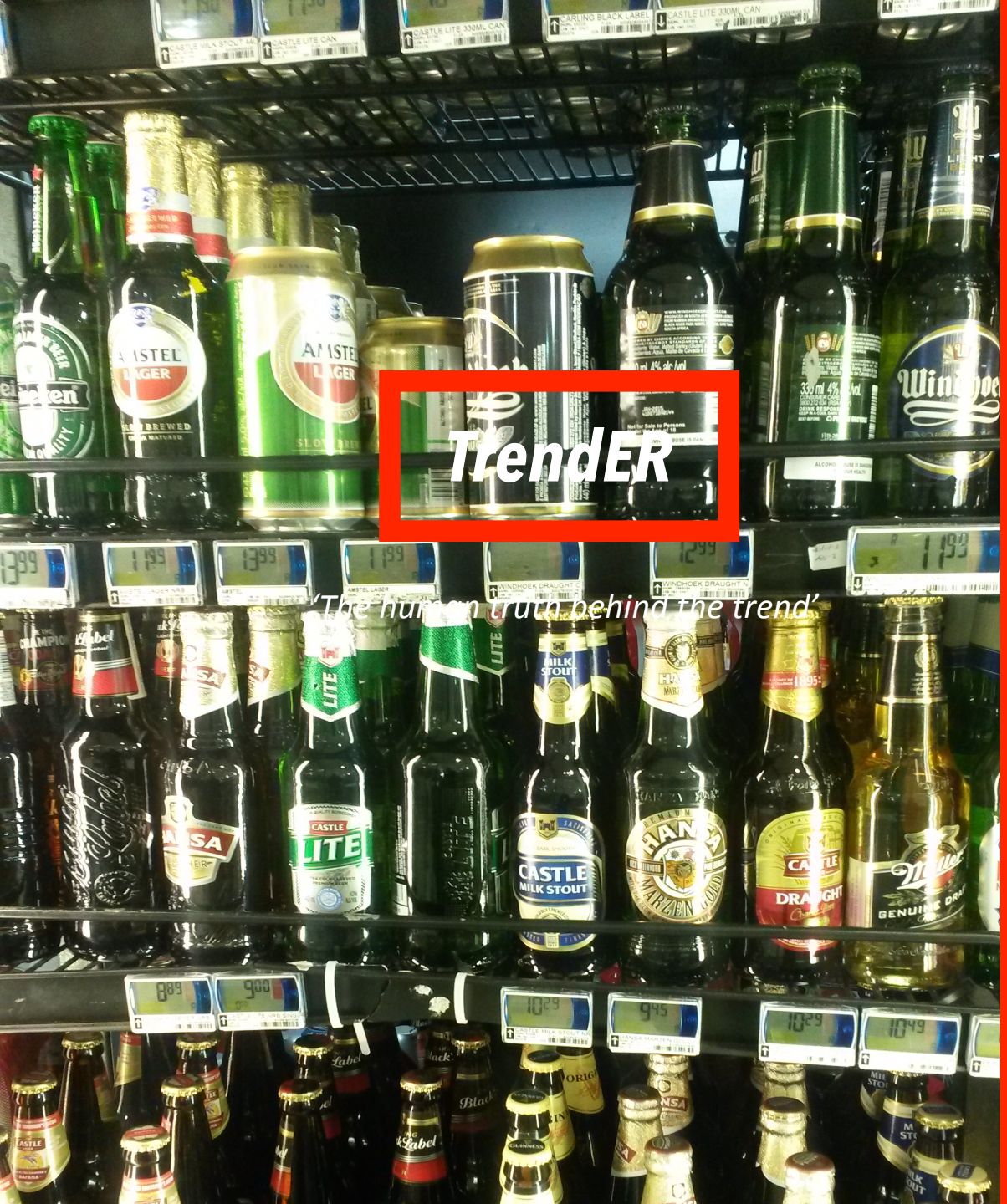
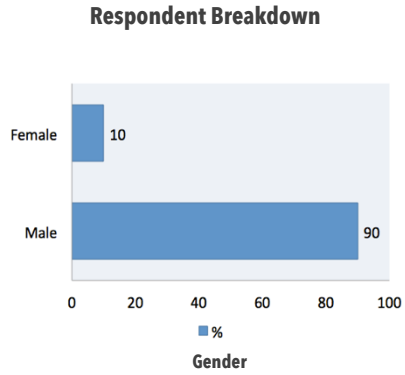
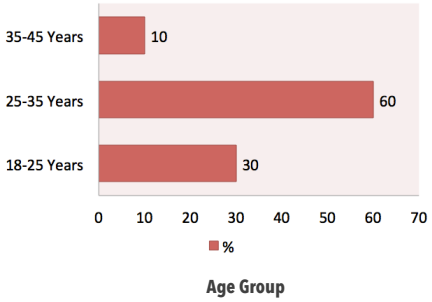


