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Do situational factors impact alcoholic beverage choice

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Abstract
Alcohol consumption, primarily spirits, wine, hard seltzers and beer, is consumed for multiple reasons, including enjoyment, refreshment, socialization, and relaxation. This study was developed to understand the various activities' impact on the type or choice of alcohol being consumed. This study was conducted to reveal that situations and social settings affect what people choose to consume, and was an attempt to understand influential factors in consumer alcohol decisions. This observational research, conducted through a consumer survey, showed strong correlational relationships between social situations and types of alcohol. This study helps speculate different circumstances and the strong correlation between variables and beverage, and can help marketers in focusing their message around occasions in order to further drive sales of their type of alcoholic beverage.

Keywords: Alcoholic beverages, food marketing, consumer decision factors, situational influences, beer, wine, hard seltzers, spirits

Introduction
The importance of being able to tailor alcoholic beverage marketing messages to the appropriate target market takes on even more complexity when faced with understanding the intended use of those beverages. As consumers shift, do their alcoholic beverage choices shift? And, if so, what can marketers do to reach these consumers and maximize their advertising funds?

Lara Agnoli and colleagues performed a study which analyzed generation Y's choices concerning the consumption of wine and other alcoholic drinks by examining different consumption situations (Agnoli, Begalli, & Capitello, 2011) [1]. The study analyzes the role of consumption situations in driving behavior choices towards alcoholic beverages and was based on four consumption situations: at bars, discos (clubs), home, and restaurants. Agnoli and colleagues found that there was an awareness of distinctive functions for different alcoholic beverages in differing situations, as well as that the type of company one chooses to keep influences alcoholic beverage choice among Generation Y (Ibid.). Wine was found to be the preferred drink in situations of conviviality or hospitality, while beer and wine were found to compete as the alcoholic beverage of choice in restaurants. Spirits were found to supply the greatest measure of utility and constitute a more satisfying choice when at clubs. In bars and pubs Generation Y express a predilection for aperitifs, but the differences in their willingness to pay for different types of alcoholic beverages show their preferences here are less pronounced than they are elsewhere, leading to a variety of different choices. Agnoli and colleagues revealed six marketing topics as most important for the promotion of alcoholic beverages: group dynamics, consumption locations, traditionally trendy value, willingness to pay, and consumption education and pleasure perception (Ibid.).

The article titled, "Social Influences on Young Adults' Alcohol Consumption: Norms, Modeling, Pressure, Socializing, and Conformity" by Ton Oostveen, Ronald Knibbe, and Hein De Vries explains how social influences relate to how people between the ages of 15-24 drink in public on the weekends (Oostveen, Knibbe, & De Vries, 1996) [10]. Often, when people engage in drinking when they are out, it is due to situational effects. As stated by Oostveen, Knibbe and Vries, these social effects can include the "importance of socializing and the pressure that can come from drinking in a group" (Ibid.). Before gathering the results, they had a theory that situational factors explained the variance in levels of drinking. They theorized the variances would have a greater effect than the variables that indicate how people react to social norms in different situations. For this study, a stepwise regression

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analysis was run to compare the variances. The results showed that there was a total variance of 25%, explaining social norms. The largest group that demonstrated social norms was family and friends, which accounted for 15% of the total. The importance of socializing during a drinking situation ranked second at 7% of the total. Modeling ranked third at 2% of the total, and lastly group size accounted for 1% of the total (Ibid.). These results showed cognitive factors and a situational factors have a positive relationship, which demonstrates how often people drink in public. However, social influences were a variable that had a weak relationship and is insignificant to the results (Ibid.).

A study done by Catalina Chivu-Draghia and Arina Oana Antone showing the relationship between different generations and alcoholic beverage choice based on situational factors was conducted in 2016 and published in the *Management Journal* (2016). This study focused on Millennials (born between 1981 and 1996) and Generation X (born between 1961 and 1981) (Draghia & Antone, 2016) [3]. The survey asked 91 respondents aged 18 to 50 years old what beverage they consume depending on their preferences, motivations and occasions. One of the main alcoholic beverages that was being researched was wine and its relationship with younger generations. After the results were sorted, they found that consumption for Millennials occurred usually outside of their homes. The specific demographic characteristics of the sample are shown in figure 1 (Ibid.). Where Millennials were consuming alcohol, they stated that wine was not offered or an option at the establishment. Some who stated this said that they would have consumed wine if it was offered at the place they were consuming alcohol (Ibid.).

Gender	Female	57%
	Male	43%
Age category	18-24	13%
	25-35	66%
	36-50	21%
Social status	Single	49%
	Married with children	30%
	Married without children	18%
	Divorced	2%
	Widow	1%
Highest level of education completed	High School	14%
	Bachelor degree	59%
	Postgraduate degree	26%

Fig 1: Demographic Characteristics

According to Draghia and Antone (2016) [3], Millennials associated drinking with socializing. There was a strong motivation to drink, because of the enjoyment that comes from consuming with friends and family. According to the article, Millennials also said wine was a sophisticated beverage for "special occasions" and frequently used because of the lower alcohol content (Draghia & Antone, 2016) [3]. Figure 2 shows the preferred occasions of consumption for alcoholic beverages for both millennials and generation X (Ibid.). Younger generations seemed to be more inclined to drink at bars and clubs compared to ages 36-50. As you can see in the graph, older generations preferred to drink in more casual social settings such as with

family, with a significant other, or during the day compared to night time. From this study we can see that age is a major factor in the social setting where a person is consuming alcohol (Ibid.).
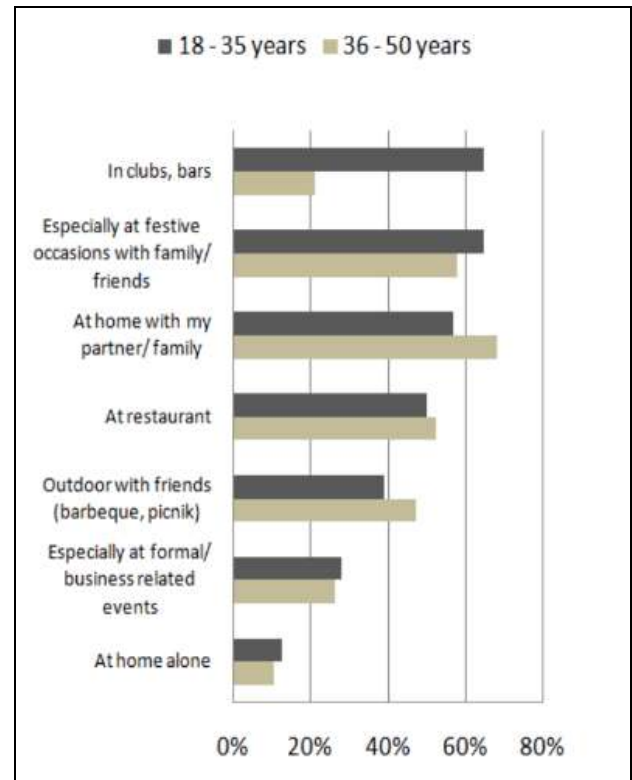

