Women and Beer

A potential love story?

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Supervisor: Per Frankelius
Preface
We would like to thank Per Frankelius, our supervisor, for all the help he has provided throughout this project. His insights, advices, recommendations and most of all his positive energy helped us reach the finish line. We would also like to thank our interviewees, Emma, Frida and Camilla from FemAle, Isabella Ankarberg from Åbro and Lise Ljungman from New Carnegie Brewery. Additionally, we would like to thank all the participants of the focus groups. All of you gave us valuable and interesting opinions that led to the final results of the study. Finally, we would like to thank the informants of the pre-study who helped us find new perspectives to examine in this report.

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Abstract

Title: Women and beer: A potential love story?

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Background: Women have been part of the brewing process of beer for as long as history can tell. However, after the industrialization, beer became a commercial product and men took over the production. Women were no longer part of the beer industry. Today, women’s interest in beer appear to be growing as more female associations and groups start to surface around Sweden and organize different events. As more women get an interest in beer, marketers must find the right formula to market beer to women, as most of their attempts to feminize beer have so far been unsuccessful.

Purpose: This study aims to examine women’s attitude towards beer and identify efficient ways to attract them to drink beer. In doing so, the study intends to give a better picture of women as beer consumers and how to best reach them through various communication channels.

Method: The study is based on a qualitative method, with both an inductive and deductive approach. The data was collected from three semi-structured interviews and two focus groups of seven participants each. The questions asked during the interviews and focus groups were designed with the help of experts within the field of gastronomy and oenology, called before the start of the collection of data.

Conclusion: The findings show that packaging and labeling are not decisive for women’s final purchase-decision. Instead, they rely on recommendations from friends and family. The study further shows that sponsoring local beer events hosted by opinion leaders will have the most impact on women’s attitude to beer.

Keywords: Word-of-mouth, Women, Beer, Communication marketing, Decision making process, Feminization
# Table of contents

1. **BACKGROUND** .................................................................................................................. 1  
   1.1. Purpose of the study ........................................................................................................ 4  
   1.2. Contribution of the study ................................................................................................... 4  
   1.3. Limitations ........................................................................................................................ 5  

2. **METHODOLOGY** .................................................................................................................. 7  
   2.1. Research method & design of the study ............................................................................. 7  
   2.2. Approach of the study ....................................................................................................... 7  
   2.3. Perspective of the study ................................................................................................... 8  
   2.4. Data collection .................................................................................................................. 8  
      2.4.1. Primary data ............................................................................................................... 8  
      2.4.2. Secondary data ......................................................................................................... 9  
      2.4.3. Pre-study ................................................................................................................... 9  
   2.5. Sampling .......................................................................................................................... 9  
   2.6. Interviews ....................................................................................................................... 10  
   2.7. Focus groups .................................................................................................................... 12  
   2.8. Transcription of data ....................................................................................................... 15  
   2.9. Data analysis ................................................................................................................... 15  
   2.10. Ethical principles .......................................................................................................... 16  
   2.11. Quality of the study ...................................................................................................... 17  
   2.12. Method criticism ........................................................................................................... 18  

3. **THEORETICAL FRAMEWORK** .......................................................................................... 21  
   3.1. Consumer decision-making process .............................................................................. 21  
   3.2. Branding ........................................................................................................................ 23  
      3.2.1. Packaging .................................................................................................................. 24  
      3.2.2. Colors ...................................................................................................................... 25  
      3.2.3. Labeling .................................................................................................................... 26  
   3.3. Communication channels ............................................................................................... 27  
      3.3.1. Word of mouth ......................................................................................................... 27  
      3.3.2. Social media ............................................................................................................ 29  
      3.3.3. Events ..................................................................................................................... 30  
   3.4. Taste ............................................................................................................................... 32  
   3.5. Generations of consumers .............................................................................................. 32  
      3.5.1. Millennials ............................................................................................................... 32  
      3.5.2. Baby boomers ......................................................................................................... 34  

4. **EMPIRICAL DATA** .............................................................................................................. 35  
   4.1. Interviews ....................................................................................................................... 35  
      4.1.1. Interview with FemAle (08/03/18) .......................................................................... 35  
      4.1.2. Interview with Isabella Ankarberg (13/03/18) ....................................................... 39  
      4.1.3. Interview with Lise Ljungman (14/03/18) ............................................................... 43  
   4.2. Focus groups ................................................................................................................... 48  
      4.2.1. Focus group A (25/03/18) ....................................................................................... 48  
      4.2.2. Focus group B (20/04/18) .................................................................................... 59  

5. **ANALYSIS** ......................................................................................................................... 67  
   5.1. General discussion .......................................................................................................... 67  
   5.2. Packaging and labels ..................................................................................................... 70  
   5.3. Decision-making process ............................................................................................... 71
Table of Figures

Figure 1 Peroni Nastro Azzurro Vita al Mare (The Bank Agency, 2015). .................. 13
Figure 2: Carlsberg VR (CastMe Info, 2017). ......................................................... 14


Beer is living proof that God loves us and wants to see us happy.

– Ben Franklin, Founder, University of Pennsylvania (Clemons, Gao & Hitt, 2006)

1. Background

Beer has been around for several millennia, but exactly when the first beer was brewed is not confirmed. Some evidence suggests that the early days of brewing happened around 8000 years ago (Hornsey, 2003). More clues from early brewing originate from the ancient Egypt, where beer was brewed and sold mainly by women (Baugher, 2013). During the old babylonian period, women were still associated with beer brewing but they later disappeared from the process (Unger, 2004). It was not until the Middle Ages that women were once again associated with beer making. As it was considered to be part of the domestic chores, the task was generally done by women (Unger 2004, Oppenheim 2017). When America was colonized, women were responsible for the home brewing process. During this era, women brewsters (medieval name given to women brewing) made beer out of corn, pumpkins, oat, wheat and other available ingredients (Baugher, 2013). As the society shifted from an agricultural-based economy to an industrial-based economy, beer became a commercialized product. The production moved from the homes to larger brewing facilities (Baugher 2013, Oppenheim 2017). By then, men had taken over the brewing process and women were left at home doing the domestic chores.

Today, the interest in beer amongst women has started to grow once again. During the 1990’s, there was an increase in female beer drinking as the interest in craft brewed beer became popular in the United States (Darwin, 2018). A study conducted by the Brewers Association in 2001 showed that young women between the age of 21 to 34 accounted for 15 percent of the total volume of craft beer consumed, which was at the time one of the major changes in the craft beer industry in the United States (Watson, 2014). In 2016, female craft beer drinkers represented 25 percent of the total consumption of craft beer in the United States (Brown, 2015). In Sweden, recent studies show that the yearly consumption of beer among women stands for 20 percent of their overall alcohol consumption, while beer represented about 53 percent of the overall consumption of alcoholic beverages among men (Guttormsson & Gröndahl, 2017). Today, the fastest
growing audience for craft brewed beer is, according to an American study, consumers born between 1980 and mid 1990’s (Brown, 2015). This particular group can be referred to as “Millennials” and people born in this era tend to be more individualized and independent, meaning that they want to be unique and strive for individual success. They are group-conscious and caring about social issues (ibid).

Historically, consuming beer amongst women has been considered as an inappropriate and unfeminine behavior (Lewis, 1998 in Sigfridsson, 2005). It is also believed that women like sweet beverages and avoid bitterness. This belief is referred as the feminization of beer, and is characterized by sweeter tastes compared to masculinized beer, which has a more bitter taste (Darwin, 2018). This has led to an underlying ideology where men should avoid drinking feminized beers in order to preserve their masculinity (ibid). Sigfridsson (2005) defines beer as a male beverage and wine as a female beverage. The author also divides flavors into three categories; strong-weak, bitter-sweet and good-bad taste. The manly beverages are considered as strong, bitter and therefore of better taste. The female beverages, on the other hand, are regarded as weak, sweet and of bad taste. Similarly, beers with fruity and sweet tastes are considered to be of inferior taste compared to bitter beers, and can therefore be enjoyed by beginners (Darwin, 2018). If men are not drinking strong beverages, they separate themselves from the masculine norm. However, women can cross the gender barriers and drink masculine beverages without breaking the feminine norms. Therefore, women have a broader selection of alcoholic beverages to choose from (Sigfridsson, 2005).

The marketing of beer has been shifting throughout history, as it mainly focused on promoting a desirable lifestyle to young and middle-aged white heterosexual couples from the middle-class suburbs during the 1950’s and 1960’s (Messner & Montez de Oca, 2005). The purpose with such commercials was to promote beer as something clean and refreshing in order to erase the image of beer as a manly working-class beverage. During the 1970’s, women as consumers vanished from the beer commercials, and the marketers focused mainly on heterosexual men drinking beer with each other. The reason behind this change was, according to Messner & Montez de Oca (2005), a way to assure the male audience that their superiority as a gender was not threatened by the changes in society, such as the gay-rights movement or the women's liberation movement. Thus, these marketing campaigns did not tell the customers to buy the product but rather implement
a care-free attitude that encourages the consumer to live a life without worrying about changes occurring around them.

During the 21st century, there has been several cases of breweries that have made efforts to feminize beer to attract more women to buy their products. Most attempts have focused on feminized products, such as beers with a fruity twist or with pink labels. This concords with Darwin’s (2018) statement, explaining that the only way to lure women into drinking beer is through feminization of beer products. One example is when Carlsberg launched a beer for “beer haters” in 2011. In the official press release, when the product was launched, Carlsberg stated that they had acknowledged that a number of consumers and especially women looked at details such as design and layout when determining which beverage to buy (O’Reilly, 2014). This attempt was rejected by the consumers and the products were withdrawn from the market (ibid). Another recent attempt was the Czech brewery, Aurosa, who introduced a premium beer to the market specifically designed for women in the summer of 2017. Its aim was to provide a female alternative that would not affect a woman’s “femininity”. Aurosa established the hashtag #beerforher as a way to promote the product. When the beer was introduced in London, the outbursts on social media began to appear (Christie, 2017). These are only two examples of several failed attempts of introducing beers to women.

Back in 2014, Nick Fell, the marketing director of the world's second largest brewery, SABMiller, discussed the issue of not having enough women buying beer. According to him, it will take nearly 20 years to convert the image of beer to be more appealing to women. He states further that in future attempts, SABMiller aims to produce more flavorsome beers and use experience marketing in order to reach out to a wider target group with more female consumers (Joseph, 2014).

In Sweden, the number of female beer enthusiasts is increasing with more women taking initiatives to introduce beer to female beginners. Such initiative takers are for example Lise Ljungman at the New Carnegie Brewery in Stockholm, who started female-only beer tastings at the brewery (Thornton, 2017). Another example is the Facebook community Ölgäris, started by Josefine Olsson in October 2017, which brings together female beer enthusiasts from all around Sweden (Karlsson, 2017a). In a similar fashion, FemAle, a female beer association formed in 2013, aims to introduce beer to more women through
various events and activities (Karlsson, 2017b). As women seem to take matters into their own hands, there still appears to be a gap between female consumers and breweries.

1.1. Purpose of the study

This study aims to examine women’s attitude towards beer and identify possible ways to attract them to drink beer. In doing so, the study intends to give a better picture of women as beer consumers and how to best reach them through various communication channels. To find out whether breweries and distributors can increase women’s interest in beer or not, three main research questions will be answered:

- What impact does packaging and labeling have on women’s purchase decision?
- What are the most efficient communication channels to reach women?
- What strategies can be implemented by breweries and distributors to increase the interest in beer amongst women?

1.2. Contribution of the study

By examining the results from two consumer focus groups along with some professional opinions, this study aims to find appropriate marketing approaches to reach women as beer consumers. For instance, examining what association these women have with the term beer, what appearance the beer should have and what they considered to be appealing method to attract them as existing or potential beer consumers. With the perspective of professionals and initiative takers in the business, this study will be able to compare if their perspectives are coherent with the consumers’. The results might further help breweries and distributors to find new means to reach female consumers.
1.3. Limitations

As the study aims to examine the relationship between women and beer, only women have been interviewed. However, some men contributed in the pre-study to offer another perspective on the subject. During the research, it was found that women from the millennial generation consume beer more often than women of previous generations (Brown, 2015). It was therefore interesting to examine such a consumer group in this study. To get a broader perspective, it was decided to compare millennials with the baby boomers. These individuals were brought up during an era where women had to fight for social and economic equality (Kraft & Weber, 2012). Thus, these women could give this study an insight on how the female consumption of beer has evolved over the years. In the second focus group, one participant did not belong to the baby boomers’ generation. Her answers therefore had to be excluded from the analysis. Apart from two focus groups, three interviews have been conducted. Two of them were with female initiative takers in the beer community and the third was with a representative of one of the largest breweries in Sweden. Focusing on these three was considered to be best for this study as it would give a more descriptive view on what the market players knew about the consumers. Additionally, as the attention lies primarily on the consumers of the focus groups, a larger number of interviewees from the beer community was not deemed necessary.
2. Methodology

2.1. Research method & design of the study

The design of this study consists of a qualitative research method, which according to Baines & Chansarkar (2002) includes a smaller number of participants but where the researcher investigates underlying behavior, attitudes and perceptions. Furthermore, qualitative research includes open questioning in order to gather data, rather than statistical content (Bryman & Bell, 2011a). The qualitative research method is mainly focusing on words rather than quantified data that is collected and analyzed. The study has been designed as a comparative study which involves comparing two or several contradictory situations to understand social phenomena (Bryman & Bell, 2011a). This was found appropriate as the research consisted of comparing two different generations of consumers. It also involved the comparison between the preconceived ideas of the market players and the actual opinions of the consumers.

2.2. Approach of the study

Studies usually follow either a deductive or an inductive approach. A deductive study is based on previous studies in a domain where the researcher deduces hypotheses which will either be validated or rejected (Bryman & Bell, 2011b). The inductive approach, on the other hand, bases the study on observations made within a topic, which later leads to theories after the empirical data has been analyzed (ibid). As this study is not based on hypotheses but uses theories to analyze the empirical data, the approach is neither deductive nor inductive. Instead, an abductive approach was found more appropriate to this study. This approach refers to a particular case being interpreted based on an expected outcome of the study, supported by new observations made during the project (Alvesson & Sköldberg, 2017). This approach has characteristics of inductive and deductive methods, but it should not be mistaken as a simple mix of the two approaches (ibid). It rather adjusts the theories based on the findings of the empirical study. Additionally, the abductive approach leads to a deeper understanding of a particular phenomenon rather than just explaining or confirming it (Alvesson & Sköldberg, 2017). As the purpose of
this study is to understand the female attitudes to beer and how women could be reached as consumers, the abductive method was deemed suitable. There is no specific theory being tested in this case and it is not expected to generate new theories.

2.3. Perspective of the study

The study uses a phenomenological perspective, meaning that it is based on interpretation rather than measurement (Denscombe, 2014). Phenomenology focuses on human experiences and how people understand things differently since each individual has its own way of perceiving the social reality. A study of this perspective uses interviews with members of certain groups possessing experiences that are relevant to the subject (ibid). For instance, what experiences younger versus older women have of beer and how these are different or similar between these groups. Other benefits with the phenomenological perspective are that it is appropriate when conducting small-scale research projects and gives the opportunity to explain more complex phenomena (Denscombe, 2014).

2.4. Data collection

2.4.1. Primary data

This study relies on primary data and secondary data. The primary data consists of the information gathered for the purpose of the project and has not been previously researched (Baines & Chansarkar, 2002). This study has consisted of collecting primary data through interviews and focus groups. The interviews were conducted to get a professional opinion on the subject of the study. They were then completed with focus groups which included female consumers. This information was deemed to be valuable for the study since it provided more depth and explanation to the phenomena, which could be analyzed together with the secondary data.
2.4.2. Secondary data

The secondary data that has been used in this report is mainly literature related to marketing communication and female consumer behavior. Secondary data refers to existing information from previous studies (Baines & Chansarkar, 2002). The data was found on search engines such as Unisearch and Google Scholar. Other sources relevant to the study were identified in previous studies as references. Most of the information collected came from academic journals. Others were news articles used to describe the background of the issue.

2.4.3. Pre-study

While the literature and articles regarding the subject were studied, some additional contacts were made with experts within oenology and gastronomy. These phone calls gave a better comprehension as to what aspects were relevant for the study. According to Blaxter, Hughes & Tight (2010), this process is important since the approach of the study tend to change throughout the project. Some conversations also lead to recommendations of potential interviewees who took part in the individual interviews. The suggested research questions mentioned by these experts, were used when formulating the protocol for the interviews and focus groups.