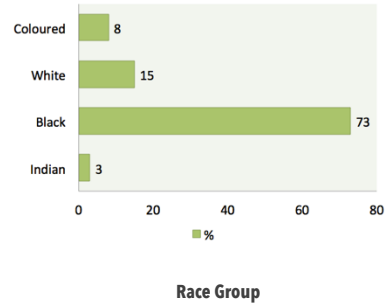
Beer choice influences

TrendER Insights 2015









Research Methodology

❖Research
A sample of 60 respondents who are all beer consumers.

❖Digestion
This phase involves the collection of all research data for analysis. In the digestion phase, our trend analysts scrutinise all the information received, in order to export the data into relevant and meaningful insights. This is where we 'unlock the human truth behind the trend'.

❖Report
In the report phase we use the research insights from the second phase to compile a consumer research report. These research reports are the tools designed to help marketers and brands gain a deeper understanding of the consumer market in their path, to developing differentiating brand positioning, impactful communication and campaigns.

Beer choice influences

How important is each of the below important when considering a beer brand?

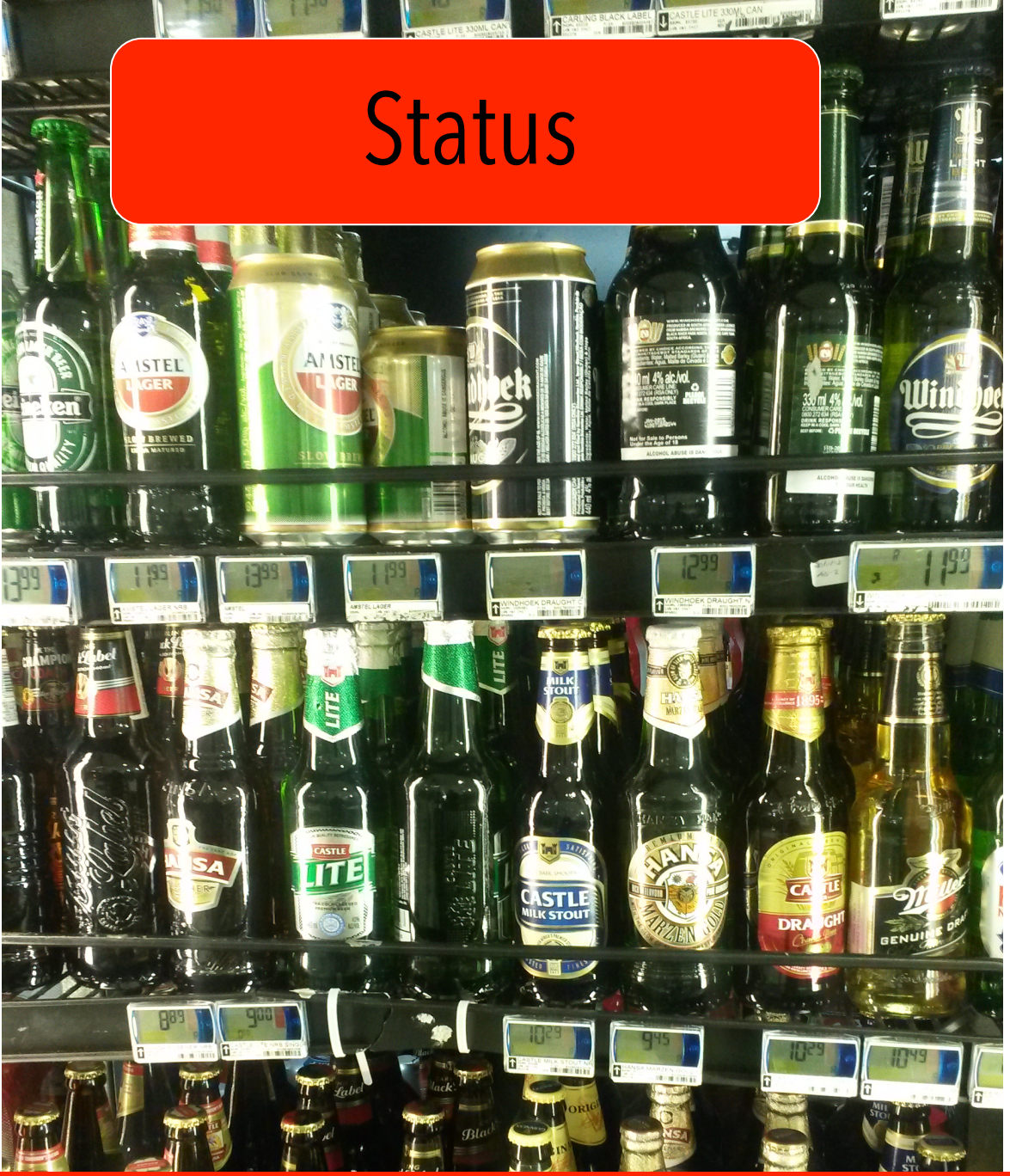
Status

Health

Events

Friends or Advertising

Status

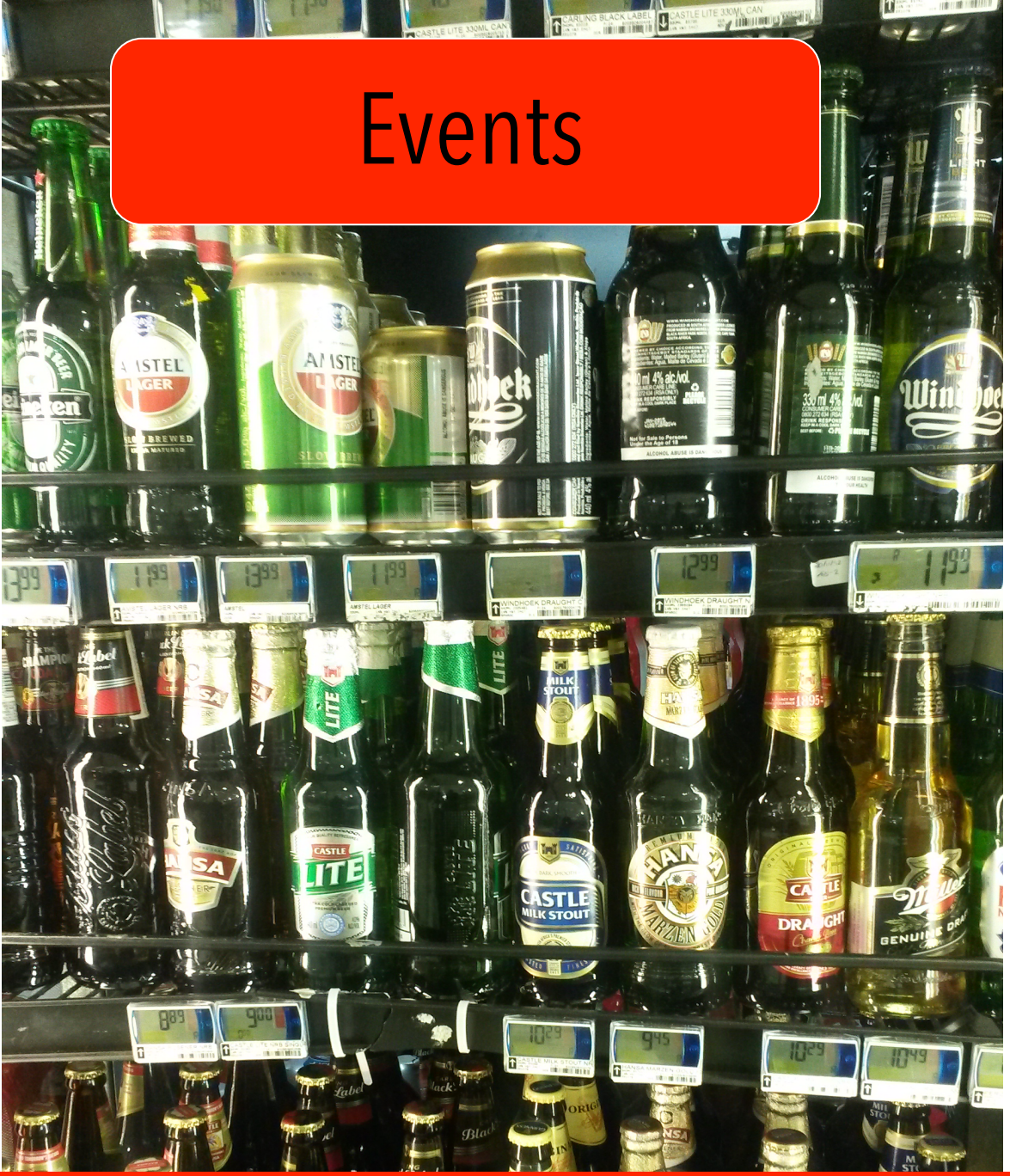


More than half of the respondents *(59%)* highlighted that the status of a beer brand was not an important consideration for them when choosing a beer brand. They were however more interested in the quality of the product and believed that the status would come naturally, if the product was of a good quality.