Fig 2: Preferred Occasions

The study also went in to see how many times a week a person was drinking. They found that people born in Generation X drank more than Millennials. This group is labeled as core drinkers, which consume once or a few times per week, as seen in figure 3 (Draghia & Antone, 2016) [3]. When it came to drinking once or twice per month, known as marginal drinkers, Millennials averaged higher than those of Generation X. Both Millennials and Generation X who rarely drank, occasional drinkers, both averaged at 32% (Ibid.).
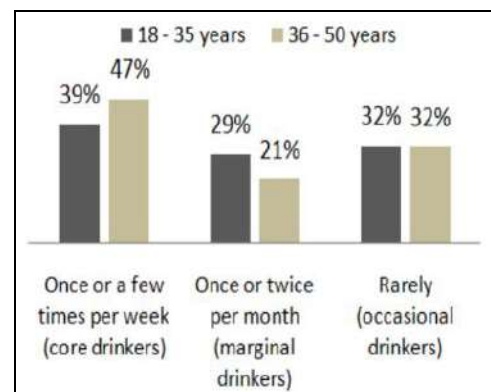

Fig 3: Consumption times per week

Motivations also affected what people were consuming. In figure 4 below, Millennials liked drinking with friends and family more than Generation X. The motivations had a different effect on Millennials and Generation X. When it came to the specific motivation, Millennials and Generation

X showed a difference. When it came to relaxation, Generation X said it was the highest reason for consumption. When the motivation was "I like the taste", Generation X answered significantly higher compared to Millennials.
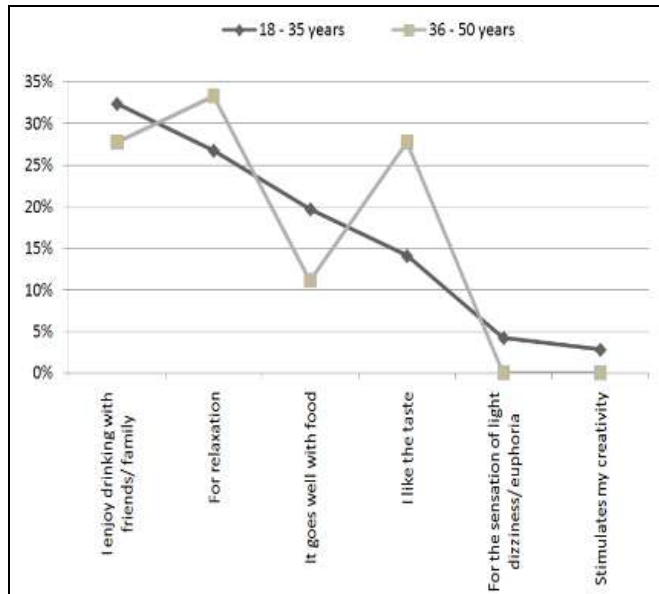

Fig 4: Consumption Motivation

Younger generations show a stronger correlation between consuming alcohol in settings outside of their homes, and of their preferences when drinking and socializing. Most younger aged persons did not consume wine when at establishments, where they usually drink but possibly would have chosen wine if they were given the option (Ibid.).

Ashely Merianos and her fellow colleagues conducted a study that examined the influence social norms have on binge drinking behavior among adolescents and young adults, shown in figure 5 (Merianos, Barry *et al*. 2016). It was believed that alcohol related behaviors are influenced by perception of frequency and quantity among peers. The variables of age, sex, race/ethnicity and socioeconomic status were all controlled during the experiment. Oftentimes when people engage in drinking, it is done so in various social situations. As stated "Binge drinking during adolescence and young adulthood has been associated with negative health risk behaviors and outcomes, such as impaired driving, illicit drug use, sexual abuse, suicide attempts, physical assault, unintentional injury, and other alcohol-related problems" (Ibid.). These variables are all risk factors that are associated with excessive amounts of consumed alcohol. While performing their multiple linear regression analysis on the collected data, it was found that adolescents who believed most, if not all of their peers engaged in alcohol consumption, were 4.28 times more likely to believe they also engaged in binge drinking (Ibid). The 52% of the population that was surveyed that were drinkers, had previously engaged in binge drinking within the past 1-3 days. For college students, those who had engaged in social drinking, believed the quantity of alcohol consumed increases per each social situation (Ibid).
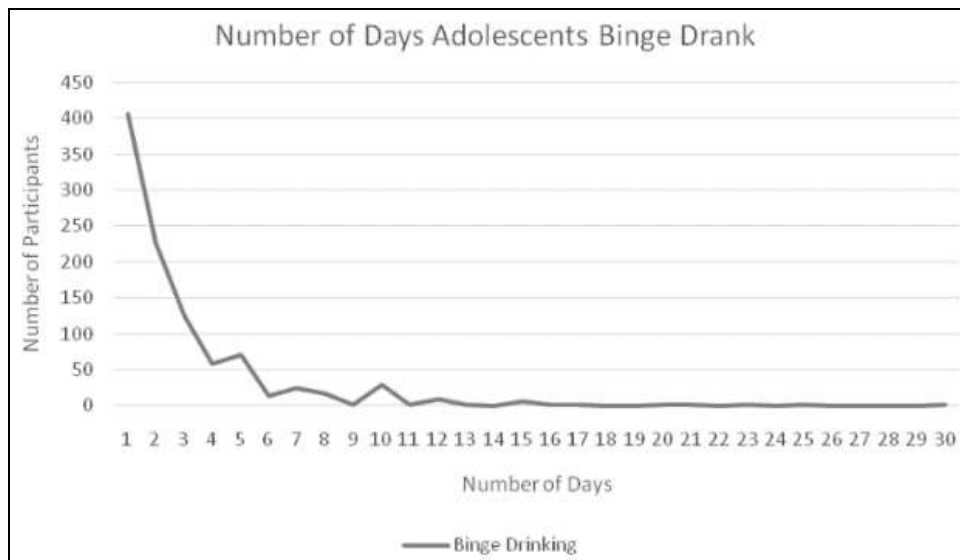

Fig 5: Reported Binge Drinking Days

Klatsky, Armstrong, and Kipp studied white men and women's alcohol preference including wine, beer or hard liquor. The study was composed of a sample of 53,172 people from Northern California. The survey retrieved data from this sample regarding education level, how heavy of a drinker you are, smoker or non-smoker, age, and so on. The study then compared the different situations/personal traits to alcohol preference. The results of the study concluded that those who prefer liquor are likely to be men, heavier drinkers, middle-aged or older, and less educated (Klatsky, Armstrong, & Kipp, 1990) [7]. Those who prefer beer were also likely to be men, yet younger in age. Lastly, people who preferred wine were likely to be women, young or middle-aged, nonsmokers, educated, and have no health conditions or risk of illness (Ibid). The data Klatsky and his colleagues collected identifies a correlation between beverage choice and the traits of people.

The article titled "Social Drinking" by Matt Gonzales covers the emotional impact drinking has on consumers and the different social settings linked to these emotions (Gonzales, n.d.). Social drinking is defined as a casual alcohol consumption in a social setting such as a restaurant or a bar and occurs most commonly on special events such as Cinco de Mayo, New Years Eve and birthdays (Ibid). The

article explains how consumers can feel relaxed when drinking alcohol due to its ability to change a person's mood and behavior while in doing so, activating pleasure by boosting the dopamine levels in one's brain. The article describes several popular social drinking situations and their purpose of fostering social bonding. These situations include weddings, festivals, sporting events, company functions, and fraternity and sorority parties (Ibid). According to a study by National Institute on Alcohol Abuse and Alcoholism in 2014, about 88% of people 18 years of age and older reported drinking alcohol at some point in their lives. This is due to the wide variety of events that feature social drinking like family gatherings, birthday parties, engagement parties and so on. The article notes the several reasons a person feels the need to drink in social situations. Alcohol is perceived to be a "social lubricant" that can reduce self-consciousness, improve one's mood and enhance social skills (Ibid.).