2.5. Sampling

Finding appropriate respondents for a qualitative interview requires to look for actors within the topic of the study (Arsel, 2017). Such informants can be market players who can help to better understand consumers. In this study, the consumers are women as existing or potential beer drinkers. Two of the respondents (FemAle and Lise Ljungman) for the interviews were recruited based on their initiatives within the female beer community. However, Isabella Ankarberg was recruited based on recommendations from one of the informants during the pre-study. Because of her position at Åbro AB, she was deemed to possess valuable information about the beer market and its consumers.
When it comes to focus groups, it is better to recruit strangers over friends unless the researchers are interested of interactions that occur naturally (Belk, Fischer & Kozinets, 2013). The recruitment process consisted of enrolling one acquaintance who would invite other women to participate. While some of the participants knew each other, most of them were strangers during the sessions. To make the conversations easier, each of the respondents were handed a name tag at the beginning of the discussion. This way, the participants could address each other directly without the researcher having to address participants which is more common during a normal group interview (Belk, Fischer & Kozinets, 2013).

2.6. Interviews

Interviewing someone is different from having a casual conversation. Whereas casual discussions tend to be between friends or colleagues, the persons involved in a depth interview are likely to be strangers (Belk, Fischer, & Kozinets, 2013). For this study, semi-structured interviews have been used. Semi-structured interviews consist of a list of relatively specific themes the interviewer wants the informants to talk about (Bryman & Bell, 2011a). This type of interview also gives the interviewer the advantage of being more flexible during the conversation. The questions are usually the same for all the interviewees, and can be asked in a random order (Richards & Morse, 2013).

When preparing for the interviews, some research was made to get a better understanding on the topic. However, Belk, Fischer & Kozinets (2013) state that it is also important for the interviewer to keep some distance from the subject. Otherwise, the interviewer risks to be imposing his or her own knowledge and assumptions on the matter. It might also result in a limited amount of information exchanged with the informant since the interviewer appears to know everything already. Therefore, it was important to listen to the interviewees’ point-of-views on the subject and not interrupt with personal opinions. Before every interview, the permission to audio-record the conversation was asked to the interviewees. Belk, Fischer & Kozinets (2013) argue that the interviewee cannot fully prepare for what may occur during the interview and therefore, it must be clear that the interviewee has agreed to the usage of the recorded material afterwards.
The first interview took place at a crowded gastropub, the second took place at the interviewee’s workplace, and the last interview was at a brewery. The choice of the locations was made as it was convenient for the interviewees to meet there. The settings were also familiar to them, which might have made them feel more relaxed and comfortable during the interview (Belk, Fischer & Kozinets, 2013). Conducting the interview in a neutral area such as a café or a restaurant might lead to a risk of loud noises interfering the interview (ibid). Two of the interviews performed in this study took place at noisy locations. However, the recordings were understandable and could be transcribed without any issues.

The interviews started with a brief introduction to the topic and the agenda of the session. After that, it proceeded with general questions such as the background of the interviewees, followed by specific questions about the interviewees’ point-of-views of the relation between women and beer. This concept is called the funnel approach, and helps the interviewee to relax by asking less intrusive questions at the beginning (Belk, Fischer & Kozinets, 2013).

Another advice from Belk, Fischer, & Kozinets (2013) is not to ask why during an interview. Asking someone why often leads to prudent and responsible answers, instead of the honest answers that are sought by the interviewer. The reasons for those answers may vary. Some do not necessarily know why they behaved a certain way and are therefore likely to answer in a way that makes sense to them. Others are simply unwilling to answer truthfully. Asking why may be regarded as being judgmental, putting people on the defensive (Belk, Fischer, & Kozinets, 2013). To counter that possibility, none of the questions formulated for the interviews started with why. Instead, follow-up questions were asked if further explanation was needed (Bryman and Bell, 2011b).

To avoid short answers from the respondents, it was decided that there would be no yes or no questions. If the questions asked by the interviewer only require short, specific answers such as yes or no, the respondent may not be able to develop his or her answers as much (Belk, Fischer & Kozinets, 2013). As recommended by the authors, any questions answered with yes or no by the respondents were followed with questions which helped to provide more in-depth answers from the interviewee. Again, the follow-up
questions from Bryman and Bell (2011b) mentioned earlier would provide the desired responses.

If the interviewer appears too tense, the interviewee will feel pressured and only give short answers to the questions, leaving the interviewer with little data to analyze (Belk, Fischer & Kozinets, 2013). During the conducted interviews, the conversation sometimes drifted away and became casual conversations for a while. Although unintentional, it was a good way of taking the pressure off the interviewees. Thus, the informants could provide more detailed answers to the questions later.

Several times during the meetings, previous topics were discussed further to get a better idea of the interviewees’ opinions. Circling back to a topic which has been discussed earlier in the interview can be beneficial, as it may bring up new depth in some areas otherwise too briefly mentioned (Belk, Fischer, & Kozinets, 2013).

The goal of these depth interviews was to uncover interesting facts about the views on women and beer in the eyes of the market players. The interviews sometimes deviated from the original topic. While some of the information received during off-topic discussions was not relevant to the study, some interesting aspects were mentioned which were useful for the focus groups. Belk, Fischer & Kozinets (2013) argue that adapting and deviating from the original protocol of the interview can contribute with new angles to be further investigated. In some cases, the sideways of an interview may be more interesting than the original path.

2.7. Focus groups

Apart from interviews, the study consisted also of two focus groups. There are some disagreements as to how many participants there should be within a focus group. Wibeck (2010) claims that groups with less than six respondents are better as it allows everyone to participate in the discussions. Baines & Chansarkar (2002) and Belk, Fischer & Kozinets (2013) believe that focus groups of six to twelve participants are more adequate. The two focus groups of this study were constituted of seven and six women respectively. In the first focus group, the women were between 21 to 30 years old, each with higher
educational background. The second group consisted of women between 55 to 65 years old, also with higher educational background. Separately, the groups are homogeneous but across them, the respondents are heterogeneous. As stated by Belk, Fischer & Kozinets (2013), a focus group should be relatively homogeneous regarding the division of age and gender. Wibeck (2010) further argues that having the same knowledge and education between participants eases the interaction between these. To analyze differences between the two types of groups, there has to be some heterogeneity between them. In this study, the main difference is the age of the respondents, where the younger ones represent the millennial generation and the older ones represent the baby boomers.

Usually, during focus groups, stimuli such as articles, quotes, pictures and video clips are used (Wibeck, 2010). These stimuli are considered as triggers to the discussion between the respondents who might be unfamiliar with the topic (ibid). During the sessions, the focus groups were introduced to two beer advertisements from different producers.

The first advertisement presented during the focus groups was the Peroni Nastro Azzurro - Vita al Mare commercial (2015). The choice of this particular clip was made since it seemed to be targeted towards women. The reason why this commercial seemed to focus on female consumers was because the characters in focus were mainly women. Furthermore, these female characters were portrayed in way that made them look
powerful and successful, which would be considered as more appealing to the female audience.

Figure 2: Carlsberg VR (CastMe Info, 2017).

The second commercial was Carlsberg VR (2017) and was chosen since it appeared to be targeted towards men. The commercial contained both male and female characters, but the main character was a man. Moreover, the women in this clip did not participate in drinking beer. If holding a beer, it was with the purpose of serving the main character. Thus, this commercial was believed to be less appealing to the female audience. The expected result of showing these two is that the respondents will prefer the Peroni commercial over the Carlsberg commercial.

The focus groups started, just like the interviews, with a short introduction to the subject of the study. To get everybody’s opinion during the focus groups, the respondents talking less than others were asked several times what their thoughts were on the subject at hand. The overall advantage of conducting a focus group is if the researchers want to study shared meaning or terminology. Focus groups can be convenient when examining different types of group dynamics, for instance what attitudes female beer consumers have compared to female non-consumers (Belk, Fischer, & Kozinets, 2013).
A focus group can be conducted from two different approaches according to Wibeck (2010), either by structured or unstructured questions to the respondents. The focus groups conducted for the research were considered to be semi-structured. They relied on an agenda with open questions but used a structured approach since follow-up questions were asked. Focus group A needed more structure and was therefore led during the discussion with more follow-up questions and interferences. The respondents of focus group B were more involved and needed less guidance. While the questions of the agenda were asked and answered, the participants genuinely debated with each other, without any instructions.

2.8. Transcription of data

After the interviews and the focus groups the recordings were transcribed into words. When transcribing the content from a recorder, it could lead to some technical and interpretive issues (Kvale & Brinkmann, 2014). This is especially common when it comes to the conditions between how specific one is when transforming words into letters. There is one ground rule when transcribing interviews and that is that the author must explain clearly how the transcriptions have been done. In this case, the collected information was formulated in a way that excludes informal or inappropriate language (Wibeck, 2010). Making some statements more comprehensible to the readers made it easier to code and analyze the data (Kvale & Brinkmann, 2014). But the transcribed material has been as detailed as possible. Each interview was transcribed shortly after it was conducted to avoid being flooded with data at the end of the empirical study (Bryman & Bell, 2011a).

2.9. Data analysis

Preparing the analysis requires going through the material and figure out the meaning of the content. Once the transcription was completed, the material was read through without taking notes, as suggested by Kvale & Brinkmann (2014). After getting an overall understanding of what was said during the sessions, it became clear what themes were discussed between the respondents. When a theme was found, it was necessary to go back
to previous interviews in order to determine if the results were similar in other groups. This is the actual coding which was described above by Kvale & Brinkmann (2014).

An important aspect of the analysis of the data was to find patterns and differences between the respondents’ thoughts and ideas (Wibeck, 2010). Single opinions were left-out since the opinion of one respondent is not enough to reach a conclusion (ibid). Once done, those aspects were compared with the theories from the literature to explain the phenomena (Kvale & Brinkmann, 2014). The analysis is based on interpretations of patterns and regularities in social phenomena (Denscombe, 2014), such as women’s relation to beer as consumers. If unexpected patterns emerged, new theories were applied to support and understand them. Here, the main focus was to reflect upon how and why women are consuming beer (or not) using concrete examples. It also involved reflections regarding the current situation and the cultural aspects between the past and the present. To make it more understandable for readers, the themes of the empirical data were categorized in the analysis.

2.10. Ethical principles

This study has followed the requirements set by Vetenskapsrådet (2002) on how to perform an ethical research study. These requirements are as followed: the information requirement, the consent requirement, the confidentiality requirement and the utilization requirement.

The first is the information requirement, which means that the researchers have the obligation of informing the participants about the purpose of the study (Bryman & Bell, 2011a; Vetenskapsrådet, 2002). Furthermore, they must be assured that their participation is voluntary and that the data collected will only be used for the purpose of the research. This is what Baines & Chansarkar (2002) call honesty in marketing research, where the researcher is not allowed to mislead the informants when recruiting them. During the recruitment process, the presentation of the research purpose was introduced at the same time.
The consent requirement, much like the information requirement, consists of assuring the participants in the study that their participation is completely voluntary and that they have the right to exit the study at any time. Before each interview or group session, the respondents were assured that their participation was voluntary. As mentioned previously, they were also asked if they permitted to let the conversation be recorded or not. The respondents must also have the right to end the interview if needed. During one focus group, a respondent told from the start that she had to leave at a certain time. The session was then adjusted to respect her request of leaving earlier and at the same time gather the information needed.

The confidentiality requirement, means that the personal information of the participants must be handled with confidentiality. This is to assure that the respondents will not be identified if so desired, and that the information collected was preserved in a way that unauthorized persons cannot get access to it (Bryman & Bell, 2011a; Vetenskapsrådet, 2002). All participants gave their permission to be named in the report. However, it was decided to leave out the names of the respondents of the focus groups since their responses were analyzed collectively.

Finally, the utilization requirement refers to the fact that the information collected should only be used for the purpose of the study (Bryman & Bell, 2011a; Vetenskapsrådet). The recorded material from the interviews and focus groups was kept secured during the transcription process and deleted shortly after the results had been written and analyzed.

2.11. Quality of the study

As qualitative studies have been criticized for lacking trustworthiness, previous qualitative researchers have chosen to abandon the traditional ways of evaluating it (Denscombe, 2014). In a qualitative study such as this one, Bryman & Bell (2011a) refers to theories established by Lincoln & Guba (1985), which points out the need for alternative terms in order to describe the trustworthiness of a study. The criteria of trustworthiness are according to Lincoln & Guba’s (1985; in Bryman & Bell, 2011a) study credibility, transferability, dependability and confirmability.
The credibility of a study is meant to convince the reader that the findings are believed to be accurate by assuring that the qualitative data has been carried out according to good practice (Denscombe, 2014). As this study has been conducted based on popular and well-trusted research methods the results are believed to be accurate. The empirical data was transcribed directly without interpreting it before the analysis. On these premises the choice of trusting the results will be made.

The transferability of a qualitative study is based on the likelihood of using the information from the performed study and apply it in a similar context (Denscombe, 2014). The study was based on previous research and is intended to be further studied to develop a deeper understanding of female beer consumers.

Dependability refers to whether other researchers would get the same results if the same subject was investigated with the same process, but by different researchers (Denscombe, 2014). To do so, the method used to get the results must be closely described for others to replicate it. During the whole process, the research has been supervised by a supervisor, with close attention to the methods used. As the approach is not complex, other researchers could perform the same study. However, social studies are almost impossible to replicate since the conditions change over time (Denscombe, 2014). If this study had been conducted 30 years ago, the results would not have been the same since many of the respondent were not even born.

Lastly, confirmability is deemed important as the researcher must maintain objectivity throughout the course of the study, not letting expectations or opinions get in the way (Denscombe, 2014). In this case, for instance, the responses of the two commercials shown during the focus groups were not as expected. But these results turned out to be more important than anticipated.

2.12. Method criticism

Over the years, some researchers have criticized the qualitative research. They believe that qualitative research is often too subjective and based on the researchers’ preconceived ideas (Bryman & Bell, 2011b). It is also important to keep in mind that the
content of the results might have been understood differently to what was really intended, which could have affected the results (Denscombe, 2014). They further state that replicating a qualitative study is difficult due to the unstructured design of it. Qualitative studies are also criticized for being difficult to generalize (Bryman & Bell, 2011b; Denscombe, 2014). The empirical data is generally gathered from a small number of respondents, and cannot be representative of a whole population. The issue of transparency in the method has also been questioned. It is often hard to know what methods have been used and how the researchers reached their conclusions.

Using a phenomenological perspective requires some thought about some possible issues. This type of perspective is the contrast to positivism and has therefore been criticized for not being as scientific as the positivist perspective (Denscombe, 2014). Since a phenomenological perspective portrays the events and experiences that have been studied, the analysis might risk becoming nothing more than a description of these. Also, the results must be evaluated according to the social situations of the respondents (Denscombe, 2014). In this case, the respondents consisted of women of an academic background. Thus, their responses might have been affected by their social perspectives. If the respondents had consisted of women without a formal education the results might have been different.

In business research studies, there are normally no issues finding appropriate literature to the selected subject (Blumberg, Cooper & Schindler, 2014). The problem is separating the most relevant and credible literature from suspicious ones. Most of the chosen literature comes from academic journals and are therefore considered to be credible (Blumberg, Cooper & Schindler, 2014). One problem with Internet sources is knowing how reliable they are, since there are no restrictions regarding what content can be uploaded. Sources from web pages such as news articles were used mainly to compose the background.

An important aspect to take into consideration when analyzing the data is that the information collected from the interviews might vary between the informants. In this case two of them were associated with profit orientated breweries. Therefore, they could be deemed as more biased than the ideological initiative takers (FemAle).
3. Theoretical framework

3.1. Consumer decision-making process

Sniezek (2013) describes the decision-making process as a consumer seeking and obtaining information from several sources. This said consumer then processes the information and compares it with other alternatives before making a decision. The general consumer decision-making process consists of five steps (Fill, 2009). The first step is the problem recognition stage and occurs when a consumer notices that he or she desires something not yet possessed. From a marketer perspective, it is about convincing the consumer that his or her current state is not desirable enough and that there are more ideal solutions to this issue. The second stage, according to Fill (2009), is the search of information, and includes two forms of activities: internal and external search. The internal search consists of the consumer remembering past experiences and knowledge about products to identify superior solutions. If the internal search proves to be unsuccessful, the consumer will move on to the external search. It requires more effort from the consumer who seeks information about the product by asking friends and family, or reading reviews and recommendations on the Internet (ibid).

The third stage of the general decision-making process is the alternative evaluation, where the consumer identifies the preferable attributes (evaluative criteria) of several alternative products, and from this evaluation the consumer will make a decision about which product to buy. This leads to the fourth stage, purchase decision, and includes the comparison of the evaluative criteria for each alternative product. After evaluating the benefits and the disadvantages the consumer makes a choice about which one to buy. The last stage is referred as the post-purchase evaluation, and includes the after-math of the purchase. In this stage, the consumer might feel disappointment or regret for choosing the particular product since it is not living up to its expectations, or a superior alternative has become available. It is a common psychological state known as cognitive dissonance and is mostly common in situations where the purchase decision has required more effort from the consumer (ibid).
Fill (2009) further defines that the consumer decision-process is a combination of the general decision-making process and perceived risk and involvement theory, which result in two different approaches. The first is high-involvement decision-making and occurs when a consumer recognizes a need to purchase. That high-involvement purchase is considered to be of high risk, for example when buying a car or a house (Fill, 2009). The second approach is the low-involvement decision-making process, and involves limited risks with less involvement where the search for information is rarely required (ibid). The author further mentions a few examples of low-involvement products, such as alcoholic drinks, cigarettes and chocolate.