However *(33%)* of the respondents still strongly agreed that the status of a beer brand was an important factor to their choice of beer. To them it is all about associations, and already existing perceptions around certain beer brands. They would rather be associated with the more premium status brands as opposed to beer brands that are seen as having a lower status within their social circles - as image is very important to them.

The other *(8%)* were unsure as they had not consciously considered the known status, when faced with choosing a beer brand to drink.

Events



(40%) responded that the events did not encourage any level of trial or consumption. They then further stated that they were brand loyal and would continue to drink their first beer brand choice, regardless of the event that they were attending.

Interestingly enough *(39%)* did agree that indeed events had a significant influence on them trying or consuming more of the other brands. A further analysis revealed that this was a way of fitting in, as everyone else would probably be drinking the same other brands.

Secondly the beer brands that were sponsoring the events were usually then put on promotions, and were therefore cheaper or sometimes even given as samples for free.

The remainder of the *(21%)* said that they were unsure. Therefore we can safely assume that they are a crowd that with enough motivation and more engaging activations at events, would most likely be open to trial and consumption of other beer brands.

Health



How health conscious are beer drinkers? And to what extent do they look at the healthier beer options? Also do they even think about the health benefits in beer products - such as the lactoflavin and nicotinic acid, which can promote sleep?

(50%) of the respondents were not really health conscious when it came to drinking beer - it was more about enjoying the moments and the experiences with their friends. The other *(27%)* were in fact health conscious and would often opt for healthier beer alternatives. The remaining *(23%)* who represented the grey area, said they would sometimes be health conscious.

"If the beer tastes good then I forget about the mokhaba (big belly)."

Friends or advertising



Both friends and beer adverts were the main influencers when it came to choosing a beer brand with *(39%)*. This was then followed by the *(35%)* who only contributed friends as being their main influences and lastly, we had the *(26%) who* said that TV adverts were their main source of influence.

We further concluded that people who drink together with their friends were most likely to drink the same beer brand, and this is why friends have such an influence on the beer brand choice. However with beer adverts, they just gave the brand an appeal and an awareness that people should be making their brand as their choice.

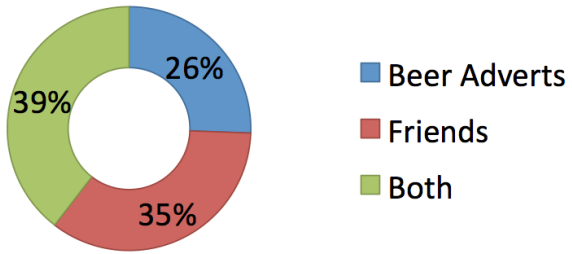


Figure 106: Who Influences Your Choice Of Beer Brand

TrendER

'The human truth behind the trend'

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