Willy Pederson, Anders Bakken, and Tilmann von Soest performed a study in which they investigated and analyzed the influences that one's school and neighborhood have on urban adolescents' alcohol consumption. This specific study is a part of a greater project which is investigating the alcoholic socialization process in adolescents. Similarly, this specific study aims to simultaneously emphasize the importance of one's neighborhood and school in the alcohol socialization process, while controlling for individual, family, and peer characteristics. This study was conducted in Oslo, Norway, a city which has 670,000 inhabitants. The Norwegian alcohol policy is described as being expensive and restrictive, individuals eighteen and older are permitted by law to purchase beer and wine and those who are twenty-one and older are permitted by law to purchase spirits (Pederson *et al*, 2017) [11]. Pederson and colleagues asked the respondents questions about alcohol use, socioeconomic background, religion, parental and friends' alcohol use, high school graduation celebration, and aggregated neighborhood and school characteristics. For example, when asked about alcohol use, respondents were asked "do you drink any form of alcohol?" Options to answer ranged from "never" to "weekly". The results showed that the mean score for alcohol frequency indicated the average response was slightly below "sometimes" but not as frequent as "monthly". In addition, when looking at social factors and influences the results showed the variance at the school level was 9.8% and at the neighborhood level it was 8.5% (Ibid.). The results show adolescents attending the same school, but living in different neighborhoods had different patterns of alcohol consumption. Similarly, those living in the same neighborhood tended to show different consumption patterns based on their school affiliation. The results then go on to state that neighborhood and school environments tend to influence alcohol socialization through different processes: school seems to affect consumption to a larger degree through aspects of peer-based youth culture, neighborhood effects were more closely related to family characteristics (Ibid).

A study conducted by *MarketLine* (2018) [8] set out to determine key trends and factors regarding alcohol purchases and consumption behaviors. The industry has undergone significant changes throughout the past few years allowing for opportunities in growth and development. Evaluated were the major players of beer, wine, spirits and alcohol-free beverages. Also evaluated were each category's corresponding sales and consumption rate over a period of 2 years. An unexpected emerging trend was the consumption rate of alcohol-free beverages along with seltzers. This was found to be the case due to a higher concern for public health. However, while this is an emerging trend it still did not impact the amount of alcohol consumed per year. In fact, there has been a greater demand for revival of each of these categories. Beer has already gone through an aggressive craft beer revival and consumers were found to want something similar for the spirits and wine as well. Consumers were overall very happy with the revival of gin. In the minds of consumers, it was discovered that gin was "fashionable". Consumers felt it was more acceptable to drink the newly designed gin in a public setting. Wine consumption is slowing down however it is not due to consumption situations it is due to lack of growth within the wine industry. Consumers want more from their wine. The revival of each is key in order to discover the latest alcohol trends (Marketwatch, 2018).

The article titled, "Social Situations and Alcohol: The Effect of Social Context on Alcohol Expectancies," by Idan Ariel (2012) [2], tested whether there was a relationship between people's social influences and alcohol expectancies. The study begins to explain the definition of alcohol and the effects it can have on people. However, with these effects, people as young as the age of twelve are beginning to drink alcohol. Therefore, the best ways to understand the reason for alcohol consumption is through social influences. This is due to the fact that this is mostly when alcohol is consumed. Young adults are first exposed to alcohol from their parents, by watching when they decide to drink. Our brains tend to learn from social information and respond differently when presented with a different situation. Alcohol is not a new concept, but more recently has been involved in social settings like religious ceremonies, meals, and other ceremonies. There has also been research suggesting that social effects such as a person's culture influences drinking behavior. Therefore, since human behavior is dependent on socializing, then research should show that alcohol consumption is a social behavior. The main purpose of this study was to observe people's behaviors externally and internally once in a social situation. They tested 115 young adult males between the ages of 18-25 that were placed in either a controlled situation or a situation with social influences which is a group of three to five people. The results suggest social behaviors might function as an indication to social drinking because they are in the presence of alcohol with the same gender (Ariel, 2012) [2].

The survey shown below in figure 6, "Preferred Alcoholic Beverages Among Adults in the United States in 2018, by Gender" performed by Morning Consult; and published in the *Beverage Industry Magazine*, had 2,201 respondents ages 21+ answering questions on the type of alcoholic beverage they prefer to drink (2018). The result from the survey showed that men preferred drinking beer 27% more than women did. The survey also showed that women preferred drinking mixed drinks or wine more than men did. Gender differences seem to have an impact on the choice of alcoholic beverage to be consumed (Morning Consult, 2018) [9].
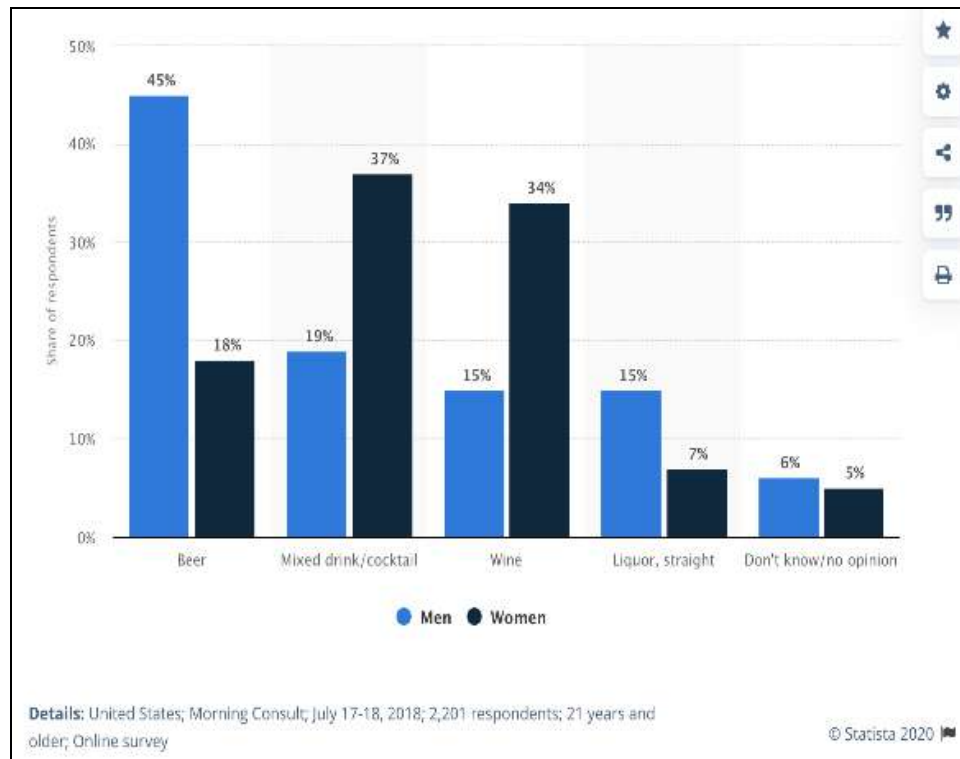
Fig 6: Preferred Alcohol by Gender

Materials and methods

Through this research, marketers will be able to gain a better understanding of why consumers choose to drink specific types of alcohol. If marketers are made aware of certain situational factors that determine the type of alcohol a consumer will choose to consume, then more fitting marketing strategies and promotions can be created to further reach and identify with the target consumers. Not only will this research help marketers create more successful marketing strategies for alcoholic beverages, but it will also likely allow marketers to reevaluate their chosen target market(s).