The low- and high involvement decision-making processes both consist of five stages. In both cases the first stage is awareness. In the low-involvement where there is low risk and less concern about the intended purchase, awareness is raised through short and repetitive messages in order to create a meaningful brand association to the consumer (Fill, 2009). Sniezek (2013) refers to behavioral influence, which is a subconscious state where the consumer is unaware of being influenced by details in his or her surrounding, for instance background music in a store. According to Chandon et al. (2009), the bottom-up approach is more frequent in stores, where the visual display of the products attracts the consumers’ attention. The bottom-up approach is driven by instant stimuli, where the consumer’s attention is guided by stimuli, without prior information of the products (Corbetta & Shulman, 2002).

In the second stage of the high involvement process, the consumer performs extended information search about the product before making a decision whether to buy it or not. If a product has caught the attention of the consumer, that said consumer will then proceed in searching for information, building up his or her evaluation of it (Chandon et al., 2009). This in turn will eventually lead to the consumer purchasing the product. This particular approach is referred as the top-down approach and is characterized by the consumer’s focus of attention being influenced by previous experiences and goal-driven attention (Corbetta & Schulman 2002; Orquin & Mueller Loose, 2013). The consumer acquires information from sources such as mass media, word-of mouth communications and point-of-sale communications (Fill, 2009). The information is then processed and evaluated properly where pros and cons are compared.
When the information is evaluated, the consumer moves to the third step and establishes an attitude towards the product. At this stage, the consumer considers whether to pursue the intended purchase or not. This could be referred to as attitudinal ambivalence, which is having both negative and positive assessments of a product (Priester & Petty, 1996). Attitudinal ambivalence usually occurs in decision-making processes, when there is a lot at stake and the evaluation requires an effort, for instance when applying for university (Sipilä et al., 2017). Azjen (2012) states that attitude consists of both objective and subjective evaluation. The objective value is based on the physical and utilitarian attributes of a product, whereas the subjective value originates from the consumer’s belief that the product has a certain feature (ibid).

In the low involvement process, the consumer is less involved and is therefore not searching for extended information. Instead, the consumer uses the information available at the point of purchase such as packaging and design (Fill, 2009). At this point, he or she determines whether to buy an existing brand or a new one. This is referred to the trial and experimentation stage. Conversely, in the high-involvement process, trial and experimentation result from intention and attitude where the consumer will be willing to try a new product, but only if the perceived quality from the evaluation of attributes is satisfying enough (ibid). Therefore, the trial will determine what attitude the consumer has toward the product, which will further help him or her to decide whether to stay loyal to the brand in the long-run or not. In the high-involvement process, trying the product will confirm if the initial information and attitudes are coherent with the actual quality of the product. If that is the case, the consumer will establish a long-term commitment to the brand (Fill, 2009).

### 3.2. Branding

On the market, many products are similar to each other, which makes it difficult for consumers to choose between them. One way to differentiate similar products is to look at their brands. For Kotler et al. (2005), a brand is a name, term, sign, symbol, design or combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. For businesses, the goal is to add value to their products in a way that will induce the consumers to buy them over
others. The use of branding is particularly useful for branded products, where the differentiation between products in terms of characteristics and image is high (Blythe, 2003). Mathieson (2005) defines branding as “the means by which a company creates a compelling consumer experience that differentiates the company’s offering from the competition, generates sales, and/or creates an emotional bond with customers.” (Mathieson, 2005, pp.22). Blythe (2003) focuses his definition of branding on the different methods that companies can use to add value to a product. Generating a sense of added value to a product perceived by the consumers can be done through packaging, brand name, promotion, and position. For the purpose of this study, the definition of Blythe (2003) will be used as the only definition of branding throughout the paper.

The added value of a product can arise in the form of a higher quality of the product, in the area where the consumer identifies him- herself to the brand or in the area of facilitating the search of the brand. Branding enables firms to demand a premium price which in turn leads to raised profits. On the other hand, commodity products have low price differentiation, and their characteristics do not differ much from each other’s (Blythe, 2003). In a study, Vrontis (1998) argues that branding is a crucial marketing tool for brewers, as he considers beer to be homogeneous and therefore needs to be differentiated in other ways than taste. In fact, beer companies have been branding their products so much, that it is almost impossible to persuade consumers to buy beers other than their preferred brands (Vrontis, 1998).

3.2.1. Packaging

Packaging is an important part of the product, as it contains and protects the product from the outside environment (Blythe, 2003; Kotler et al., 2005; Sara, 1990). But it also is a crucial marketing tool for companies, and serves as a means to attract the consumer’s attention. The packaging of a product is the first thing that the consumer sees before making his or her purchase decision. It acts as a silent salesman and must therefore be visually appealing to the eye of the customer (Sara, 1990; Ampuero & Vila, 2006; Simms & Trott, 2010). Furthermore, companies can communicate their brand values and stand out from competitors by designing the packaging in a specific way (Kotler et al., 2005). For example, Heineken decided to use green bottles instead of the common brown bottles.
The company wanted to sell warmth and joy, and felt the need to separate itself from other beer companies. By choosing green bottles, paired with a higher price than its competitors, Heineken suggested a certain exclusivity in their beers, which were to be drunk during special occasions (Kotler et al., 2005).

Another aspect of the packaging has recently surfaced and has become essential to the eye of the consumers. Not only are they looking for environmental friendly products, but they are also looking for environmental friendly packaging (Blythe, 2003; Kotler et al., 2005). Further, women are more likely than men to change brands based on environmental concerns (Barletta, 2010). Companies must therefore respond accordingly and design eco-friendly packaging that fit with the product.

3.2.2. Colors

Part of the packaging, colors are also an important marketing tool. Budelmann, Kim & Wozniak (2010) state that colors bring an instant emotional quality to a mark, and can make or break a brand. Sara (1990) argues that the wrong selection of color for packaging will actually damage sales. She further adds that consumers make subconscious associations between color and product, which include characteristics such as taste, healthiness, suitability for male or female, and brand identification. In a study conducted by Kauppinen-Räisänen & Luomala (2010), package colors have been found to have three important marketing functions. The first function is to draw the consumers’ attention to the packaging. Their study shows that colors play a role in attracting the consumers, especially warm, vivid colors like red and yellow. The second function of colors is to induce an aesthetic experience. More attention is directed to attractive packaging, where the attractiveness of it is mainly determined by its color. Finally, colors serve as a communication tool. In food studies, it was found that colors provide indications in tastes and savors (Blythe, 2003; Kauppinen-Räisäinen & Luomala, 2010; Sara, 1990). Blythe (2003) mentions an experience conducted in the 1960s, where participants were offered several cans of different colors with identical coffee in them. The majority believed that the coffee contained in the dark brown can was stronger than the coffee from the yellow can. In total, 87 percent of the participants believed that the coffee from the yellow recipient was too weak. Furthermore, package colors act as clues of the product’s features.
Through package colors, consumers will experience a certain quality and trustworthiness of the brand. Marketers must therefore choose colors wisely and research what is common in the country the company is in. Colors have cultural connotations, and what might attract consumers in a country may instead alienate them in another (Sara, 1990; Blythe, 2003). In a table, Blythe (2003) has regrouped colors and how they can be perceived across the world (see appendix 1).

3.2.3. Labeling

The complexity of labels varies between products and brands. Some labels are used simply to inform consumers of the product – its origin, its producer, and so on (Blythe, 2003; Kotler et al., 2005). Others are more complex, and can promote the product through appealing graphics (Kotler et al., 2005). The graphics are part of the packaging, and contribute in attracting the consumers’ attention. Blythe (2003) summarizes the effects of graphics on consumer perceptions in a table (see appendix 2).

According to a study made by Allison & Uhl in 1964, labeling has a bigger impact on consumers’ decision making than taste. Thus, the result of successful or unsuccessful marketing efforts has more impact on the product than its actual taste. According to these observations, the consumers tend to stay loyal to their preferable brand by identifying it as the one with the superior taste. However, they could not distinguish the taste of their favorite beer brands from other brands during a blind test in the study.

In a study about the motivational factors of gender, income and age when selecting a bottle of wine, Barber, Almanza & Donovan (2006) found that women were not likely to be more influenced by the front label or the packaging when selecting a bottle of wine than men. However, the image and colors of the front label were deemed to be important elements in the women’s purchase decision. Ramsak (2015) argues that the wine packaging, the label design and readable data on wine are important factors for consumers, and divides men and women’s preferences on packaging. In terms of looking at wine labels as advertisements, men are attracted to bold coloring and images, whereas women want more data on wine and food pairing.
3.3. Communication channels

3.3.1. Word of mouth

Today, word-of-mouth (WoM) is one of the strongest marketing tools to be used by businesses to influence consumers. In 2013, a survey conducted by Nielsen Global revealed that WoM was the most trusted source of information and the likeliest to be acted upon (Weiss, 2014). Yet, many still neglect it, and instead focus on traditional advertising (Silverman, 2011; Lam, Lee & Mizerski, 2009). Word-of-mouth refers to an informal exchange of information about a product or service between two individuals, where the communicator is considered to be impartial by the receiver (Fill, 2011). Stokes & Lomax (2002) argue that the emergence of the Internet has enabled new ways to communicate, and should therefore be included in the definition of WoM. Similarly, Lam, Lee & Mizerski (2009) explain that WoM is transmitted person to person through various media. The introduction of e-commerce by businesses has led to a growing interest in WoM, renamed eWoM for its use on the Internet. Where traditional WoM is usually limited to friends and family, eWoM has the ability to reach a larger crowd (Kim, Kandampully & Bilgihan, 2017).

WoM is usually relayed by opinion leaders. Those individuals enjoy higher social status, education, and knowledge, and have the ability to influence others’ purchase decision (Li & Du, 2011; Fill, 2011; Kotler, Armstrong & Parment, 2013). Opinion leaders give information and provide recommendations about products (Li & Du, 2011). They are receptive to new ideas, search information and purchase products before others (Bao & Chang, 2014). Online, they can address a larger audience, and often operate on several social media simultaneously (Lin, Bruning & Swarna, 2018). While the importance of opinion leaders in marketing strategies has been proven, the process of identifying them is difficult (Fill, 2011). Rogers & Cartano (1962) name three methods to measure opinion leadership and identify the leaders. The sociometric technique consists of asking a large group of people who they go to for advice and information about products. From the respondents’ answers, companies will be able to find a few opinion leaders. The second technique consists of asking only a few persons, called key informants, who the opinion leaders are (ibid). The choice of key informants is subjective and based on their likely knowledge about the opinion leaders. Finally, the self-designating technique consists of
asking a series of questions to respondents in order to determine how much of opinion leaders they perceive themselves to be.

Fill (2011) names three forms of WoM, whereof two of them are used by companies to influence consumers to buy their products. The first one is called voluntary WoM, and refers to conversations between two individuals without any external influence. Sometimes, organizations communicate information to opinion leaders, with the aim of encouraging them to talk about the products. Providing information to supporters of the brand will enable them to share what interests them the most, leading to a bigger circle of supporters (Weiss, 2014). The followers will then discuss the products as well, leading to the spreading of information among potential consumers. This form of word-of-mouth is called prompted WoM (Fill, 2011). Finally, the managed WoM occurs when companies reach out to influencers and offer them rewards in return for them to recommend the companies’ products. However, as the relationship between the influencer and the company becomes a paid partnership, the influencer’s objectivity and credibility are questioned (Fill, 2011). Cramer (2015) argues that the best word-of-mouth a company can have is the one earned, not the one bought.

Although the effectiveness of WoM has been proven, results of studies on whether positive or negative WoM has more impact on consumers’ purchase decision are contradictory. Some have shown that negative WoM has twice as much of an impact on purchase decisions than positive WoM (Sweeney, Soutar & Mazzarol, 2005). Others have shown the opposite, meaning that positive WoM has more influence on consumers’ decision making (Martin, 2017). Whatever the truth may be, marketers must put in place systems to identify negative WoM before it reaches a wider public (Silverman, 2011; Sweeney, Soutar & Mazzarol, 2005; Martin, 2017). Systems such as online feedback mechanisms help to establish word-of-mouth networks (Dellarocas, 2003), and encourages potential unhappy customers to explain their dissatisfaction before spreading negative WoM around them (Silverman, 2011). The contradictory conclusions of the studies could be explained by consumers highly connected with a brand. Indeed, they have been found to react defensively towards negative WoM about their favorite brand (Wilson, Giebelhausen & Brady, 2017). Instead of changing their opinion about the organization, they defend it with counter-arguments and name positive attributes of the company. This idea is supported by Silverman (2011), who says that customers will
usually defend the company spontaneously. If not, asking them often results in positive response.

Word of mouth plays a greater role for women than it does for men (Barletta, 2010). They usually start their purchase search by asking friends and family. Kraft & Weber (2012) claim that advertising on television is no longer effective to reach women. Instead, companies should focus on establishing marketing strategies based on WoM (Kraft & Weber, 2012; Barletta, 2010). Women are more likely to recommend a product or brand if their experience with it was positive (Barletta, 2010). In a study conducted by Ladies Home Journal, 82 percent of the respondents often speak out about products and services they have tried, while 79 percent make purchase decisions based on recommendations (Morrison, 2014). Of the total participants, 79 percent would ask for advice about foods and beverages. A study on women’s purchasing behavior conducted by Influence Central (2016) in the U.S. showed 72 percent regularly use their social media community when seeking advice regarding purchasing decisions.

### 3.3.2. Social media

Social media is the act of creating and posting content online or virtually (Agresta, Bough & Miletsky, 2010). It is about extending an individual’s personal identity into a context where it is observed by those who have decided to pay attention to this individual (ibid). Evans & Bratton (2012) define social media as a means to reach an audience through several social channels, usually online. What makes social media channels different from traditional media is that the audience can take part in the sharing and criticizing of messages received (Evans & Bratton, 2012). They include online based platforms that are available to the public such as Facebook, Instagram, Twitter and Snapchat (Kim & Ko, 2012). These are referred to as Social networks and are examples of interactive online communities where people use the internet to share their life-styles and experiences with each other (Fill, 2009).

The previously mentioned study conducted by Influence Central (2016) showed that 86 percent of the women asked turned to social media before making a purchasing decision. Furthermore, 86 percent of the respondents also stated that they were more likely to buy
an unfamiliar brand after having interacted with it on social media. Consumers interacting with a favorite brand on social media usually leads to them promoting the brand (ibid). Of those consumers, nearly half stated that they frequently recommend brands they like to friends.

Social networks have also been used to create interactive communities when planning and hosting events by companies (Woojin, Tyrrell & Erdem, 2013). Using networks such as blogs or Facebook to promote the event before hosting it is helpful as the word gets easily spread to intended visitors. While the event is being hosted, the distribution of updates is best done through platforms such as live blogs, webcasting or Twitter. After the event, pictures and video-clips taken by visitors are distributed on YouTube or Instagram where attendees will have their final say about their experience of the event. If these last reviews are positive, they will be helpful when promoting future events (Woojin, Tyrrell & Erdem, 2013).

According to Kuriakose (2015), there are several reasons why social networks should be used as a tool when sending invitations for events. Such invitations give potential visitors a sense of what the event will be like. To create a proper invitation on social media, the host must, as in any event, formulate the purpose of it. The design of the invitations is usually transferred to specialists. Sending invitations on Facebook is considered to have the most impact on potential attendees since they can comment and add ideas on the page. It makes them feel included and a part of the event before it takes place (Kuriakose, 2015). Furthermore, people will be able to share the invitation with others, which helps the event reaching the number of visitors set by the company.

### 3.3.3. Events

The phenomenon of event marketing has emerged as a new communication strategy between companies and consumers, where the targeted consumers are considered as active participants (Alan, Kabadayi & Köksal, 2017). According to Wu (2016), event marketing is a vital factor when building commitment between consumers and event organizers. The author further states that the combination of event marketing and the physical environment has significant positive influence on the visitors’ experiential value,
which in turn have a great effect on satisfaction and trust. Additionally, the trust for the organizers will result in a long-term commitment by the consumer (ibid). However, planning an event is not without difficulties. For instance, setting the objectives for an event can be complicated (Gupta, 2003). The organizers have to decide what they aim to achieve with the event. Do they want to increase revenues, or raise awareness? Another issue is finding appropriate sponsors that share the same values as the arrangers of the event (ibid).

