re: IRB#: 16-OR-004 "Understanding Why People Visit Microbreweries"

Dear Ms. Carr:

The University of Alabama Institutional Review Board has granted approval for your proposed research.

Your application has been given expedited approval according to 45 CFR part 46. Approval has been given under expedited review category 7 as outlined below:

(7) Research on individual or group characteristics or behavior (including, but not limited to, research on perception, cognition, motivation, identity, language, communication, cultural beliefs or practices, and social behavior) or research employing survey, interview, oral history, focus group, program evaluation, human factors evaluation, or quality assurance methodologies

Your application will expire on January 6, 2017. If your research will continue beyond this date, complete the relevant portions of the IRB Renewal Application. If you wish to modify the application, complete the Modification of an Approved Protocol Form. Changes in this study cannot be initiated without IRB approval, except when necessary to eliminate apparent immediate hazards to participants. When the study closes, complete the appropriate portions of the IRB Request for Study Closure Form.

Please use reproductions of the IRB approved ~~stamped~~ consent forms to obtain consent from your participants.

Should you need to submit any further correspondence regarding this proposal, please include the above application number.

Good luck with your research.

Sincerely,



358 Rose Administration Building  
Box 870127  
Tuscaloosa, Alabama 35487-0127  
(205) 348-8461  
FAX (205) 348-7189  
TOLL FREE (877) 820-3066

~~Carpantato T. Myles, MSM, CIM, CIP~~  
Director & Research Compliance Officer

November 14, 2016

Allison Carr  
Dept of Human Nutrition & Hospitality Management  
College of Human Environmental Sciences  
Box 870311

Re: IRB # 16-OR-396, "Understanding Why People Visit Microbreweries"

Dear Ms. Carr:

The University of Alabama Institutional Review Board has granted approval for your proposed research.

Your application has been given expedited approval according to 45 CFR part 46. You have also been granted the requested waiver of written documentation of informed consent for the online survey. Approval has been given under expedited review category 7 as outlined below:

*(7) Research on individual or group characteristics or behavior (including, but not limited to, research on perception, cognition, motivation, identity, language, communication, cultural beliefs or practices, and social behavior) or research employing survey, interview, oral history, focus group, program evaluation, human factors evaluation, or quality assurance methodologies.*

Your application will expire on November 10, 2017. If your research will continue beyond this date, please complete the relevant portions of the IRB Renewal Application. If you wish to modify the application, please complete the Modification of an Approved Protocol form. Changes in this study cannot be initiated without IRB approval, except when necessary to eliminate apparent immediate hazards to participants. When the study closes, please complete the Request for Study Closure form.

Please use reproductions of the IRB approved stamped consent forms to obtain consent from participants who will complete the paper version of the survey.

Should you need to submit any further correspondence regarding this proposal, please include the above application number.

Good luck with your research.

Sincerely,

Stuart Usdan, Ph.D.  
Chair, Non-Medical IRB  
The University of Alabama