Occasionally, marketers may choose the wrong target market, or over time the target market may change and marketers may not realize that an adaptation of the marketing strategy is necessary. Alcohol can often, if not always, be marketed towards all people regardless of gender, age (21+), demographics, etc., which can make it difficult to create appropriate promotions. However, this research will allow marketers to focus on a theme that applies to all consumers, the situations in which they consume alcoholic beverages. Marketing towards situational factors that consumers identify with will likely resonate with the target market(s) in a way that any promotion based on demographics ever could. If strong correlations are found between social situations and choice of drink, this research could potentially save marketers a large sum of money by adapting their promotional strategies and bringing in more sales.

The alcohol industry has a variety of different beverages advertised for many events and settings. Through these marketing efforts, there are several possible relationships between certain settings and one's alcohol preference. For example spiked seltzer is advertised as a beverage for the warm summer weather. It is crucial for marketers in the alcohol industry, to know their niche and target audience. Through market research we are able to determine what types of alcohol are preferred for different social settings. Therefore, this enables marketers to know their consumers and advertise toward them accordingly.

Through researching a sample of people's preferred beverage choice according to each social setting, we can come to conclusions regarding relationships and correlations. We will be investigating how different situations and social settings affect alcohol consumption among males and females with differing demographics. *This study is being conducted to investigate if changing situations and social settings also impacts one's alcohol consumption.* We will focus on the preferred alcoholic beverages including wine, beer, spiked seltzers, mixed drinks, and shots of liquor. The situations and social settings to be investigated include drinking in a casual setting with people of the same sex, at a bar/club, at a party with both friends, acquaintances, and strangers, by yourself, at a sporting event, on a warm sunny day, and on a cold snowy/rainy day. We also make note of social pressures and emotions that describe why consumers drink socially, such as enjoying the taste, it relaxes you, because your friends drink, because it is the best way to have a good time and because you struggle in social situations with alcohol. Utilizing all these variables enables us to solve our problem statement and come to several conclusions regarding our research questions and the relationships that will arise.

As noted previously, social situations related to alcohol preference are crucial to marketers in the alcohol industry. In order to successfully advertise each beverage, it is important to understand the different relationships between consumers' preferred beverage types and the correlated social settings. Interrelated to our main research question, this study will also focus on four other research hypotheses supporting our problem statement with additional information and relationships.

- If women are drinking with other women, they will drink wine because they are in a casual setting.

- If women are drinking in a bar setting, they will drink vodka/mixed drinks because of the low price and high alcohol content.
- No matter the situation/setting, men will drink beer.
- If women are drinking on a warm and sunny day, they will drink spiked seltzer.
- The problem being investigated relies upon consumer decision making, social situations and why certain alcohol is chosen, the certain data that needs to be collected, also known as the research objectives for this study are as follows:
- To determine amount of alcohol consumed by respondents
- To determine why respondents consume alcohol
- To determine if respondents gender leads to a specific alcohol preference
- To determine what respondents are mostly likely to drink during different social situations
- To determine if weather influences what type of alcohol is consumed by the respondents

The above research objectives were determined with the respondents' reference in mind. Each objective is worded in a definite and succinct way to which respondents would understand. With the objectives determined, the corresponding step is to formulate the general hypothesis. The general hypothesis is defined as a general relationship between two variables that is deemed as true for the purpose of investigation. The hypothesis we are attempting to prove over the course of investigation for this study is as follows:

H1: As social situations and social settings change, alcohol consumption and choice also changes.

Through the use of the null hypothesis method, we instilled the use of constructs upon the variables in this study.

H0: As social situations and social settings change, alcohol consumption and choice does not change.

Constructs help us to define why people behave and act the way they do. In our study, our construct of alcohol consumption behaviors relies upon the variables of social situations and gender-based buying behaviors. Commonly asked in regards to consumption behaviors is "why do people consume alcohol?" and "what affects the level of alcohol consumed by a particular group of people?". This can be answered through purchase behavior and the analysis of social situations including parties or family gatherings. We want to discover if alcohol consumption is more dependent upon social situations or various demographics such as income, gender and relationship status.

For the purpose of conducting research, surveys were compiled to collect data. The survey was made with Qualtrics, which contained 20 questions ranging from demographics to research. After the survey was completed and approved, it was sent out through each members' individual Facebook page stating that participation was voluntary. This was able to generate many participants of all different demographics due to the variety of friends each member has through this social media outlet. Therefore, focus groups and experiments were not necessary and sending out a survey was the only means of collecting data.

The research population consisted of the group members Facebook friends which include college students and those outside the college community. It was important to receive participants of all backgrounds including age, nationality etc. to receive accurate data. It is extremely difficult to gain responses from every member of the population, so it is important to gain a representative sample that can attest for the overall population. If we did not receive all different types of participants than our data would be skewed a certain way. The sample plan that was used was a random sample, with a snowball population gathering. A random sample is used to avoid bias and unwanted effects. The sample frame targeted individuals of 18-50 years old, male and female, and their drinking behaviors in social situations. In order to achieve responses related to our research question it was important to gain insight into how each gender of the specific age groups consume alcohol in a social situation.

We administered a 20 question survey to get a better understanding of our research question and hypothesis. Our goal was to target roughly 250 participating responses to be able to gather accurate data surrounding our topic. We sent out our survey through Facebook and by the end of our survey, we received 309 responses. From our 309 responses, 67.96% were female and 31.72% were male. Men and women between the age of 38-53 were the leading group, which made up 42.07% of our survey. Those between the age of 18-23, in the youngest group made up 31.07% of our data. People ages 54 and older took up 15.86% of the survey responses and those between the age of 24-37 were the least to answer, only making up 11% of our data. From the data we were able to collect, we were able to see that specific factors and situations do have an impact on what people tend to consume. Many demographics also come into play and have a relationship between alcoholic beverage choice.