The image of an event can be described according to Leischnig Schwertfeger & Geigenmüller (2011, in Alan, Kabadayi & Köksal, 2017), with the help of three types of sub-dimensions. The first is “event inventiveness” and reflects the visitors’ perception of creativity and originality of the event. The second is “event appropriateness” and determines to which degree the visitors consider the event to be a relevant tool to promote a certain product. The third dimension is “event adequacy” and includes the perception of to which degree the event coheres with the company’s overall objectives (ibid). These dimensions are all influencing the event satisfaction of the visitors, which will determine whether the consumer will intend to visit the event again in the future (Alan, Kabadayi & Köksal, 2017). According to Tafesse (2016) the physical and social setting where the product brands are presented play a crucial role on the effect of the consumers’ brand experience. The event marketers must therefore take these into consideration when planning the event. Tafesse (2016) also states that brand experience emerges from two aspects. One where marketers choose appropriate brand cues and another where the consumer interact actively with these cues. If one of these aspects are unfulfilled, brand experience cannot be fully reached, according to Tafesse (2016). Event marketing is also a necessary means for companies when creating value for their customers, according to Crowther & Donlan, 2011. They claim that events offer the possibility for companies to show their products, present their employees and permit the consumer to experience the brand during an entertaining activity. Thereby, the event will contribute to highlight the value of the company’s products and services (Crowther & Donlan, 2011).
3.4. Taste

Regarding taste and flavors, it has been proven that individuals have different levels of taste perception, which can be divided into three categories: non-tasters, medium tasters and supertasters (Fema staff, 2018). In a study by Duffy, Peterson & Bartoshuk (2004), taste genetics were tested according to the perception of bitterness in alcohol. The non-tasters were less exposed to bitterness in taste while the medium – and supertasters could perceive bitterness to a greater extent. This is due to the density and number of fungiform papillae (on which the taste buds are placed on), where non-tasters have less and supertasters the most (Duffy, Peterson & Bartoshuk, 2004). However, there are some that suggest that taste perceptions could differ between gender (Barklay, 2015). According to Dalton, Doolittle & Breslin (2002), women have a greater sense of perceiving odors than men, particularly women at a reproductive age. Duffy, Peterson & Bartoshuk (2004) found that women tend to have a higher density of taste buds and are therefore more sensitive to alcohol burn from strong liquor. This means that women are more likely than men to possess super tasting abilities. Additionally, supertasters have more negative taste interpretations of alcohol (Duffy, Peterson & Bartoshuk, 2004).

Apart from biological taste preferences, liking alcoholic beverages and coffee is a matter of learning and socialization (Sigfridsson, 2005). One has to learn and get familiar with the taste and smell of alcohol and coffee, whereas socialization influences and pushes the learning process forward. This is due to norms in society where individuals are expected to enjoy certain things. As mentioned earlier in the report, men are expected to like beer whereas women are supposed to like wine (Sigfridsson, 2005).

3.5. Generations of consumers

3.5.1. Millennials

Individuals born between late 1970’s and early 2000’s are referred to as the Y generation, or millennials (Kotler, Armstrong & Parment, 2013; Stewart et al., 2017; Elmgart & Bloch, 2017). Members of this generation are brought up in an Internet based society where a stream of branding and commercial messages are received on a daily basis.
(Kotler, Armstrong & Parment, 2013). They consider the Internet to be as important as basic human needs such as water, food and air (Stewart et al., 2017). This has resulted in endless options from a wide range of alternatives and possibilities to choose from. Therefore, marketers must make it easy for millennial consumers to become aware of specific offers due to the flood of information they receive each day (Elmgart & Bloch, 2017). It must also be easy to proceed in the purchase process, because if it takes too long, millennials lose patience and look for offers elsewhere (ibid). The millennial generation mainly processes the information it receives from others on the internet (Kraft & Weber, 2012). Therefore, they consider recommendations from others to be a superior source of information than traditional marketing by companies (ibid). Millennials have not only a great influence on peer consumers, but also on potential consumers of older generations as well, since they are considered to be the current trend-setters in society (Kraljevic & Filipovic, 2017).

If one wants to reach consumers of this generation, it has to be authentic and real, because the millennials are more critical towards the distributors of information (Kraft & Weber, 2012; Elmgart & Bloch, 2017). Furthermore, women of the millennial generation are more likely to react positively to relatable situations that generate happiness and high-energy (Greenberg, 2012). According to Kraljevic & Filipovic (2017), the millennials are considered to be the largest and most educated generation, which makes it harder for marketers to convince. They also have an exceptional purchasing power. As stated by Kraft & Weber (2012), millennial women are better at saving money than women of previous generations. According to Krajevic & Filipovic (2017), one of the differences in consumer behavior of millennials is that women are more likely to own a loyalty card and use the reward from it when shopping. Millennial women are also slightly more sensitive to price than men (Krajevic & Filipovic, 2017). However, women are generally willing to pay more than men for a particular product if they consider it to be trustworthy and of higher quality (Kraft & Weber, 2012).
3.5.2. Baby boomers

Although it is unclear when exactly this generation ended, the period roughly extends from the end of World War II to the mid 1960’s (Kotler, Armstrong & Parment, 2013; Worsley, Wang & Hunter, 2010). Baby boomers received their name from the increasing number of births around the world due to the end of the war (Kotler, Armstrong & Parment, 2013). During this period, the world economy also started to blossom, which is why people brought up during this period were exposed to improved purchase power with more options for consumers as new products emerged on the market. The baby boomers are strongly focused on societal changes and put fellowship before individualism (Kotler, Armstrong & Parment, 2013). According to Parment (2013), baby boomers tend to build long-term relationships with stores and stay loyal to these by shopping in fewer stores. Women of the baby boom generation have been used to the fact that men of the same generation have had access to work and power from a young age (Kraft & Weber, 2012). Therefore, they have been forced to fight for their social and economic equality. Additionally, female baby boomers do not like to be differentiated from younger women since they would appear as being old (ibid). According to Dhanapal, Vashub & Subramaniam (2015) baby boomers are the ones that shop the least online compared to millennials and Generation X. When they do, they mainly buy cinema tickets, flight-and railway tickets or holiday packages (ibid). Moreover, baby boomers are less willing to buy new products since they are more skeptical to unfamiliar products (Stewart et al., 2017). Stewart et al. (2017) also state that there is a distinctive difference, especially between baby boomers and millennials, when it comes to receiving rewards. Baby boomers are used to be more patient and persistent when it comes to receiving rewards since they are familiar with progressive promotions throughout the career, while millennials expect monthly rewards, according to Stewart et al. (2017).
4. Empirical data

4.1. Interviews

4.1.1. Interview with FemAle (08/03/18)

FemAle is a beer association for women in Gothenburg, aiming to introduce beer to more women in Sweden. The organization started by Elin Carlsson in 2013 (who was unable to come to the interview) has since then arranged several events such as just meeting up at a bar after work, or brewing beer with breweries around Gothenburg. The initiative has been a success among women interested in learning more about beer. After a pause for a year and a half, FemAle has actively worked to become an official association, which became reality at the end of 2017. Today, the association has a board organizing the events and keeping contacts with different breweries and restaurants/bars. The interview took place at a gastropub in Gothenburg, where Female held an event involving food, beer and a quiz about beer in honor of the International women's day. After the event three members of the board participated in the interview: Emma (26 years old), Frida (26 years old), and Camilla (51 years old).

Emma is cousin with the founder, Elin Carlsson, and has been involved in the initiative since the beginning. She has always liked beer, but she became interested in learning more about it when the range of products on the market expanded. After being introduced to beer by Elin, Emma began exploring other types of beer, apart from light lagers. Since then, her taste preferences have changed and today one of her favorite beers is an Imperial Stout (dark beer), which she thought she would not have liked at all just a few years ago.

Frida did not like beer when she was younger. She would drink the occasional lager every now and then, without really enjoying it. Like Emma, her interest in beer started increasing once the range of products in the industry became broader. She really started to enjoy it when she tasted an IPA (India Pale Ale) for the first time. She has since then tasted other types of beer and now enjoys most of the beer assortments.
Camilla did not drink much beer before she met Elin, who is a former colleague of hers. In the past, Camilla would sometimes drink light lagers. Nowadays, she drinks only a few specific beer styles, but she considers her taste for beer to have changed dramatically after she met Elin. She recounted the first time she tasted a sour beer and how she disliked the taste. Five years later, sour beers have become her favorite. She further justified that people have preconceived ideas. When people taste a beer style for the first time, they don’t have any ideas on how it will taste. Once they have already tasted the beer, it is easier for them to know what to expect and therefore easier to taste other beers of the same style. They are more open-minded to the idea than the first time they try beer.

The three interviewees were unanimous in saying that drinking beer is a matter of habit. It is about trying different beer types and finding the ones that suit you the most. Liking a specific beer does not necessarily happen the first time. It takes time to get acquainted to the taste. However, Camilla insisted on the fact that not everyone enjoys every beer style. What matters the most is knowing what you like and don’t like. Asking for advice at bars is a good way to try new beers. The bartenders are usually very knowledgeable and can help the customers discover different tastes.

When asked how well women were usually received in pubs, the interviewees felt like they could always ask for advice on beer, especially in pubs specialized in beers. However, Emma also mentioned how in some of those specialized bars, the employees are sometimes surprised to see a female customer ordering a specific beer style. The term beer for women was negative. FemAle brewed an Imperial Stout called What a girl wants with a brewery. This was a statement to show that even women enjoy those kinds of beers.

For many, it seems unusual that women could appreciate a beer like an Imperial Stout, but Camilla thought that it actually makes sense. As teenagers, people don’t grow up with the bitter taste but instead drink rather sweet drinks. When they get to the drinking age, younger women keep drinking sweet drinks, such as ciders and white wine. Camilla meant that beers like Imperial Stout, Berliner Weiss or Brown Ale have tastes that women can relate to (i.e. sweeter tastes).

The interview further moved on to the FemAle association and its activities to promote beer to more women. Their intentions are to diversify their events, and not only have the
same kind of events all the time. Even during beer tastings, the approaches usually vary. Sometimes, it is the employees at the bar where the tasting takes place who present the different beers. Other times, it is some of the members of FemAle who present the beers, with the brewers at their side. Moreover, some of the events are not only about beer, but also about the different combinations possible between food and beer. Other events are even opened to men.

The members of the association are diversified: from women, simply being curious about tasting beer to beer enthusiasts, the goal is to talk about any type of beer, not only specific ones. The interviewees were themselves invited to a blind beer tasting, along with professional brewers. They had to taste eight of most sold beers at the monopolistic Swedish alcohol distributor, Systembolaget, and two other beers from Swedish microbreweries. The results were surprising: for all the participants, the beers were industrial ones. Even experts had difficulty distinguishing the beers. Camilla decided to buy her favorite beer from the event, and bring it home to drink it again. However, once she saw the beer, the taste was different. The visual aspect had a significant impact on the experience.

FemAle, as an association, have sometimes met people who disagree with their methods, with the main argument being the fact that the association focus exclusively on women and exclude men from participating. The interviewees argued that the idea is not to leave men on the side, but rather invite women into the beer culture. They believe that introducing beer to women among each other allows a more open conversation where beginners dare to ask questions. For example, women do not dare to ask questions during a regular beer tasting where men are a majority at the event, which they normally are according to FemAle. Currently, the beer events are mainly frequented by men where there usually are less toilets for women.

Finally, FemAle hopes in the future to expand to other cities in Sweden. The main challenge is organizing events outside of Gothenburg. They are currently trying to find other women interested in being ambassadors for them in other cities.

The respondents were then asked about their preferences in beer. They appreciate different types of beer depending on the activity and the place. Drinking a cold lager or
an IPA with low alcohol percentage after having gone skiing, or on a summer day at the beach was the most appealing. If sitting at home and eating cheese, Camilla would enjoy an Imperial Stout. They prefer to savor different beer styles throughout the evening, in contrast to men who tend to drink more of the same type of beer, in their opinion.

The interviewees unanimously agreed on the fact that beer with a specific shape and label designed to attract women was not the solution. Instead, it drives the women away from the product and makes them angry. The participants believe that the purchase decision does not happen at the liquor store, but much earlier. The change in women’s attitude towards beer is not going to happen at the store with beer bottles of different shapes and colors. It happens when the attitude changes and women start tasting beer. Frida considered that women who say they do not like beer have either not found the right beer type or simply tasted very few of them. She thought that, usually, everyone has at least one type of beer they enjoy drinking.

Emma believes that FemAle is a good way to encourage women who are curious about beer but simply do not dare to start for different reasons. It allows women to drink beer and learn from each other’s experiences, without the fear of being judged for their preferences or knowledge. Camilla, thinks that a good way to attract middle-aged women to the world of beer, would be if restaurants started offering beer packages, the same way wine packages are being offered together with multiple-course meals. Camilla believes that, if not everyone, at least middle-aged and senior women would respond positively to the idea of combining beer with food rather than just drinking a glass of beer.

Today, the beer culture in Sweden is easier to enter. The interviewees feel there was a lot of pressure being a beginner in the past, when the number of microbreweries started increasing and the hype to taste new beer frequently was high. But after being a part of the culture for a few years, they now feel more confident. However, they emphasize that even though they have expanded their knowledge since the beginning they still consider themselves as beginners. As Emma stated:

Overall, they believe that the beer culture has become more opened toward beginners. It is usually taking the first step and asking for advice at the bar that is the “hardest part”. Often, it is possible to ask for a sample of the beer. Moreover, the employees are usually
very friendly and prone to help, especially in bars specialized in beers. Otherwise, they sometimes receive comments from the people serving them at bars, usually questioning their choice of beer. The usual comments are “Sweaty, do you really want to have this one?”, “That’s a very strong beer” or “It’s a very dark beer”. However, those comments are usually received at places where beer is not in the spotlight, for example in Sports bars. Again, they felt that specialized bars are more open-minded and do not judge or question their choice of beer.

Overall, the respondents believe that beer is still a gender-coded beverage, but that it is on its way to change. In their opinions, younger women drink beer more often than older women. Frida sometimes hangs out with girlfriends and everyone chooses beer over wine. With other girlfriends, no one would think of bringing beer. One aspect they experienced to be very positive was how friendly and committed some of the breweries are when FemAle reaches out to them. They see and understand the importance of promoting women and welcoming them into the beer culture. For different events, the association is often sponsored or supported by other actors in the beer community. Emma argued that even such small efforts showed a positive reception of the initiative that FemAle is promoting. The association has also had a lot of contact with different breweries around Gothenburg, often ending up in partnerships such as brewing together or having beer tastings with them. Emma believes that all those initiatives show a will to open up to women, which she thought was positive and should be imitated by others on the market.

4.1.2. Interview with Isabella Ankarberg (13/03/18)

In the second interview, Isabella, the current product manager at Åbro Wine AB was interviewed. She started at the firm in 2014 and was initially responsible for the company’s wine portfolio. Today she handles the retail process with Systembolaget, the monopolistic alcohol distributor in Sweden. She has also taken on the responsibility for a project concerning Åbro’s new microbrewery, where she will work with marketing of the brand to the new brewery. She is also a professionally trained oenologist. On her request, the answers provided during the interview are of her own point-of-view, and therefore do not represent the values of Åbro.
When asked if the consumption of beer on the Swedish beer market had changed in any particular way during the last decade, Isabella replied that women drink beer differently compared to men. Women also tend to drink at different occasions. According to her own observations made from her social circle, the women drink wine at the beginning of an evening, but if they eventually go out during the evening to a bar, they are more likely to have a beer. Apart from that, she believes that the image of beer being a manly beverage and not very female, has been erased during the last couple of years. It is no longer seen as wrong or unusual for women to order a beer at bars or restaurants.

From a professional perspective, she has noticed that the company has recently made some extensive changes in branding concerning their different beer brands. These changes have consisted of positioning the different brands to various groups and occasions where the company want to be heard and seen. Isabella continued with an example:

*For instance, we associated Åbro Original, our most common beer, with music. That is the type of beer we have put into focus at music events because when it comes to music, there are many women who enjoy going to concerts.*

She further added, when asked about how to target specific age groups, that age groups come naturally accompanied with these form of events, simply because you do certain things at a certain age. What they have done when defining their brands is finding out what interests the typical consumer might have and from thereon trying to figure out how to make the brand as visible as possible.

Isabella’s experience of being involved in marketing of both wine and beer, she has personally noticed that it is easier to talk about food and wine than food and beer when reaching out to consumers. According to her opinion, the market is still not mature enough to talk about beer and food. By this, she means that beer is regarded as a beverage one consumes more frequently and not exclusively accompanied with a meal. A person drinking beer with a meal usually chooses his or her favorite one rather than pairing an unfamiliar beer with the food.
She explained further what she meant by the audience is not ready to talk about beer and food is because the regular beer consumer will drink its favorite beer regardless of what meal is served. When asked about what possible types of beer women would preferably buy, she could not say for sure. But she thinks spontaneously that wheat beer (i.e. lager) feels more like a feminine type of beverage compared to an IPA, which could generally be considered as a more masculine type of beer in her opinion. Women are overrepresented in the wheat beer segment, according to her, which includes lighter kinds of beer such as Corona and such like. The explanation to this could be that wheat beer is consumed easier and more thirst quenching than a bitter beer.