Results
We have been able to create multiple bar charts with the data collected through our 309 respondent survey, which provide much insight into the relationships between specific social situations and alcohol choice. In order to more closely analyze these relationships, we have separated the data by male and female and generated two charts, one male and one female, for each social situation analyzed in our data. As you can see below, in figure 7 titled, "If you are drinking by yourself what alcoholic beverage would you likely choose to consume? (male)," the majority of men - just under 50% - would choose to drink beer when drinking alone, the rest spread out among the other alcohol choices. From this, we can conclude that for men there is a moderate to strong relationship between drinking alone and drinking beer. From a marketers perspective, this information would be very beneficial in creating superior marketing strategies that a male consumer can better identify himself with. This data supports that a majority of men would identify with an advertisement depicting a man relaxing and enjoying a beer at home after a long day of work; this information could help a marketer choose the best advertisements and promotions surrounding their beer products.
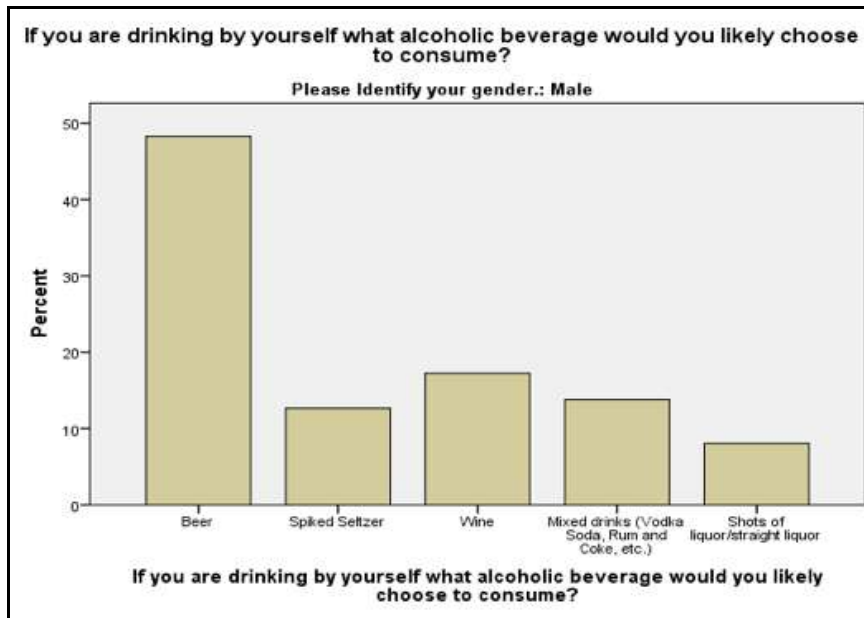
Fig 7: If drinking alone responses (male)

Figure 8 below titled, "If you are drinking by yourself what alcoholic beverage would you likely choose to consume? (female)," shows that a large majority of women would choose to consume wine when drinking alone, with the rest of the respondents sparsely spread out among the other options. This data indicates to us that for women there is a strong relationship between drinking alone and choosing to drink wine. Similarly to the relationship between men drinking alone and choosing to drink beer, this data would help marketers create better strategies and promotions that the consumer can identify herself with, more than likely increasing brand recognition and sales. This information would not only tell marketers that an ad depicting a woman relaxing at home by herself, drinking wine would likely be a strong choice of a marketing ad for wine, but also that this would be a very poor choice of advertisement for any of the other alcoholic beverage choices.
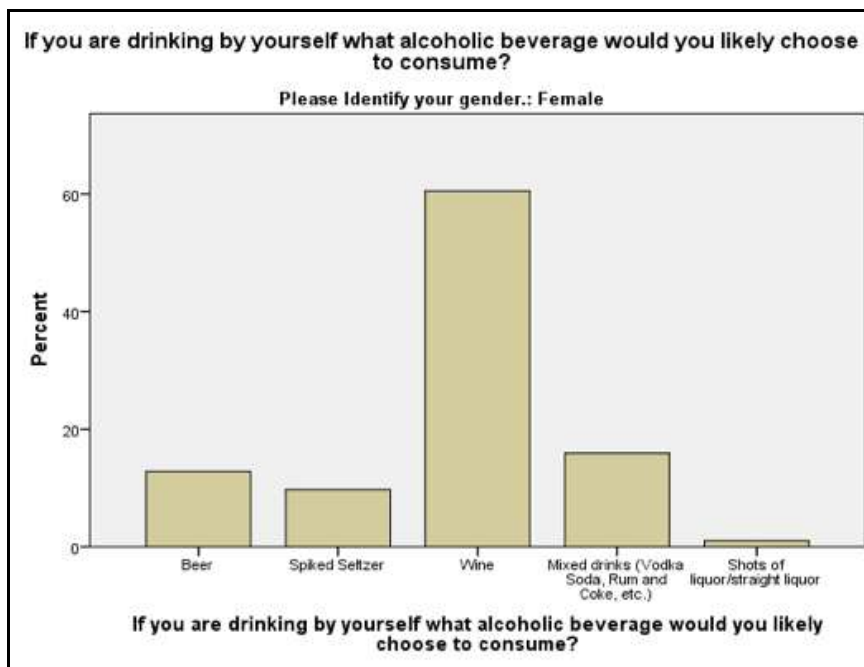

Fig 8: If drinking alone responses (female)

In figure 9 below titled, "If you are drinking in a bar/club setting which alcoholic beverage would you likely choose to consume? (male)," shows that beer ranks the highest, just above 50%, among all the other options. Mixed drinks rank second around 35%, and the other options are evenly around the same percentage. This means that given these options, men will choose beer the most when placed in this situation. However, there is still a big gap between beer and mixed drinks. This demonstrates to marketers that men identify with beer. Therefore, men would enjoy seeing a commercial of a guy's night at the bar drinking beer and telling old college stories. This will help a marketer design a beer that would play a role in this type of situation.
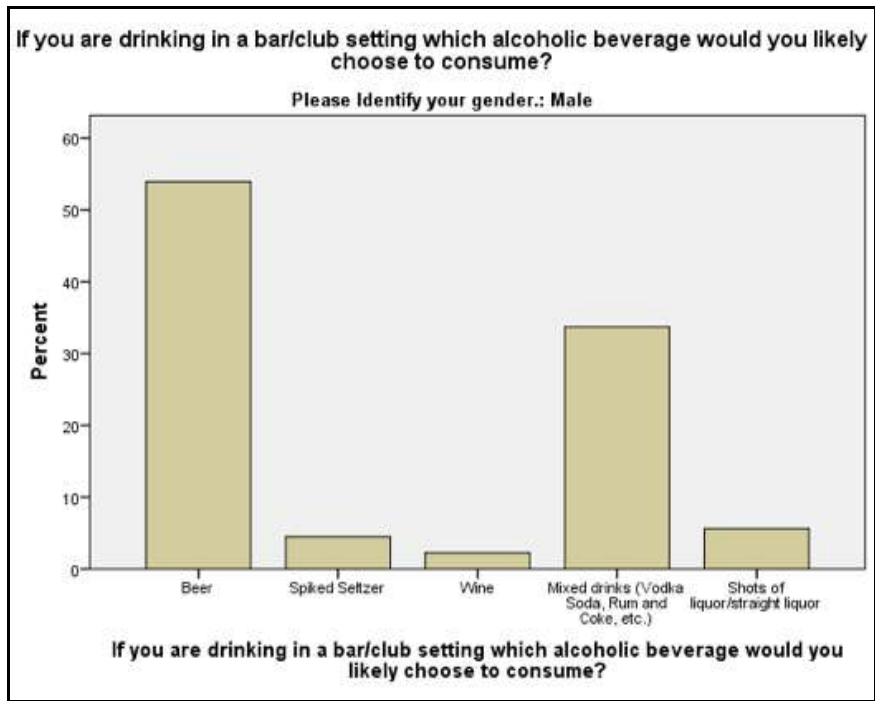
Fig 9: If drinking at a bar responses (male)

In figure 10 titled, "If you are drinking in a bar/club setting which alcoholic beverage would you likely choose to consume? (female)," shows that mixed drinks ranks the highest close to 60%. The second option is beer at 20%, which is a large gap from mixed drinks. Therefore, women identify more with mixed drinks when placed in this social setting. From a marketing perspective, it will be important for a marketer to create an advertisement that displays a bartender creating a mixed drink for a group of women. When women see this advertisement they would be excited to try and order a mixed drink on the next girls night out.