Isabella drinks beer herself and her interest in beer began when she started studying the oenology. During this period, she discovered that there was a whole world of different beers she did not know existed before. This gave her a realization:

\[
\text{It is pretty easy to say that you do not like beer, but what is more interesting is to talk about what type of beer you do not like in that case.}
\]

After being a beer drinker for about a decade now her preference in taste has developed since then, the same way her preference in wine has changed over time. She appreciates elegance in a beverage, when it is not too bitter nor too powerful in taste. Thus, it depends whether you eat with that beverage and what type of food you have with it. Generally, lighter beers are of preference in her case. Double IPA is not for her, but an APA (American Pale Ale), however, is more her kind of taste. Overall, she seldom buys beer in the store. In that case it is mainly wine that she buys and when she usually does, she finds it interesting to stroll around the store looking at labels and buying bottles she has not seen before or that are new. Also, the wine district where the wine comes from originally has an impact on her choice. It is similar with beer, in her opinion, whereas local brewed beer is more appealing to her.

To which occasions she drinks beer, she admits that it is a bit different in her case since she works with beer on a daily basis and tries a lot of beer at the office. Apart from that she mainly drinks beer when she is at pubs and nightclubs, where she thinks the offer of beer is superior to wine. She also drinks beer in the summer time as a thirst quencher.
Regarding the communication towards consumers is according to Isabella not very different between men and women in her case, as she mainly targets distributors such as pubs and restaurants. In those circuits, she meets many women who are extremely tough since the work in restaurants. But generally, she thinks that it might be a difference, although she personally has not noticed any particular case. She also believes that there is no particular difference when communicating with enthusiasts since it is the product that is relevant and nothing else. But if communicating with regular consumers the response could be different. She mentions her mother as an example, who does not drink beer because she believes that there are too many calories in it. Isabella thinks that it is a common misconception female consumers make, as all alcoholic beverages contain a lot of calories, including wine.

In the future, the segment of non-alcoholic beverages will increase significantly according to Isabella. She also believes that women will primarily be the main consumer of non-alcoholic beer since women would choose non-alcoholic beer over non-alcoholic wine. So, there will be several kinds of top-fermented and under-fermented non-alcoholic alternatives along with low calorie beer, gluten free beer and everything that concerns special diets. Regarding the number of producers, she believes that the number of breweries will either continue increasing or start stagnating. The issue, she believes, for small breweries is to maintain a constant quality throughout the brewing process. It makes it difficult for them to be able to compete since they will not be able to offer a broader range of products like larger breweries. However, home brewing might be more appealing since she believes that people will continue experimenting on their own.

The number of female brewers will also increase, according to her opinion. She draws a parallel to the wine industry where she feels that it is more noticeable when there is a woman behind the product. Generally, women tend to focus more on details, such as taste, in the production process, according to her point of view. Therefore, women are extremely well-suited to be a part of a production process, in her opinion.
4.1.3. Interview with Lise Ljungman (14/03/18)

The last individual interview was with Lise Ljungman, a young woman working at the Swedish brewery “New Carnegie Brewery”, located in Stockholm. Lise studied geography and wrote her thesis about the marketing strategies of breweries in Sweden, from a geographical point-of-view. She started working at the brewery in 2014 and was working with guided tours of the brewery and occasional beer tastings. After finishing her studies, she decided to continue working at the brewery full-time. Being a young woman in the beer industry, she has often felt that she was treated differently by customers compared to her colleague who was a man. People have a hard time believing that a young woman like Lise can know so much about beer. She sometimes gets comments mentioning how beer is a drink she should not know much about, or that it is a drink she probably does not drink much. During autumn 2017, Lise started to write down some ideas about special beer tastings, such as a beer tasting with only special beers from Brooklyn Brewery (the sister brewery of Nya Carnegie Brewery), special beers from New Carnegie Brewery and so on. Among those ideas was having a beer tasting exclusively for women. The idea was an obvious choice because she knew how difficult it could be for women not used to drink beer. At first, she had only planned to have one beer tasting for women, not knowing how big of a success it would turn out to be. The idea was so well-received from potential customers that Lise has, since then, had several beer tastings for women.

Lise first described how a beer tasting goes, stating from the start that she conducted standard beer tastings where everyone can come and beer tastings exclusively for women the same way. She explained that guided tours and beer tastings were important economic factors for breweries nowadays. People have become more interested in beer in the last few years, and the demand for beer tastings has increased greatly. It is so high that the brewery has at least one beer tasting every day.

There are a multitude of ways to design a beer tasting, but one thing to have in mind is to start with a low alcohol percentage beer and rise from there. Lise always starts her tasting with a light lager that people recognize. She then likes to show more unusual beers that the participants are unfamiliar with. She believes that people have a picture of what a beer is imprinted in their heads. For example, some of the participants sometimes say that a
fruity IPA is “not a beer”. Lise means that is as much a beer as a pilsner, with the
difference that people drink it seldom.

Lise stated that society must get some distance from the picture of what a beer for women
is, it often being a Corona with very little taste. It is the wrong assumption and people
need to understand that. Which is why she starts the tastings with the brewery’s lager,
which the guests generally find to taste the best. Lise regularly shows unusual beer at the
end of the tasting. They are usually well-received with the participants surprised by how
good those beers are. Very often, the guests – mostly women, say that they do not like
beer. One might think that these persons do not enjoy the bitter taste of some of the beers,
or simply do not like beer at all. But once they taste different beers, their favorite one
often is an IPA with a very bitter taste and a lot of fruity hops.

Lise’s initiative of having beer tastings exclusively for women has been a success, and
there are now demands of having special beer tastings for women. Her hope in the coming
weeks is to hold a beer tastings for women with only sour beers. In her opinion, the sour
beers are a great first beer to taste for beginners, despite their special tastes. She is in
contact with a lot of other women in the industry to organize other kinds of events and
hopefully attract more women.

For now, the focus is only on guided tours and beer tastings. But there is an ambition to
organize other events. Lise contacted a woman who is an entrepreneur and prints out t-
shirts with the letters “Grl Pwr” (Girl Power) written on them. She had t-shirts made for
the brewery with the logo of the brewery and the letters “Grl Pwr” written on them. At
another occasion, Lise took part in a beer tasting after work, together with the founder of
Ölgäris, a facebook group about beer for women in Sweden. The event was a success and
the bar where it took place was packed with women:

We had the whole bar packed with women, despite that it was at the
beginning of January when people are very broke.

The brewery has had some events involving both food and beer, but for Lise, those events
are difficult to manage as she holds her beer tastings at the brewery whereas the food is
at the restaurant downstairs. But they have had many dinners coupled with beer. The latest
dinner was with three other brewmasters from the other sister breweries. They had a five-course meal, each course paired with a specific beer. Moreover, the interviewee mentioned that she had held a beer tasting together with a chocolatier. Her hope is to organize the same event again in May. In April, together with a confectioner, Lise will organize a beer tasting with sour beers, combined with cakes that the confectioner has baked. Finally, the week after the interview, the interviewee held a beer tasting with a cheese importer where she talked about the beers while the others told about the cheeses. Anyone can attend to these events and they are always completely booked.

There are a lot of different combinations to experiment between beer and food, and it is important to get people to understand that. Unfortunately, Lise does not believe that the masse consumers are yet ready to combine food and beer together. She described the masse consumers to be people only drinking industrial beers, from which the biggest volume of beer is sold. She explained that some restaurants have tried to offer beer packages, but that it did not work. She herself went to a sushi restaurant in Oslo a while ago, where the food was served only with sour beers. While she really loved the concept, she did not think that normal consumers would be as enthusiastic to the idea. Only “beer nerds” would be interested in experimenting. Apart from the masse consumers, she described several other consumer groups, such as “the flirts”, people who mainly drink industrial beer but who are sometimes curious about trying other beers like Kronenbourg or Brooklyn Lager. She established three to four other consumer groups without naming them before talking about “the fanatics”, who enjoy stouts and sour beers.

The beer tastings are good publicity for the brewery as some people come here without having a clue of who New Carnegie Brewery are. Lise meant that it is a good way for the brewery to tell its story and show the work that is being done there. There is also a restaurant next to the brewery, part of the business, where guests can eat after the beer tasting. Lise noticed that there was a combination of different types of visitors. Some people come to the beer tastings because of how much they enjoy the beers from the brewery, and others come because of the beer tastings but have no clue of who the organizers are.
It is important for many breweries nowadays to be able to talk about a beer. By spending ten minutes talking only about that beer, it will of course sell more afterward.

During her standard beer tastings, Lise always shows beers that the brewery has brewed. But she must also think of the people who have already tasted all their beers available at Systembolaget. She therefore also introduces beers brewed by New Carnegie which are not available for sale.

The interview shifted to her personal preferences in terms of beer. When she turned 18 when it was still possible to keep up with the different types of beer. She enjoyed the taste of beer early and felt that it was easy to find exactly what she appreciated the most. She also explained that people telling her “she should not like beer because she is a woman” motivated her even more to learn about beer.

She recalled the only time she felt that her job was tedious and unpleasant. She is used to some people doubting and challenging her knowledge about beer, but that one time was especially exhausting as the man in question was condescending and using sophisticated terms that had nothing to do with beer. The man in question was a retired professor and constantly questioned her knowledge of beer by using complex technical terms. She continued, saying that she can usually confront those situations in a polite way and at the same time show that she will not lose control that easily. People doubting her are mostly men over 60 years old, but it has happened that younger men have tried to challenge her in some ways. Some women have also tried, but the questions are mainly about the history of brewing beer rather than the process of it.

Lise drinks any kind of beer. She enjoys everything, but her preferences are periodical and depend on the situation. She enjoys planning her dinners and pair the meals with different types of beers. When she watches sports on television, she prefers to drink an industrial beer like a Tuborg rather than a craft beer.

Over the past ten years, some things have happened and changed the beer industry in Sweden. The interviewee mentioned the time when eight breweries around Gothenburg together with another brewery from Stockholm decided to work together and brew a beer.
Lise felt it was great as the competition between the breweries was completely gone and they instead learned from each other. She also perceived the start of the Facebook group Ölgäris and its quick success to be an important occurrence in the Swedish beer industry. Despite the industry having much more men than women, Lise does not think it is a macho industry. Men in the business are starting to realize the imbalance between the number of men and women in the industry, which Lise finds to be very positive.

Lise still finds beer to be a gender-coded drink. Looking at the consumers and the producers in the beer industry, men are still dominating the market. She considered that as long as initiative takers such as FemAle, Ölgäris or herself were needed, the industry of beer was still one-sided. However, she believes that it is on its way to change. She further argued that the reason that the industry is so manly can be traced back to the industrial revolution. Before that time, women were left at home and would brew there. But when the industrial age arrived, people started to brew for commercial purposes. Putting a man on the label of a beer helped to sell a lot more, and from then on men took over the brewing process. The interviewee explained that women had to stay at home while men drank at the pub, and therefore were more exposed to beer. It became a social norm that men drink beer and women do not tolerate the bitter taste of it because of different taste buds than men. Lise does not believe it and said instead that there are as many men who dislike beer as there are women. Instead of generalizing, the focus should be on individual taste buds.

Lise does not think that gender-coding beer was a good idea. New Carnegie Brewery does not believe in this strategy and their marketing strategies are not based on genders. Breweries should not gender-code their beers. It builds on the false idea that men and women like different beers, which the interviewee argued is not the case. She further brought up the example used in the introduction, the Aurosa beer from Czech Republic, as something not to do. Although her beer tastings exclusively for women could be seen as a marketing strategy directed to women, Lise debated that it was in fact a way to open up to women who feel outside and have a hard time to join in the beer culture.

*I had four young women at a beer tasting for women who studied at the Royal Institute of Technology and who said that the simple fact of studying there was hard as a woman and that they would never have come to a beer*
tasting if it had not been only for women. Because they do not know much about beer, it is tough to ask questions and feel that you are being questioned.

This is also another reason as to why Lise’s beer tastings are not different, even when it only is for women.

Lise believes that the beer industry will continue to open up for women, and not only as consumers but also be part of the brewing process. She mentioned a brewery in Stockholm that was actively looking for women to employ as they have none in the company. The job should of course be offered to someone with the right competences, means Lise, but it is important to show that women are also welcome in the industry as employees. The interviewee argued that women have a hard time feeling safe in this kind of business, and might find it more difficult to apply for a job in the beer industry rather than apply for the same kind of job somewhere else. The feeling of the industry being manly still does not help either. However, the industry seems to ease up.

4.2. Focus groups

4.2.1. Focus group A (25/03/18)

Apart from the individual interviews described previously in this report, two focus groups have been conducted. During the first group meeting, seven women from the age of 21 to 30 years old participated.

Initially the respondents were asked an opening question about what came to their minds when they heard the word “beer”. The response varied between them all, whereas one respondent thought of a pint of light beer, which she referred to as a “regular” beer. Some thought of something one gets intoxicated by, while others associated beer with something you drink during the weekends accompanied with meals. Several of the respondents shared the image of drinking beer on a hot summer day while barbecuing or watching football. It was also believed that beer has become a rising trend, where beer culture could be related to a certain personality or dress code. One respondent mentioned
that microbreweries are very “hip” right now and that you should know more about beer if you occasionally drink it. The others agreed with her on this observation. One of them mentioned “hipsters” as a particular characteristic about beer enthusiasts, another called it “beer snobbery”. It does not necessarily have to be a beer with alcohol, one stated, it could just as well be a non-alcoholic one since the enthusiasts do not drink the beer for the alcohol’s sake, but rather for the taste. Even though the offerings of different beer styles have increased, some of the participants still see beer as something “shabby”, and that wine still feels fancier. As one of them described it:

When you were younger and wanted to get alcohol, you could usually get someone who was 18 to buy beer of 3,5 percentage ABV percentage and during the home parties, the tables were full of beer cans and it was all sticky and gross.

This memory is what she believes to be one of the reasons why beer might be regarded as something “shabby”, while wine on the other hand was something you might try with a nice piece of steak. Therefore, wine has been portrayed as something that is nicer than beer. Although, she agreed with the statement that it is more of a beer culture these days.

Many of the respondents had also acknowledged that restaurants serving beer with their dishes has become increasingly popular over the years. Nowadays, it is not unusual to ask the waiter what beer goes along with which meal. For one of the respondents, this type of behavior seemed less occurring a couple of years ago. According to her, you normally ordered your usual beer regardless of what meal you had, back then.

When it comes to beer and food, most of the participants believe that hamburger shacks serving burgers of higher quality are related to the current beer trend. The whole culinary culture around these hamburger shacks have resulted in a different attitude towards both beer and hamburgers, as one respondent stated:

You eat hamburgers in a more delicate way and at the same time you drink beer more delicately than you might have been used to do before.
After several minutes of discussion, the respondents were asked if they were familiar with the term “female beer” and what their thoughts were on that particular term. Most of them had heard the term before, except for one. Hearing the term made one of the respondents nearly upset, since she felt that it implies that it is less of a beer, is easier to drink and also thought of a pink beer. She gave an example of a cherry flavored beer, which apparently is targeted particularly towards women. She did not understand why it was exclusively reserved for women. She does not like when things are adapted for women. On the other hand, she stated that arranging events exclusively for women was different since in that case the product itself was not modified, it was rather the situation that was changed. Then she brought up an example with her grandmother, where she felt that her grandmother only offers beer to her equally aged male cousins and not her sister and herself. She believes that her grandmother assumes that she does not want beer since she is a woman, which upsets her.

Another participant considers beer as a manly drink, since it has been promoted during football events. According to her, football and sports in general are entertainment for men, which is why you drink beer during those events. Also at high school parties, the boys drank beer while the girls drank cider, one added, which all participants agreed with. A respondent thinks that there are too many prejudices about women who do not drink beer. In that case, people assume that they only drink wine, or if a woman drinks beer they consider her as a “laid back” woman. Another respondent told that if boys drank cider they were considered feminine. If girls drink beer, it is primarily light beers such as Corona or Peroni, which are considered as more feminine types of beer, according to one of the respondents.

From a different point of view, a respondent reflected upon the first time she drank wine and how awful she thought it tasted. It was the same with coffee, but it was something she learned to like over time. That is what she believes is the difference between men and women, because girls do not drink beer with the purpose of learning to like it the same way boys do. For boys, it is obvious to start drinking beer since they are expected to drink and like it.

Although you are a boy you might not necessarily like beer either since people like different things.
This particular respondent is not a beer drinker, however, she said that she would eventually start enjoying beer, if only she started drinking it. But since there are other alternatives available, she sees no point in doing it.

Even though the respondents disapprove of the term “female beer”, one of the respondents admitted that when somebody recommends a beer that generally suits women, she probably orders that beer anyways since she knows it is a taste that she normally prefers.

Most participants drank beer. One respondent who does not drink beer admitted that it is something that she wants to learn enjoying since it seems nice to have a beer once in a while. Most of the participants claim it is not their main choice of beverage. Some of them drink beer depending on who they are with. For instance, one respondent, explained a scenario where she and her boyfriend went to a pub-night with some friends who were mainly guys and just her and another girl in the group. Everyone – apart from her and the other girl, were beer drinkers, which left her with the dilemma of choosing a beer like the others or ordering something more feminine. Eventually she chose beer since it was that kind of occasion where the majority drank beer. Therefore, she considered the social context as a decisive factor when choosing to drink beer or not.

Many of the others agreed with her. She also claimed that when she is with a group of guys she feels obligated to order beer since she does not want them to feel uncomfortable with her being a girl who does not drink the same drinks as they do. However, she thinks that beer is pleasant to drink if you are at a pub, which in that case, would make it her own choice to drink beer or not. On the other hand, for another participant, she did not feel obligated to drink beer while hanging out with male friends. One of the women explained how she also choose to drink beer whether she is with beer drinkers or not. A participant described how her friend drinks beer instead of wine when she and her boyfriend are having dinner together because he prefers beer. So, instead of opening a whole bottle of wine for herself she saves it and drinks beer instead.

On which occasions the respondents usually drink beer varies. Most of them seldom buy beer from the store, they buy it at pubs, restaurants or nightclubs. One of them considered drinking beer at home as something unthinkable. For some of them, beer could be
considered as a thirst quencher you drink on a hot summer day at the beach. Some mentioned that drinking beer after a sauna is optimal compared to other alcoholic beverages. Ordering beer at restaurants depends on what type of restaurant it is, according to one of the respondents. For her it would feel inappropriate to order beer at a finer restaurant, something the others agreed with. If it is a casual place it would be more likely for her to order a beer. In that case, she would not want to buy a large pint (50 cl), but rather a beer in a smaller bottle (33 cl) because if she consumed a large glass of beer she would feel filled up. Another participant agreed, and said that it is one of the reasons why she would never drink a large pint since she would get a beer belly and leave the party instead of continuing to party.

Most participants have bought beer at least once based on recommendation from either friends, professionals or both. One of the women mentioned that when she is with friends who drink beer, she usually gets recommendations of beers she should taste. Therefore, getting recommendations is important to her. One of the other participants also considers recommendation as a decisive factor when choosing beer over other beverages. She mentions a friend of hers’ who is an enthusiast and who usually recommends beer to her. Trying different beers is, according to her, a good way of finding the beer that suits you the most. After having tried different beers for a while, it made her realize that:

*Some of the beers I drink do not even taste like beer. They can be a bit tart and taste like citrus, which I like.*

Some of the respondents are curious and sometimes ask the bartenders. They explain their preferences and let the bartenders choose for them. At the liquor store (Systembolaget), one participant either buys what she already had in mind beforehand or what a friend has recommended to her. She also felt that, although some labels might peak her interest, the recommendations made by friends were usually more important in her decision-making process. The recommendations received either at the stores or at the bars always correspond to the respondents’ preferences. If they visit Systembolaget and have trouble choosing what to buy, they feel confident asking the staff. They consider them to be very knowledgeable and service-minded. One of the respondents explained:
I usually ask, “what do you want to recommend to me?” and it always is something really good. I do not know anything about beer in that way but I find it fun to try something new.

Another way of getting opinions about a product are reviews on the Internet. While a few of the participants do not read reviews, others were actively looking for them. One of the respondents even use an application on her mobile phone to get information about wine, as that specific application only works for wine. She believes that a similar application for beer could be convenient and help potential customers to make a decision while at the store.

Overall, the majority of the participants preferred wine over other forms of alcohol. When it comes to beer, many drink light lager. Some of them also enjoy drinking IPAs, especially when they go to a bar. There was only one case where darker beers were preferred over light lagers. Another one mentioned the place she is at as a determining factor. At the bar, it usually is a light lager too. A few of the women also mentioned wheat beer to be an enjoyable beer.

The local heritage of a beer or wine had an impact on some of the participants as they were more likely to try a locally produced product from the area they visited. Another respondent mentioned Spanish wine as an example, where she believes buying a locally produced wine when visiting Spain to be special.

The participants were asked about their alcohol consumption in different settings such as, at parties, pubs, restaurants, nightclubs and holidays. When it came to parties, most of the women drank wine or some sort of spirit drink. Many of them also felt that bringing a bottle of wine was the most convenient choice since it is easy to bring just one bottle, instead of several bottles of beer in multiple bags.

When visiting pubs and bars, their choice of beverage depended on what type of place it was. One referred to certain bars located in Stockholm, where she felt that it was not worth ordering wine because of the inferior quality of these. In that case, she would order beer instead. Wine and sparkling wine were still preferable to several of the respondents, but it depended on the budget, according to a few of them. One referred to the time she
spent a year abroad and had to save money. She would then buy beer instead, which coincides with the time that she learned to drink beer. She added that the budget was a decisive factor in what to buy. The wine is also her preferred choice if the budget is not an issue.

One respondent preferred to order beer when visiting bars since she enjoys sitting and sipping on it for a while. At finer bars, specialized on cocktail and such, ordering drinks was undoubtedly the main choice, according to her. She prefers to spend the extra money on drinks at those kind of bars, since she knows that they provide a higher level of quality, rather than ordering drinks at nightclubs where they do not taste as good and are also very expensive.

At finer restaurants, they normally choose wine. When asked about what they ordered at hamburger shacks, which most of the respondents had associated with beer culture, the responses varied. For some, drinking beer with such a meal was unthinkable, and they would rather drink soda or sparkling water instead. Others thought that beer and hamburger were a perfect fit. In general, it depended on what kind of restaurant it was and what they were specialized on. One respondent is used to look at what drinks other guests in the restaurants order. Based on their choices, she would adapt to the environment by ordering the same or a similar type of beverage.

Finally, they were asked about what beverage they preferred drinking at various holidays such as Christmas, New Year’s Eve, Midsummer Eve and so on. Most of them preferred drinking beer or must (A Swedish soda similar to Coca-Cola) during Christmas and Easter. If drinking beer, light lagers are their preferable choice. The appearance of the bottles also matters when serving beer during these holidays, as it should look good on the table among the rest of the table settings, according to some of them. But most of the participants agreed that having beer on the Christmas- and Easter table was a part of the tradition, even though most of the family members normally do not drink beer. When putting beer on the table, it was important for most of them that it was beer bottles and not beer cans. Beer cans were not something that they wanted to show on the table. In that case, they would pour the beer in a glass first, and then put it on the table.
As the packaging was important for the respondents, they were asked about their preferences in packaging and design of bottles, when buying beer or other forms of alcohol at the store. Almost all participants admitted that the appearance of the bottle had an impact on their decision making. When it came to beer, there were only a few of them who usually buy it at the stores, the rest of them buy wine. One of those who buy beer, do it to surprise her boyfriend and in that case, she searches the store for a beer that is a little bit more expensive than the regular ones. It was also important for her that it was a nice bottle and not a can. Keeping the taste description visible on the label of the bottle was also important for one of the women who bought beer. As she prefers IPA, she usually looks in the IPA section of the store to be sure that she finds something that she likes. For the wine drinkers, appearance was also a key factor when looking for new wines to try, as nearly every one of them said they bought an unfamiliar wine each time they went to the store.

One participant described a particular bottle of wine she had at home that she believes has an optimal look. For her, the appearance was a crucial part of the experience. She was also strict when choosing bag-in-box wines as it had to look nice in her hand when carrying it home from the store. Some admitted that if the bottle looks appealing they will most likely approach it at the store. But as one put it:

*If it is not what I normally likes or something I know I will not like, then I will still not buy the bottle. Even though it is a nice bottle.*

Regarding the shape of the bottle, most informants believe that if the bottle - in this case the wine bottle, has a bizarre look, such as the shape of a fish for instance, they would not buy it. However, they all had different opinions about which shape looks best. One of the respondents did not like long and thin wine bottles that are typical for wines from the Alsace region in France. She also believes that the usual bottle with short neck and long body looks rather basic. The optimal wine bottle according to her has a long neck and a thicker body. Those look fancier in her opinion. Labelling in general was not really important for some of the respondents, but for whom it did, they preferred light labels over darker ones.
When it comes to beer, some believe that there are several differences in appearance of bottles and packages. According to them, most beer bottles are not considered as “clean” or good-looking. For most of them, bottles such as Peroni’s look the best. They believed the bottle to have a clean look, which made it fancy.

They dislike brown bottles and they also felt that most beer bottles have too much motives on their labels, which they considered as less appealing. Regarding the brown bottles, one of the women associate them with the types of beer she dislikes. In her case, those types of beer are IPA’s due to its strong flavors. For her, Kronenbourg 1664 Blanc has the nicest color, since it is blue. It has also the nicest shape, accompanied with Carlsberg, Heineken and Peroni. Several other agreed and thought that these types of bottles are of perfect size since you can easily hold them in your hand. One participant gave an example of a bottle that is not very ergonomic, which is Mariestads big bottle (50 cl). This particular bottle is very hard to grip since its body is very thick, in her opinion.

Concerning labelling, most respondents felt the same as with wine bottles, that clean labels, with not too many colors are preferable. One respondent felt that the many colors and motives are primarily a way to advertise the product to men, which the others agreed with. Someone did not necessarily feel that it was targeted towards men, but rather a way for the brewery to express their identity. For some, the transparent beer bottles look nice, while others felt that they are not as fancy. Some of them felt that transparent bottles are a bit boring. One respondent had spotted a beer that had a black colored bottle that she would like to try due to its appearance. It had no text on it and instead of a normal label it was only a winking face, similar to a smiley, on it. For most participants, motives of animals on a beer bottle would be appealing.

As a part of the session the participants were introduced to two short beer commercials that they had to discuss afterwards (see Figure 1 and Figure 2). The first clip was from a Peroni commercial and was presumed to be more oriented towards female consumers. The reactions from this particular clip by the respondents were that it was unclear what they were promoting at first. Several of them claimed that it initially appeared as a commercial for perfume or water. It was not until the end that it became clear to them it was a beer commercial, as the Peroni bottles appeared. One stated that she believed that the commercial exaggerated the femininity, and it was obvious that they tried to target
women specifically. Someone thought it was a good commercial since the setting of the Italian coast gave her a sense of vacation and desire to sail. It was a bit too idyllic according to one respondent, who believed that it would not be as effective in Sweden where commercials usually contain some sort of humor where companies make fun of their own brands. One participant shared a descriptive view on how she interpreted the difference in marketing towards men and women in general:

[…] Usually, when it comes to advertising targeted to women such as perfume, beer and other secondary products, it is more important to create a certain lifestyle in order to make it more attractive to women. When it comes to men, the marketers might trust them more to be interested in the beer and therefore they can be more direct with them. In this case, they do not trust the women the same way and therefore have to create a certain feeling by using more diffuse means such as freedom and joy.

The second commercial was promoting Carlsberg and was chosen since it was considered to be a commercial targeted specifically to men. All the women in the group thought it was a sexist commercial. None of the women in the clip held a beer in their hands, according their observations. They simply served the men in the room. One of them, however, did not notice it until afterwards as she had focused on counting the amount of men and women in the clip, which she believed was equally divided.

When asked about the pros and cons in both commercials, the participants believed that there should have been more women holding beers in the Carlsberg commercial. Since it was only men holding the beer, it became clear that men were the targeted consumers. It also gave the respondents the impression that Carlsberg implied that the women in the clip only had the purpose of serving the men, which made them upset. One participant had the impression that Carlsberg used the women in the commercial as a mean to create lure male consumers into believing that drinking beer will catch the female interest. Conversely, Peroni did a similar thing by targeting women and making them believe that appearance gives them confidence and appreciation. The others agreed with her even though they had not thought about it until she mentioned it.
Summing up the two commercials, they preferred Peroni over Carlsberg. None of them understood the meaning of the Carlsberg commercial since it was sexist and excluding for them as women, while they felt that the Peroni commercial conveyed a nice feeling of joy and did not exclude any gender. They also believed that the beer was presented in a way that made it look very refreshing and tempting. However, they were a bit disappointed with it since it only showed the beer for a brief second. The first part of the clip could be removed according to them, and it would have been better just focusing on the part where they drank the beer by the sea and on the boat.

Regarding marketing and commercials that should be targeted towards both genders, the participants brought up Coca-Cola as a good example of how a commercial should be. It includes both genders and all characters are active during the commercial. They also feel that Coca-Cola manage to associate their product with fun activities such as daily activities on the beach with friends or events such as concerts. One of the participants, felt that using the same concept for beer would be effective. As another one stated:

To attract women, it is not about being “relaxed and chill”, women are rather attracted by being active and participating. The type of woman who is strong is probably what attracts nowadays. [...] Imagine a female athlete climbing a mountain and putting down her flag and then opens a beer. Something like that, a tough woman.

The respondents do not think that targeting women exclusively is a good idea. There should not be any differences between female and male beer consumers and therefore making a pink beer bottle is pointless, for instance. Simply put, they believe that marketing should be gender neutral.

A few respondents felt they were most exposed on Instagram where the advertisements are sometimes hidden, meaning that is difficult to know whether it is an advertisement or simply a picture uploaded by a private user. They also felt that the influencers on Instagram had a lot of influence on them. None of the persons present in the focus group watch television anymore, and instead stream everything on the Internet. One of the participants mentioned the beer tastings as a way of advertising the products.
Everyone agreed that events would be an appealing approach to them. To engage them directly to visit beer events, the women thought that sending an invite by mail would be the most effective method. Someone even commented that offering a reduced entry fee or a free beer when handing in the invite at the entry of the event would make it more appealing to attend. In another example, beer festivals and exhibitions would need to show pictures from previous years, illustrating the division between men and women. This would be to reassure the women and show them that not only men attend the event. The women indicated that they are also more likely to attend an event knowing that other friends of theirs would show up.

For local breweries, the participants felt that organizing small events exclusively for women, to include them in the culture of beer, would be easier. It would help the women feel more secure about asking questions without fearing of being interrupted, particularly by men. Another idea was to have breweries organize events for groups of friends, as the participants considered that group activities with friends were more entertaining. Offering group offers for companies of friends was an idea brought up during the discussion.

**4.2.2. Focus group B (20/04/18)**

The second focus group (Group B) of this study took place in Stockholm at the beer café, Folk & Friends, where six women of the ages 55 to 65 participated. These women are all living and working in Stockholm, which was the main reason why the meeting took place there.

Group B was initially asked the same question as in group A; what they think about when they hear the word beer. The majority of the participants referred to beer as a thirst quencher that one drinks when it is warm outside. One participant could only think about golf when she heard the word beer, as she drinks beer after a round of golf on a hot summer day. Some referred it to nature or oceans. One respondent thought of fellowship and the sense of friendship as beer is something one consumes with others. For her, drinking beer by herself is unthinkable. She mentioned after-works as a typical example where one drink beer together.
This question led further to a discussion about their beer drinking behavior. Corona would be preferable for one respondent as it is a light lager, almost as light as a soda in her opinion. She also prefers beer after midnight, when she does not want to consume that much more alcohol. One of the women drinks mainly beer, as her body cannot handle wine that well. Another respondent explained how beer is a good alternative if one does not want to spend too much money on drinks at a bar but still wants good quality. According to her, it is safer to order a beer on tap since one can get the same type of beer almost everywhere. It is more difficult with wine, according to her, as it can sometimes be a lottery where some bars have good wines and others have undrinkable ones.

For some of them going to an after-work is not as common these days. But when they did, it was usually once a month, with both male and female colleagues. Someone, mentioned further that she did not experience any difference in choice of beverage between the men and women when they went together. They usually ordered the same type of beverage and it was mainly wine or sparkling wine. Another participant explained that at her office they always kept beer in the fridge to be able to serve clients during late afternoon meetings. She also believes that it is popular among younger colleagues to arrange spontaneous after-works at the office, where they take a beer late in the afternoon and continue working. For others, after-works were mainly an occasion to go with female friends rather than with colleagues. In that case, the company in which they were with affected what they drank. One respondent explained that if she went with her friend, who also partook in the interview, they would both drink beer since this woman preferred beer. But if she went with her sister who only drinks wine, then wine was her main choice.

After a while they were asked about the term “female beer” and if they had encountered the term before. None of them recognized it, but when they heard the term some mentioned Corona and Sol as typical female beers. One explained how she believes that most women who do not normally drink beer, usually prefer Corona. She also added that these people would not buy beer on tap but rather in smaller volumes. Another aspect according to some of the women is fear of calories in beer, where they believe that some women avoid beer to not gain weight. One of them questioned whether there is a difference in taste preferences between men and women, as she believes that the gender perspective cannot be the only explanation to why women drink less beer than men. Taste preferences particularly in alcoholic beverages, coffee, cigarettes and oysters is
something one develops over time, according to one respondent who referred to these as some typical examples. The others agreed with her and one particularly reacted when she mentioned coffee. However, another participant believes that younger women these days drink more beer than they used to do in the past. Most of the participant used to drink wine or spirits when they were younger, but one mentioned how one could buy beer in the stores and that she usually bought a six-pack of beer that she shared with a friend.