Fig 10: If drinking at a bar responses (female)

Additionally, in figure 11 below, titled "If you are drinking in a casual setting with friends of the same sex which alcoholic beverage would you likely choose to consume? (male)," shows that beer ranked the highest out of all of the options. The graph shows that a little over 60% of the men surveyed chose beer as their top choice. Mixed drinks ranked second at a little under 20%. This means that if men are drinking in a casual setting with other men, they are most likely to drink beer. As stated before, this data helps to emphasize that men will likely respond best to commercials or advertisements that show men drinking beer with their guy friends in a casual setting. This information could help to lead marketers to best position a beer as a drink to share with other guy friends.
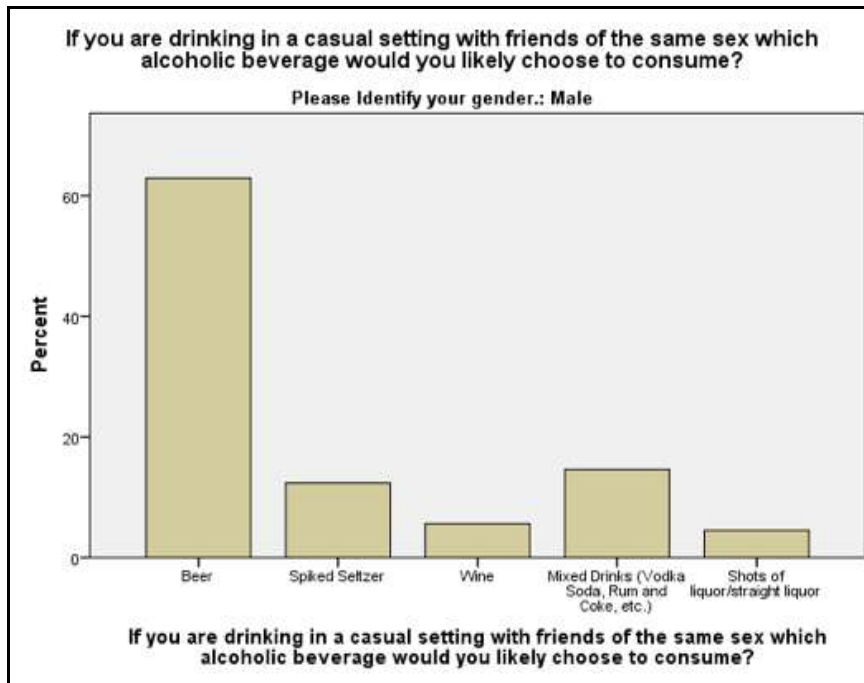
Fig 11: If drinking with same sex responses (male)

Figure 12 below titled, "If you are drinking in a casual setting with friends of the same sex which alcoholic beverage would you likely choose to consume? (female)," shows that wine was ranked the top choice out of all of the options. Almost 60% of women who participated in this survey said that wine would be their beverage of choice. Mixed drinks was the next highest ranked option at around 25%. This data helps to show that there is a strong relationship between women drinking in a casual setting with other female friends and drinking wine. From a marketers perspective, this information can be very helpful when coming up with campaign or advertisement ideas. For example, it could be a good idea to create a commercial showing a group of women, hanging out in a casual setting, drinking wine. When women see this commercial, they will be likely to get excited to try a certain brand of wine for their next girls night in.
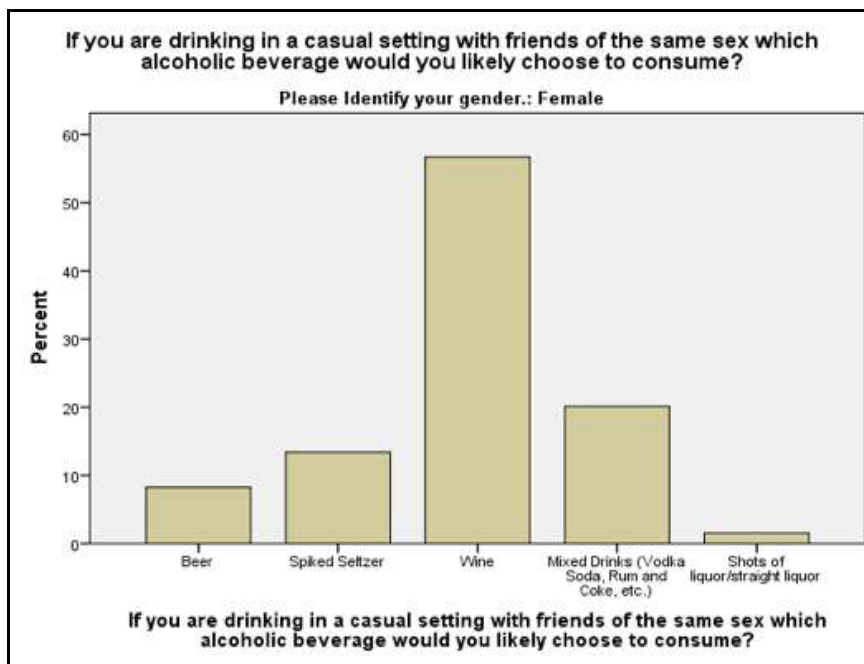

Fig 12: If drinking with the same sex responses (female)

According to the survey in figure 13 & 14 below, we can conclude the preferred alcoholic beverage for males and females while attending a sporting event. Approximately 90% of males prefer beer while attending a sporting event. While only about 6% of males prefer spiked seltzer leaving the remaining 4% to prefer mixed drinks. Similarly, beer is the alcoholic beverage that most females prefer to drink while attending a sporting event. Approximately 55% of females say they would prefer to drink beer. The remainder of the females in our sample stated that they would prefer

one of the following: spiked seltzer, wine, mixed drinks or shots of liquor. About 28% of females prefer spiked seltzer while attending a sporting event. Around 5% of females prefer wine and approximately 10% prefer mixed drinks.
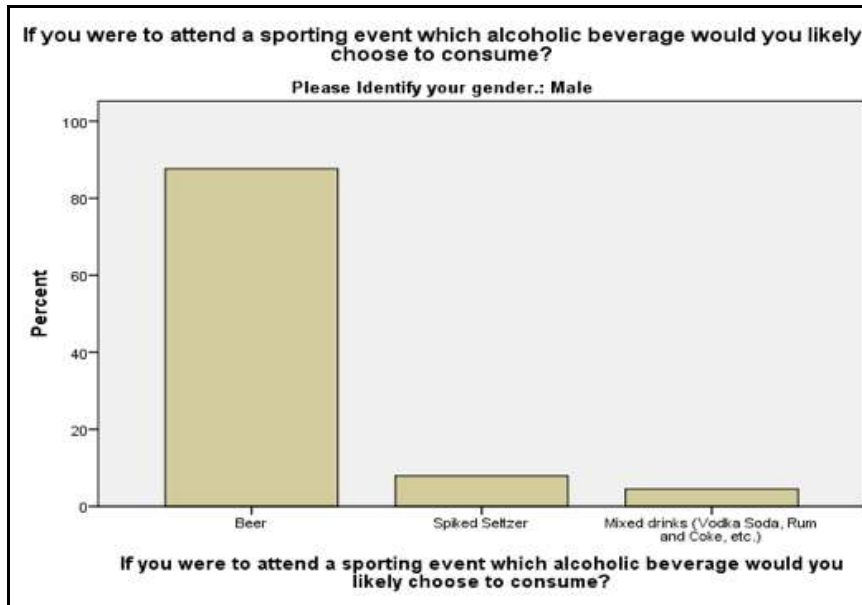