Apart from after-works, the participants discussed the different occasions when they drink beer. As one respondent described it, beer is a perfect beverage to drink when having a conversation with friends, but if she goes out for dinner she prefers to order wine. In her opinion, beer tends to inhibit the taste of the meal due to its bitterness. If she decides to have a beer with a meal, it is mainly when she eats hamburgers. Another respondent would mainly drink beer together with meals during holiday celebrations such as Christmas, Easter or Midsummer's Eve accompanied with some Swedish snaps. A few of the respondents considered drinking beer with spicy food to be a preferable alternative. One respondent prefers beer with her meals, even though she believes that a fine wine with a meal could sometimes be a better alternative. The respondent also mentioned what drinks they prefer to serve as aperitifs when they have guests over for dinner. In that case beer would not be a first-hand choice for some of them. Another participant considered beer and wine to be a better choice to serve during the meal instead of serving as aperitifs. If going out to eat dinner, one respondent described how she would look at others and what drinks they would order, and let that determine her choice.

Furthermore, the women started talking about how they perceive the beer culture today compared to the past. Looking at others before ordering what to drink is something that, one of the respondents believes was more occurring in the past, especially as a woman who wanted to order beer but did not know which one she liked.

I look back at my younger years when it was unusual that women drank beer. At that time, it was not very often you could get help. You rather sneaked up to the bar and ordered your drink, so in that case it has become much better these days since you get treated equally. It is actually a difference where you can ask your “stupid” questions.
Most of the participants believe that the approach towards female customers has improved since the past. Going back 15 years ago, one of the women went to a bar specialized in beer and got laughed at for ordering a typical beer. This behavior would not occur today, according to her, since the bartenders would rather share their knowledge instead of dragging others down. However, one respondent still believes that when she visits certain beer pubs, she gets unwanted lectures about the beer she ordered, which she thinks is quite annoying.

During the conversation about the differences between the past and present, one of the respondent noticed that one of them had a box of snuffles on the table, which reminded her of how they used to make pink colored snuffle boxes to attract female consumers. This observation lead to the discussion about different ways of packaging and labeling beer. According to several of them, smaller bottles (33 cl) were preferable to larger ones (50 cl) and some also claimed that transparent bottles would be preferable since you could see the color of the beverage. They also believe that light labels with red and gold text gave a premium image of the product. When these characteristics were mentioned one of them thought of a typical Swedish beer who launched a new type of bottle apart from its regular bottle which was more appealing. The new bottle had the shape of an old medicine bottle and had transparent glass. The label was light and had red and gold colored letters on it. This seemed like a typical marketing attempt to reach younger consumers and also women according to one of the respondents. According to one woman, some beer labels and names were not very appealing to her and she mentioned the beer “Piston Head” as an example. Some of them agreed with her, while another participant did not mind such labels. However, she could react differently towards men who bought beers with odd packaging or labels.

To determine what mattered most in the appearance of the bottle, some said that the shape was more important and that bottles of 33 cl with long neck and thin body were of perfect size. Although glass bottles were preferable to cans, some admitted that it was less convenient with glass bottles. For one woman, different labels and bottles was something she likes, since she normally buys several different beers and put them together on the dinner table. But she would rather choose her beer according to the volume of alcohol since she does not want it to be too high.
After half the session, the group was introduced to the two beer commercials by Peroni and Carlsberg. After watching the two clips the group members started discussing their thoughts about the two commercials. Most of them reacted on the Carlsberg commercial, as they believed that it was mainly oriented towards men. This opinion became clear when they noticed that one of the women in the commercial brought a beer to one of the men and not to herself. One of them did not think about that particular detail, she thought primarily on the division of men and women and men, which was equal in her opinion.

The first commercial, by Peroni, was more appealing to some of the women. The respondents thought that it had an exclusive feeling. One respondent does not normally like Peroni, but since it is Italian, which becomes clear in the commercial, it is a bit special according to her. Her impression of the clip was that life is easy, beautiful and nice, something the marketers tries to express to the audience.

Comparing the two clips, some liked the Carlsberg commercial due to its brand and was therefore not influenced by the commercial itself. Another participant felt the same way. She believes the product speaks for itself, which is why she does not care about commercials. The Carlsberg commercial was regarded as very old fashioned to some. They state however, that even though they liked the Peroni commercial more, they felt that it was obvious that the marketers tried to target women by creating a sense of “dreams come true”, which one of the respondents claimed to be a common misconception when marketing towards women. The Peroni commercial gave an overall impression of high life quality and comfort, but Carlsberg managed to make the product more appealing. One liked Carlsberg more since they served the beer in a glass, which she prefers over glass bottle. Another thought it took too long to realize that the Peroni commercial was marketing beer, although she preferred that clip over Carlsberg.

The respondents were asked about how they discover new brands of alcoholic beverages, mainly beer and wine. They were asked whether the appearance caught their interest or if it was recommendations that made them buy a particular beer or wine. The vast majority was mainly influenced by recommendations from either staff at the stores or by friends. One of them thought that the label accompanied with its local origin was most appealing to her, especially if it was a locally produced beer. Another participant had a similar way of thinking as she preferred to buy beer from unexpected parts of the world. She also
prefers beers that are hand-crafted or labeled as hand-crafted. Those who chose according to recommendations were mainly relying on friends or relatives sharing their opinions about beverages they like. Some participants mentioned a TV-program broadcasted Friday mornings where they held wine and beer tastings with experts recommending a new product each week. They would watch the program and write down the recommendations of the week. Reading reviews in newspapers was also an influential factor for some of the respondents.

By the end of the group session the participants were asked about what marketing channels they felt most exposed to. Some considered television as the main marketing channel but most of them considered social media and the Internet as a main channel. For one of them podcast was the main channel since she often listens to different ones. When asked about how they would like to get approached by brewers or distributors, they considered various events where they could try beer. According to one participant, the current beer events such as exhibitions, were located in areas that made it hard for her to visit. She also thought that these exhibitions were too big and that it would be much more interesting if these expeditions were specialized on some particular beers from a certain region or country instead. Some of the others thought it was a good idea since they believe that it is impossible to separate the different types of beer if they are all presented at one single event.

If there were special events where they could learn more and better understand the process behind the product, it would make it easier, to try to learn to like beer instead of just saying they do not like it. A perfect event would be to invite guests to a restaurant and arrange a tasting along with some food or snacks, while showing the bottles. One respondent explained that she attended a similar event but with other types of alcohol, which was very successful since people took pictures of the bottles they liked. One women also considered special events exclusively for women as something she would be interested in if she was invited to an event. Overall, they believed that the best way to get these invitations was through social media.

Before ending the session, the participants had the chance to have their final say. For some of them making obvious marketing attempts, especially regarding micro-brewed beer, would not be as appealing to them. They believe that limited distribution and
discrete marketing efforts would make the beer feel more exclusive and interesting for them as consumers. One of the respondents referred to a marketing effort made by one of the largest Swedish breweries. They launched a premium beer which was available exclusively at different restaurants in Stockholm during 1980’s and 1990’s. This particular beer had also white colored label with red and gold colored letters, which made it exclusive according to them. This method was according to them a good way of catching their interest for such a product.
5. Analysis

5.1. General discussion

Generally, the respondents did not drink beer very often, especially the younger participants. It was primarily the older respondents that had an interest in beer apart from the initiative takers. This is interesting since many of the older participants believe that it is mainly younger women who enjoy beer. Many still believe that beer is a gender-coded beverage, especially among younger respondents, who see beer as a manly drink. Several of those who drink beer normally do so when accompanied with male friends or relatives. The few times they purchase beer at the store is usually for their boyfriends or husbands. Both FemAle and Lise Ljungman see a change in the beer industry. While they also believe that beer is still gender-coded, they notice that breweries are becoming aware of the issue. The example of breweries partnering up with FemAle for events shows a positive evolution in the attitude of producers. The older participants were as concerned of the issue as the younger ones. As women of their generation have been fighting for fundamental rights such as social and economic equality between genders (Kraft & Weber, 2012), the issue of breweries targeting men might not be a significant concern to them.

Many thought that learning to like beer could only be achieved by trying various types of beer. Some respondents drew a parallel with coffee as something to get used to. According to FemAle and Lise, the first step is to start tasting beer, which will eventually lead to finding a beer in accordance with individual preferences. Sigfridsson (2005) argues that enjoying alcohol and coffee is about learning and the social context a person finds his – or herself in. Most of the respondents had for beer reference light lagers, and only drink light beers such as Corona and Peroni. That is one of the main problems brought up by FemAle and Lise, who explained that women have not yet realized that there are multiple types of beer to choose from. The initiative takers are trying to change that view through their different events.

To make beer appealing to women, companies think that feminizing specific beers is the solution (Darwin, 2018). However, this belief was rejected by the majority of the
participants of the study, mainly the younger ones. Their response to the words female beer was very negative, as they considered it to be wrong to adapt a certain beer for women. Something that both FemAle and Lise Ljungman mentioned during the interviews, as they too viewed it to be the wrong approach to attract women. This feminization strategy used by some breweries comes from a belief in society that women are less likely to enjoy bitter beers (Darwin, 2018). FemAle made it clear what they thought of these types of beer when they brewed the beer *What a woman really wants* as a protest to the feminization of beer.

On the other hand, the older respondents did not care that much about the term. Some of them even questioned if the reason why women drink less beer than men was due to biological reasons such as different taste preferences between men and women. This statement was something both Lise Ljungman and FemAle considered to be a common misconception, as they believe that taste preference solely is individual. This has been studied by Fema (2017), who identifies three types of individual tasting capabilities, where some individuals are less sensitive to different flavors and some are very sensitive to various flavors, such as sweetness and bitterness.

However, other researchers have found that women are more likely than men to possess higher tasting and smelling capabilities (Dalton, Doolittle & Breslin, 2002; Duffy, Peterson & Bartoshuk, 2004). This could explain the reason for some of the women not wanting to try beer. The term low-calories was mainly brought up by the older respondents. As mentioned by Isabella Ankarberg, her mother avoids drinking beer since she believes it contains more calories than other alcoholic beverages. However, she argued that beer having more calories than wine was a misconception that many consumers have.

There were two contexts where the respondents would either drink or buy beer. When it comes to drinking beer, many of the respondents associated it with warm weather, and considered beer to be a good thirst quenching beverage when doing outdoor activities during the summer. Some participants consume beer in the company of friends who enjoy it as well. In both focus groups, holidays such as Christmas, Easter and Midsummer are considered as occasions when beer should be served with the meals, regardless if you drink beer or not. Apart from these holidays, the respondents of the focus groups
considered beer to be preferable when visiting a hamburger shack. The older respondents even considered beer to be the main choice when eating spicy food.

The respondents from FemAle believe that the combination of food and beer would be a great way of introducing beer for new beginners, particularly amongst more mature female consumers. According to Isabella Ankarberg and Lise Ljungman consumers are not yet ready to be introduced to the pairing of food and beer. Instead, they believe that consumers choose to drink their favorite beer regardless of the meal they are having. Additionally, the respondents considered wine to be the most suitable option when visiting finer restaurants. The few occasions mentioned by the respondents confirm the possibility of consumers not being ready to experiment further with food and beer.

Regarding the second context, buying beer and where, the young respondents mainly do so at pubs and nightclubs. Many of them seldom buy beer at the store. The older respondents are mainly buying beer for their partners, which some of the younger respondents also do. Isabella Ankarberg do not buy beer from the store either. She mainly drinks beer when going out to a pub or a nightclub, just like the young respondents. The members from FemAle and Lise Ljungman, on the other hand, buy beer at the store.

The responses after showing the advertisement from two different producers varied between the groups. The younger participants did not respond as expected to the first commercial (Peroni). Even though they liked the first one more than the second (Carlsberg), they felt that the product was visible for a too short period of time. Additionally, they felt that the focus on women was too exaggerated as they played with feelings of freedom and luxury to convince the female audience. The other focus group had different opinions. While they enjoyed the Peroni commercial, they too felt that marketers usually misunderstand what women want in advertisement. This is what Darwin (2018) refers as feminized marketing, which is often being rejected by women.

The Carlsberg commercial received many negative comments for exclusively targeting men. However, both focus groups felt that the advertisement presented the beer in a more appealing way than Peroni did. Many of the participants of the first focus group had acknowledged the detail about how women in the Carlsberg commercial served the men, which upset them. In the other group, this was not deemed as relevant to some, since they
mainly focused on the association they have with the brand. Previous studies have shown that having consumers buy beer brands other than their favorite one can prove to be difficult, as companies have extensively branded their beers (Vrontis, 1998). The fact that some respondents do not pay attention to the negative comments about the Carlsberg commercial could also be explained by Wilson, Giebelhausen & Brady’s (2017) theory. The authors argue that consumers who are highly connected to a brand will not change their opinions about that said brand and will instead try to defend it.

The discussion of the two commercials resulted in some suggestions of improvements. What the younger respondents expect in a commercial targeting women is a strong woman being physically and socially active in the commercial. Greenberg (2012) claims that women of millennial generation are more likely to appreciate these kinds of situations. He states further that millennial women want to be a part of contexts that involve happiness and positive energy.

### 5.2. Packaging and labels

The observations made during the two focus groups show that the respondents take a particular interest in details, something that Isabella Ankarberg noticed was common amongst women. According to the responses from both focus groups, the preferable packaging of beer is a 33cl glass bottle, due to the convenience of holding such a bottle. This particular size contains, according to the respondents, the perfect amount of beer in a bottle since they did not like to consume too much at once. The preference of color on the bottle varied between the two focus groups. Some of the younger respondents considered the appearance of the green Peroni bottle to be the most appealing. The same participants thought that brown bottles were not appealing. For Sara (1990), Budelmann, Kim & Wozniak (2010), selecting the wrong colors can have negative effects on sales. Breweries should therefore be careful when choosing the colors of bottles and labels. Others, from both groups, find that transparent bottles look best since the color of the content is visible.
Regarding labels, both groups were united in stating that the label should be light colored and have a clean looking appearance. In western countries, the color white usually represents purity and cleanliness (See appendix 1). While the respondents did not mention white specifically, Blythe’s (2003) definition indicates a preference in white labels. Some of the young respondents find it amusing if there is an animal on the beer label. The older respondents prefer a premium look where the letters of the text on the label are colored in red and gold. This coincides with Kauppinen-Rääsänen & Luomala’s (2010) findings about the color red being warm and vivid, and drawing the consumers’ attention. Furthermore, the color gold, together with black, is usually associated with premium products (See appendix 1). It gives a certain exclusivity to the products in question (Blythe, 2003). The association of colors and premium made by the respondents supports the theories of Kauppinen-Rääsänen & Luomala (2010), suggesting that the consumers will experience attributes like quality and trustworthiness through the colors of packaging. Some participants in both groups would be interested in a beer if the label and the name of the beer had a local connection with their geographical position. This is a common marketing tool, according to Lise Ljungman, who explained that many breweries, including New Carnegie Brewery, use their local identity when naming their beers.

5.3. Decision-making process

The results in this study show that both packaging and recommendations influence the respondents’ purchase decision-making. The respondents of this study rely more on recommendations from friends and family when deciding what to buy. However, the appearance of a product also draws their attention, even though they might decide not to buy it. According to the members from FemAle, the purchase decision-making does not take place at the store, but instead happens much earlier when one has tasted different kinds of beer. This could be referred as a top-down, low-involvement decision-making process, where the consumer has already formed an opinion and is not looking for alternatives (Chandon et al., 2009). As the consumer already knows his or her preferred taste of beer, the consumer’s attention will be focused on beers of similar tastes. In this study, based on recommendations, most of the participants would enter the store knowing what to look for. If uncertain, they would ask the staff for further information.
As mentioned above, packaging and labels also play an important part in the decision-making process of a consumer. A few respondents admitted that the appearance of the beer might peak their interest and was an important factor in their decision-making process, but not decisive. Barber, Almanza & Donovan (2006) found that the image and colors of the front label were deemed to be important elements in the women’s purchase decision. Although their study was based on bottles of wine, the attraction of women for labels could be applied to beer bottles as well. Consumers basing their beer-purchase choices on packaging and labels describes a bottom-up, low-involvement decision-making process. In this situation, the consumers’ attention is driven by stimuli identified at the point-of-purchase (Chandon et al., 2009), leading to an instant or potential purchase in the future.