Fig 13: If attending sporting event responses (male)

This leaves 2% of females who prefer shots of liquor. It is crucial to keep in mind that our survey contained 308 respondents, consisting of 98 males and 210 females. It is evident that beer is the most preferred alcoholic beverage among both males and females attending sporting events.
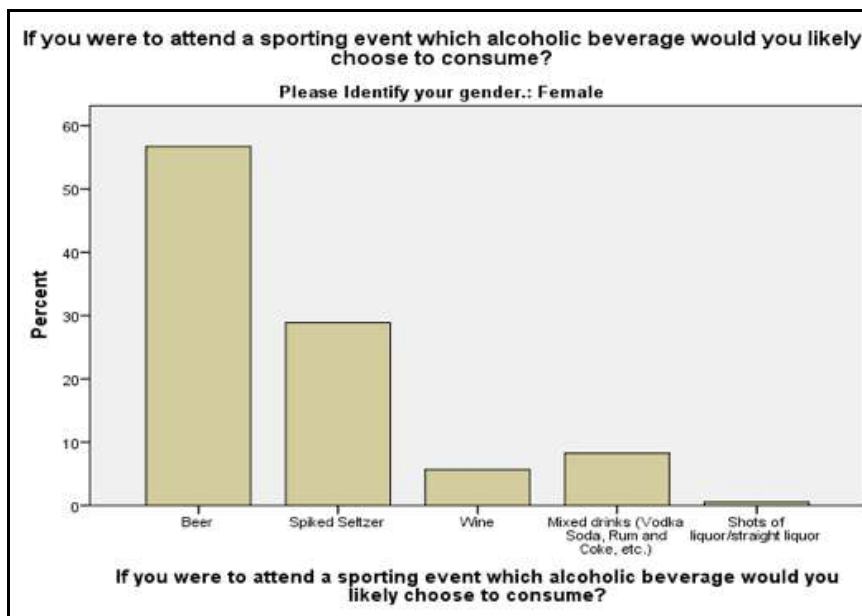

Fig 14: If attending sporting event responses (female)

Based on our data results, we can interpret marketers for sporting events, arenas and sports teams should sponsor beer companies. Also, it would be wise for marketers in the beer industry to advertise toward big sporting events. For example, having the Super Bowl Logo on Bud Light cans would be an effective way of reaching consumers and providing a compelling message connecting sports to the brand. Consumers can support their favorite teams or sporting events while drinking the alcoholic beverage they prefer (beer). In addition, marketers should include both males and females in beer advertisements while watching games due to the fact that this is the preferred beverage for both genders.

Based on our data derived from our survey in figure 15 & 16 below, we were able to determine the preferred alcoholic beverage for both males and females on a warm sunny day. Approximately 55% of males preferred to drink beer on a warm sunny day. Only 25% preferred spiked seltzer while 20% went to mixed drinks. An equivalency of 1% or less was attributed to wine. Unlike males, around 38% of females preferred to drink spiked seltzer on a warm sunny day. The remainder of those who participated in the study, 30% of them preferred beer.
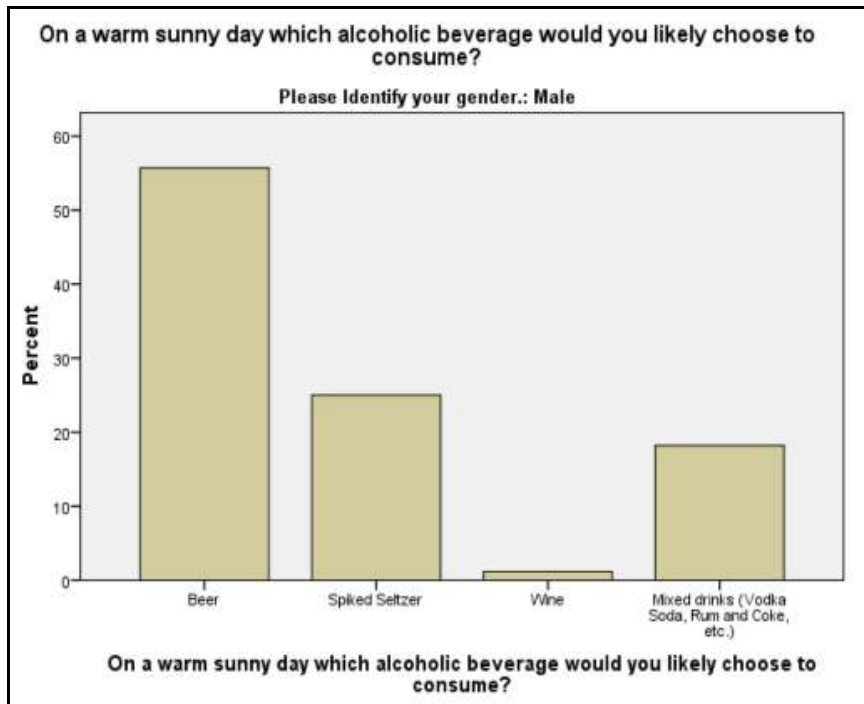
Fig 15: Warm day responses (male)

Approximately 25% preferred mixed drinks and the remaining 7% can be attributed to those who prefer wine. Out of 309 respondents we can conclude that on a warm sunny day males prefer to drink beer while females prefer spiked seltzer.
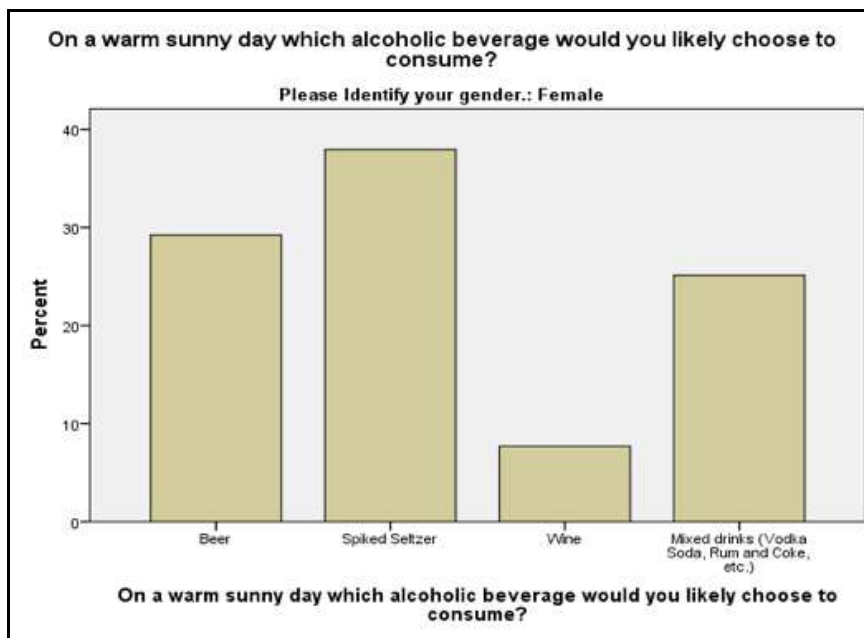

Fig 16: Warm day responses (female)

From these results it is clear that a marketer should focus their ads to be in warm summer climates. It would be wise to aim beer ads towards males while having them feature a summer climate or activity such as sports. For example beer companies could produce an ad feature males at a summer BBQ cooking and hanging out with their friends and families. As far as female advertisements for spiked seltzer, marketers could focus on beach settings with friends or sitting poolside with various flavors of seltzer.

From the data we gathered, one question we asked our participants was, "On a cold snowy/rainy day which alcoholic beverage would you likely choose to consume?". Answers were differentiated depending on gender and the choices of beverage included beer, spiked seltzer, wine, mixed drinks (vodka soda, rum and coke, etc.), and shots of liquor/straight liquor.
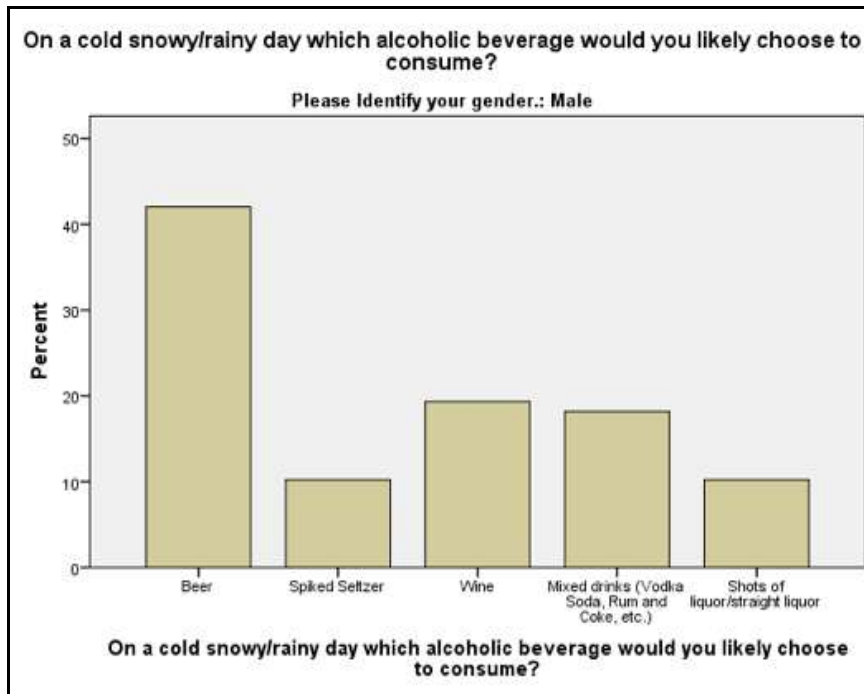
Fig 17: Snowy day responses (male)

According to our data shown above in figure 17, on a snowy/ rainy day, men's top choice of beverage to consume was beer. Men were half as likely to drink wine compared to beer with mixed drinks not far behind. Spiked seltzer and shots of straight liquor were the last choice of beverage. Before our research was conducted, it was assumed that these were most likely going to be our answers and relationships between men and certain alcoholic beverages. Information like this can be used to infer when beer and wine is going to be bought. This could be a great tool to aid marketing techniques when it comes to men drinking wine. During the colder months of the year (depending on location) advertisements of specifically wine consumption could be more directed at men. Thus in the end, broadening your overall target market with the goal of boosting sales.

Women were asked the same question in figure 18 and their responses further concluded our predictions. On a cold snowy/rainy day females chose wine as their beverage of choice well over any other option. Females second option which was about 60% lower than wine, was mixed drinks. Spiked seltzer and beer followed leading to shots of straight liquor being the last option for women. During colder seasons, beer, spiked seltzer, and vodka brands should be trying to appeal to women more. Some possible options include less tropical flavors of seltzer or even a plain flavor could help spiked seltzer sales, possibly more seasonal flavored beer could be an option with new packaging, and vodka brands coming out with specific recipes to warm those up in the chilly weather.
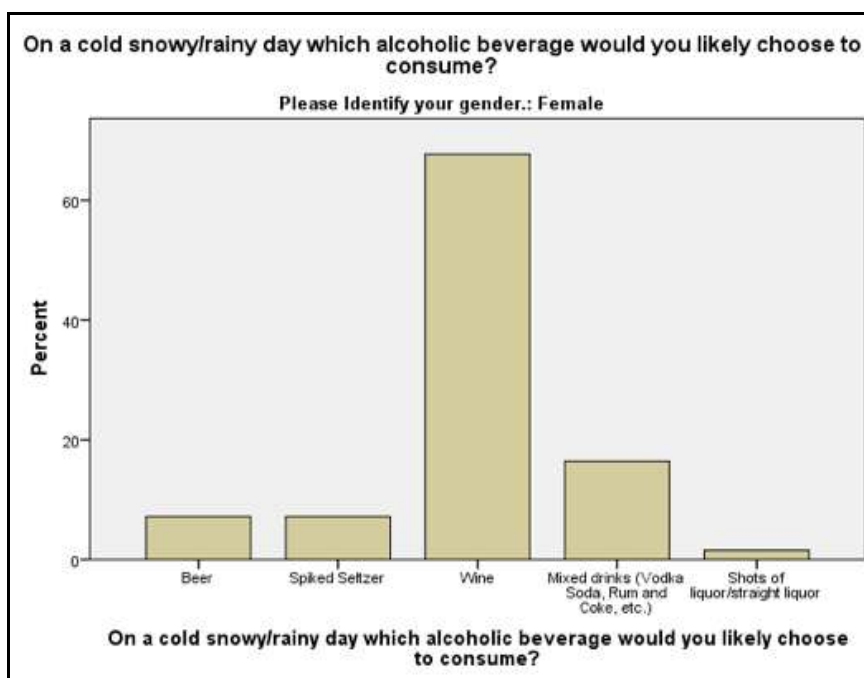

Fig 18: Snowy day responses (female)

Discussion

One limitation that may affect future replications would be that the survey was administered mainly to friends and family, leading respondents to mainly be made up of ages 18-23 and 38-53. This could potentially mean that our data was not representative enough of the population to be accurate. However, the survey was made up of a large sample of respondents (309), meaning if this research were to be replicated similar results would likely be concluded. In replication of the study, we would need to have hypotheses based upon male and female, which we did not do in this study.

Conclusion

In conclusion, for women, we would accept the null hypothesis due to the fact that the majority of women changed their drink of choice based on the given situation and setting. On the other hand, for men, we would reject the null hypothesis due to the fact that the majority of male respondents did not change their drink of choice based on the given situation and setting. Referring back to the defining the problem slide, we came up with four hypotheses to test throughout our research. For women, we hypothesized that 1) if women are drinking with other women, they will drink wine because they are in a casual setting, 2) if women are drinking in a bar setting, they will drink mixed drinks because of the low cost and the high alcohol content, and 3) if women are drinking on a warm and sunny day, they will drink spiked seltzer. The data from our research proved these statements to be true which in return means that we would accept the null hypothesis due to women changing their drink of choice based on the situation/setting. For men, we hypothesized that no matter the situation or setting, men will choose beer as their beverage of choice. Similarly, our data supported this claim which means that we would reject the null hypothesis.

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