5.4. Word-of-Mouth

According to many of the respondents, getting recommendations from friends, family or professionals was a decisive factor when buying or ordering beer. The term recommendation can be associated with word-of-mouth, which Fill (2011) defines as an informal exchange of information about a product between two individuals. Furthermore, Weiss (2014) states that word-of-mouth is one of the most effective marketing tools, which the results of this study support. Internet reviews were also considered a popular source of information that many of the respondents relied on, as they could get access to recommendations from others. Influence Central’s (2016) study showed that women rely on social media before making a purchase decision. Further, millennials were brought up in an internet based society (Kotler, Armstrong & Parment, 2013), and process information coming mainly from the Internet (Kraft & Weber, 2012). The responses collected from the younger respondents supported those theories, as most of them read reviews on the Internet or used certain applications on their phones that rate beverages based on previous reviews. Therefore, the results suggest that eWoM plays an important part in the decision-making process of younger consumers.

The older respondents mentioned reviews in newspapers and morning TV-shows to be sources of recommendations. Otherwise, the majority uses similar applications as the
younger respondents. Kraft and Weber (2012) stated that traditional WoM was no longer effective to reach women. While it is true for most of the respondents, some of the older generation continue to rely on messages watched on television. As mentioned by Lise Ljungman, talking about a specific beer during a beer tasting will result in a future purchase of that particular product. However, previous studies have shown that millennials are more skeptical towards the distributor of messages (Elmgart & Bloch, 2017). Thus, a millennial might consider such a recommendation to be biased and reject it instead, while a baby boomer might accept it. Millennial consumers might be more open to associations such as FemAle, where the recommendations come from other consumers.

As eWoM has the ability to reach a larger crowd than traditional WoM (Kim, Kandampully & Bilgihan, 2017), the use of influencers might be an effective way to reach millennials. Many of the younger respondents follow influencers on social media, and listen with great attention to their advice. Influencers are opinion leaders who are receptive to new ideas, buy and test products before others (Bao & Chang, 2014). Companies should establish strategies based on prompted WoM by giving information to opinion leaders. They will in turn process the information and form opinions that will be spread to other consumers (Fill, 2011). What should be avoided by companies is to offer rewards to influencers. Managed WoM can damage the credibility of the influencers among consumers (Fill, 2011). Amongst the young respondents, it was difficult to separate these two forms of WoM. If an influencer post a picture while mentioning a product, they sometimes felt uncertain whether it was an advertisement or not. Cramer (2015) argues that word-of-mouth should be earned rather than bought. To reach the younger audience, the prompted WoM is more adequate, as millennials appreciate messages that are authentic and real (Kraft & Weber, 2012; Elmgart & Bloch, 2017).

5.5. Communication channels

The women of this study considered events to be the most appealing way to be reached by the breweries. They mentioned beer tastings, and specifically female beer tastings to make them more interested in trying different beers. At the moment, the perception of the traditional beer exhibitions is too male oriented. The members of FemAle gave an
example of how the organizers lack to fulfill the expectations of female visitors as there are usually less bathrooms for women at these events. This was also mentioned by the younger respondents who felt uncertain whether to visit such an event unless the organizer could convince them that the audience was not primarily male visitors. If attending such an event, the respondents wanted to do so in the company of friends. They would also appreciate a formal invite, which gives an idea of what the event will be like (Kuriakose, 2015). The respondents also suggested to add an exclusive offer, such as reduced entry fee, together with the invitation. As millennial women are more keen to save money (Kraft & Weber, 2012) and are more likely to possess loyalty cards (Krajevic & Filipovic, 2017), the answers of the young respondents tend to confirm these theories.

The older participants felt that the beer festivals were usually too big and too far away from where they live. Their suggestion was to make small local events, showing beers from specific regions or of particular tastes. These events could take place at a local restaurant, where visitors were invited to taste various products along with some snacks. At such an event, they considered the visibility of the bottle to be easier to detect. If one finds a preferable bottle, the visitor could easily take a picture of it and keep as a reference in case of a future purchase. Woojin, Tyrrell & Erdem (2013) state that pictures and videos posted on social networks after an event can have tremendous effects on the company organizing it. If the consumers have had a positive experience during the event, the responses can help promoting future events. A beer event exclusively for women would make the older respondents significantly more interested in participating as well.

Lise and FemAle’s initiatives to invite women to exclusive events cohere with the expectations of the women in both focus groups. The originality of those events is appealing to women, and gives a positive image of the event (Leischnig, Schwertfeger & Geigenmüller, 2011; in Alan, Kabadayi & Köksal, 2017). Further, based on the respondents’ answers, such an event is relevant to promote beer to women. It also fulfills the event inventiveness and appropriateness since there has not been any similar types of events up until now (Alan, Kabadayi & Köksal, 2017).
6. Conclusion

6.1. What impact does packaging and labeling have on women’s purchase decision?

The results showed that packaging and labeling influence a woman’s purchase decision. The appearance of a beer draws the attention of the consumers and gives a sense of quality to the product. However, it is not a determining factor, as recommendations from friends or family weigh heavier on the final purchase decision. The findings further present that, while the consumers might find a beer appealing based on its packaging, if it is not in accordance to the consumers’ preferences in taste, they will not pursue the purchase.

6.2. What are the most efficient communication channels to reach women?

The study showed that women rely primarily on communication through word-of-mouth (WoM). This communication channel was found to be the most trustworthy among the consumers, since the information is distributed between consumers and not from a business to consumers. Beside reading reviews on the Internet, the younger respondents also follow opinion leaders on social media, also called influencers, and are seen as the current trend setters in society. Their opinions are relevant to the followers, who share the same values and support their lifestyles. With that in mind, social media are also important communication platforms on which younger respondents are best reached. Apart from recommendations, the respondents would take an interest for a product such as beer if it was put in a context where one could associate it with an amusing activity, such as an event. Thus, event marketing was deemed to be an attractive communication channel as the consumer could get access to the product and experience it in person.
6.3. What strategies can be implemented by breweries and distributors to increase the interest in beer amongst women?

Increasing the interest in beer among women is possible. It requires a combination of different marketing implementations to be as effective as possible. What this study has shown is that arranging events exclusively for women makes it more appealing for them to participate. This can be done in two different ways. One approach is that the breweries organize the events themselves. This approach coheres with Lise Ljungman’s initiative at the New Carnegie Brewery. While commercial, the initiative of inviting women to taste beer has been positively received. It gives the opportunity for a brewery to talk about their beers and allow the consumers to find their preferred beer at the event. If successful, the visitors are likely to spread positive comments about the products and the brewery. Further, they will remember the beers they enjoyed the next time they visit the store. As it was described in the discussion, basing the purchase-decision on previous experiences and knowledge is referred as the top-down, low-involvement approach. One possible obstacle to this approach is reaching Millennials. As it has been mentioned throughout this report, these consumers are skeptical towards direct commercial activities and messages.

To avoid this obstacle, the second approach suggests breweries to sponsor an event. Taking FemAle and their partnership with breweries as an example, sponsoring events organized by FemAle as opinion leaders within the beer community will bring a positive image of the brewery supporting the cause of the organizer. Being associated to the opinion leader and the experience of the event, the visitors will lead to them talking positively on social media. Thereon, positive WoM will be spread amongst the female followers, possibility increasing their interest for the brewery’s beers. Similarly to the first approach, the followers receiving the positive WoM will be looking for the brewery’s beers when visiting the store (a top-down, low-involvement decision making process) and buy it.
7. Further studies

In this paper, several examples of how women can be reached as existing and potential consumers have been pointed out. As the aim in this case was to seek explanations by women regarding their attitudes towards beer, a relatively small amount of participants was selected. Thus, the results cannot be generalized as these attitudes are not representative of all women. To obtain a broader perspective, it is suggested to perform a quantitative study based on the findings of this report. A quantitative study would also allow to find other ways to reach women. Furthermore, the respondents in this study consisted mainly of highly educated women. Studying women with other social backgrounds could provide a wider perspective on female attitudes towards beer.
8. References


9. Appendix

Appendix 1 – Colors and their characteristics (Blythe, 2003)

<table>
<thead>
<tr>
<th>Color</th>
<th>Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow</td>
<td>A strong attention getter, often symbolising summer. As a background for black print, it is eye-catching and makes the print easier to read, but may look cheap and cheerful.</td>
</tr>
<tr>
<td>Orange</td>
<td>Tends to be a sociable colour, but is usually used mainly for products which contain oranges. Some products (and many signs) use dagger orange as an attention getter; in the UK, Radiant washing powder is a prime example.</td>
</tr>
<tr>
<td>Red</td>
<td>Usually the first colour anyone thinks of, red is the prime attention getter. It is widely used in packaging, denoting warmth and a premium product.</td>
</tr>
<tr>
<td>Purple</td>
<td>Formerly associated with royalty, purple still has an upmarket image. It is the most expensive colour to produce, and has poor resistance to fading.</td>
</tr>
<tr>
<td>Blue</td>
<td>Very few foods are blue, so this colour is not usually associated with food packaging. It is commonly used to indicate cleanliness or cleanliness, so it is evident on packages of antiseptic and on cleaning materials.</td>
</tr>
<tr>
<td>Green</td>
<td>The rise in environmentalism has led to a consequent rise in the use of green (natural) packaging. Green has a “natural” image, and is often used to denote spring; it is, of course, the national colour of Ireland and some states in the USA, and is often used to denote freshness in some products, for example Irish Spring deodorant, which is an American product, and to Americans it can denote money, since dollar bills are green on the back.</td>
</tr>
<tr>
<td>Pink or magenta</td>
<td>Formerly very much a “girly” colour, pink has been widely used on cosmetics. More recently it has been used for baby products, and for some categories of household goods.</td>
</tr>
<tr>
<td>White</td>
<td>Purity and cleanliness in most European countries and the USA, but has connections with death in Japan, where it is the colour of mourning.</td>
</tr>
<tr>
<td>Brown</td>
<td>In food containers, brown usually indicates strong flavours such as pickles and sauces. For gardening products, it conveys a rich earthiness.</td>
</tr>
<tr>
<td>Black</td>
<td>Often used with gold to give an impression of exclusivity (and premium price). Otherwise it tends to be associated with death.</td>
</tr>
</tbody>
</table>

Appendix 2 – Effects of graphics on consumer perceptions (Blythe, 2003)

Table 7.3 Effects of graphics on consumer perceptions

<table>
<thead>
<tr>
<th>Effect</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reinforce brand name or image</td>
<td>The colours used on the pack, and the wording of the pack, will reinforce the image. For example, old-fashioned writing will reinforce the “traditionally made” image of a can of ginger beer.</td>
</tr>
<tr>
<td>Attracts attention</td>
<td>An eye-catching graphic will make the product stand out; care should be taken that the image used for catching the eye is consistent with the image of the product.</td>
</tr>
<tr>
<td>Adds aesthetic quality</td>
<td>Some packages are so attractive people keep them and use them as containers; this was the original idea behind putting landscapes on the tops of mile-end tins.</td>
</tr>
<tr>
<td>Trigger lifestyle aspirations</td>
<td>Pictures on the package can show the product being used by attractive people, or can show attractive situations; mountain scenery, beaches, or luxurious homes have all been used for this purpose.</td>
</tr>
<tr>
<td>Add value</td>
<td>Christmas packs of children’s sweets often have a game or puzzle printed on the back; jars of marmalade sold in France often have cartoon heroes printed on them so that they can be used as children’s drinking glasses; boxes of matches have puzzles or quiz questions printed on them. All these pack designs make the product worth more to the consumer without adding significantly to the cost of production.</td>
</tr>
<tr>
<td>Can incorporate cues and symbols</td>
<td>A wooden spoon on a pack of cooking fat can invest the product with the traditional reliability of an established kitchen (Potter 1973). Horizontal lines on packages suggest robustness and quiet, vertical lines denote strength and confidence, and slanted lines suggest upward movement (left to right) for Western cultures, right to left for Arabic and some Oriental cultures, due to the direction of writing script). Rounded lines suggest femininity; sharp, angular lines suggest masculinity.</td>
</tr>
<tr>
<td>Can encourage people to touch the pack</td>
<td>Yves Rocher aromatherapy oils have the letters running round the pack so that customers have to pick up the pack to read the writing.</td>
</tr>
</tbody>
</table>
Appendix 3 – Questions to FemAle

Bakgrund

- Berätta lite om er själva, er bakgrund, ... Vad höll ni på med innan föreningen grundades?

Föreningen

- Hur fick ni idéen att starta föreningen (FemAle)? Berätta gärna lite om föreningens historia fram tills idag!
- Ni bryggde en öl 2015 på Oceanbryggeriet. Vilka kommentarer har ni fått om ölen?
- Kan ni berätta om hur era ölprovningar går till? Hur introducerar ni öl till nybörjare?
- Förra året blev föreningen offentlig och nu har en styrelse tillsats, vad är nästa steg i utvecklingen? Vad är ert långsiktiga mål?

Ölintresset

- När föddes intresset för öl?
- Vilka sorts öl gillar ni att dricka nu för tiden? Hur har era preferenser förändrats sedan ni först började att dricka öl?
- I vilka sammanhang konsumerar ni öl?

Kvinnors attityd till öl

- Hur ser er bild av öl ut i dagsläget?
- (Fundera på vad vi vill ha ut med frågan) Hur uppfattar ni att genusperspektivet för öl ser ut i dagsläget? Vad tror ni är anledningen till detta?
- Tror ni att det fortfarande är många kvinnor som inte vågar smaka öl? Hur kommer det sig tror ni?
- När ni vill prova på en ny öl, vilka variabler påverkar era köpbeslut?

Förväntningar angående leverantörer och distributörer

- Vad tycker ni att bryggerier och krogägare borde göra för att öka intresset för öl hos kvinnor?
Appendix 4 – Questions to Isabella Ankarberg

Bakgrund
- Berätta lite om din bakgrund, hur länge har du jobbat här?

Ölintresset
- Dricker du själv öl? Om ja, när började du dricka öl?
- Vilka sorts öl gillar du att dricka?
- Har dina preferenser förändrats med tiden?
- I vilka sammanhang dricker du öl?

Kvinnors attityd till öl
- Hur ser ölkulturen i Sverige ut i dagsläget enligt din mening?
- Har det skett några speciella förändringar under de senaste åren som du har lagt märke till?
- Kan du nämna tre förändringar som har skett under de senaste 10-15 åren?
- Anser du att öl fortfarande är en könskodad dryck? Vad tror du är anledningen till detta?

Framtidsutsikter
- Tror du att kommunikationen till konsumenterna kommer att ändras de kommande åren, nu när alltfler kvinnor har fått upp ögonen för öl? Hur tror du att det kommer att ändras?
- Om du tittar framåt, vilka trender tror du kommer att uppstå? Vilka trender kommer vi att se?
Appendix 5 – Questions to Lise Ljungman

Bakgrund
- Berätta lite om din bakgrund, hur länge har du jobbat på Nya Carnegiebryggeriet?

Ölprovningar endast för kvinnor
- Hur uppkom idén att ha ölprovningar endast för kvinnor? Var det ditt eget initiativ eller var ett gemensamt beslut inom bryggeriet?
- Hur går dina ölprovningar till i allmänhet? Har du märkt några skillnader mellan vanliga ölprovningar och ölprovningar för endast kvinnor? Om ja, vilka är de?
- Hur introducerar du öl för nybörjare?
- Vilken återkoppling har du fått för initiativet?

Nya Carnegiebryggeriet
- Har dessa ölprovningar för kvinnor haft någon betydelse för er marknadsföringsstrategi?
- Segmenterar ni er marknadsföring? Hur?
- Organiserar ni andra slags evenemang för att engagera fler kvinnor? Quiz, öl-och matkombinationer, testa på att brygga öl etc.

Ölintresset
- Dricker du själv öl? Om ja, när började du dricka öl?
- Vilka sorts öl gillar du att dricka?
- Har dina preferenser förändrats med tiden?
- I vilka sammanhang dricker du öl?

Kvinnors attitude till öl
- Hur ser ölkulturen i Sverige ut i dagsläget enligt din mening?
- Har det skett några speciella förändringar under de senaste åren som du har lagt märke till? Kan du nämna tre förändringar som har skett under de senaste 10-15 åren?
- Anser du att öl fortfarande är en könskodad dryck? Vad tror du är anledningen till detta?
• Vad tycker du i allmänhet att andra bryggerier och krogar borde göra för att få fler kvinnor att bli intresserade av öl?

Framtidsutsikter
• Tror du att kommunikationen till konsumenterna kommer att ändras de kommande åren, nu när alltfler kvinnor har fått upp ögonen för öl? Hur tror du att det kommer att ändras?
• Om du tittar framåt, vilka trender tror du kommer att uppstå? Vilka trender kommer vi att se?

Appendix 6 – Questions to both focus groups
• Vad tänker ni på när ni hör ordet öl?
• I vilka sammanhang konsumerar ni öl respektive andra alkoholhaltiga drycker (Fest, högtider, restaurang, bar eller annat)?
• Efter klippen: Vilka kanaler är ni mest exponerad för när det kommer till marknadsföring?
• Hur skulle ni vilja att ölen ser ut i form av förpackning, smak och marknadsföring?
• Vilka kommunikationskanaler är ni mest exponerade för (TV, Internet, radio osv.)?